

The BIRMINGHAM MUSEUM

CITY OF BIRMINGHAM MUSEUM BOARD AGENDA

556 W MAPLE

Thursday, May 5, 2016

6:30 PM

***Mission Statement:** The Birmingham Historical Museum & Park will explore meaningful connections with our past, in order to enrich our community and enhance its character and sustainability. Our mission is to promote understanding of Birmingham's historical and cultural legacy through preservation and interpretation of its ongoing story.*

- 1. Call to Order**
- 2. Roll Call**
- 3. Introduction of Guests**
- 4. Approval of the Minutes**
 - A. Minutes of April 7, 2015
 - B. Minutes of April 27, 2016
- 5. Announcements**
- 6. Unfinished Business**
 - A. 2017-2020 Strategic Plan Review: Goal I Objectives
- 7. New Business**
 - A. Planning for Bell Dedication – Autumn, 2016
- 8. Communication and Reports**
 - A. Director Report
 - B. Member comments
 - C. Public comments
- 9. Next Regular Meeting : May 5, 2016; Special Meeting April 21, 2016**
- 10. Adjournment**

NOTICE: Individuals with disabilities requiring accommodations for effective participation in this meeting should contact the city clerk's office at (248) 530-1880 (voice), or (248) 644-5115 (TDD) at least one day in advance to request mobility, visual, hearing or other assistance. *APPROVED MINUTES OF THE MUSEUM BOARD MEETINGS ARE AVAILABLE IN THE CITY CLERK'S OFFICE AND ON THE CITY WEBSITE AT www.bhamgov.org.* City of Birmingham, 151 Martin, Birmingham, MI 48009; 248.530.1800. Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.

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CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, April 7, 2016
6:30 PM

Members Present: Russ Dixon, Marty Logue, Gretchen Maricak, Kate Montgomery, Caitlin Rosso, Jeff Wilmot

Student Members Present: None

Members Absent: Tina Krizanic

Administration: Museum Director Leslie Pielack

Guests: None

Mr. Dixon called the meeting to order at 6:30 PM.

**Approval of the Minutes
Minutes of March 3, 2016**

MOTION: by Wilmot, seconded by Maricak:

To approve the minutes of March 3, 2016.

VOTE: Yeas, 6
Nays, 0

Unfinished Business

A. The Museum Board took up the matter of the best process to update the Strategic Plan objectives, following the approval of the goals that took place on March 3, 2016. Museum Director Pielack will provide the previous objectives for the appropriate Goals and board members will individually make any changes for those objectives, to be reviewed at subsequent board meetings. Director Pielack will re-send the word clouds compiled when the mission statement was being updated for reference. Each of the four goals will be reviewed in each of the next four months, so that Goal I would be reviewed on May 5, Goal II on June 2, Goal III on August 4, and Goal IV on September 1, 2016.

New Business

A. The proposed recommended light fixture for the park WiFi pole was reviewed.

MOTION: by Montgomery, seconded by Rosso:

To approve the historic style (SWB-NS) lamp fixture recommended by the City of Birmingham's Planning Department staff for installation on the museum grounds in the

Mill Pond Historic District to provide lighting on the public WiFi access point light pole southwest of the pond, to be attached to the recommended pole, and to approve the use of the pole without the light fixture for WiFi access on the museum grounds adjacent to Willits Avenue, north of the pond.

VOTE: Yeas, 6
 Nays, 0

B. The Museum Board reviewed the implications of the Street Name Change Request by the residents on Mill Race Road to change the name of the road to Lakeside Court. The Museum Board noted that it is pleased that the City Commission is interested in the Museum Board's opinion and that the commission values Birmingham's history. The Museum Board also noted with some surprise that no residents were present at its discussion of the impact of this proposed change.

MOTION: by Maricak, seconded by Logue:

To share the following points for consideration to the City Commission regarding the Mill Race Road Name Change Request Review:

- Changing the name of the road is not consistent with preserving Birmingham's history. The mill was an important part of Birmingham's past, as the village developed around it in the mid-19th century, and the name Mill Race preserves that historical time, place, and context.
- Therefore, the Museum Board believes a name change would be detrimental.

VOTE: Yeas, 6
 Nays, 0

Communication and Reports

A. Director Pielack shared updates to the Director Report. Thus far, Commissioners Bordman and DeWeese have visited the museum, and Commissioners Boutros and Harris have yet to complete their visit. The meeting with Ms. Bordman and Mr. DeWeese was positive and productive. The Bell Project pre-bid meeting had approximately five potential bidders in attendance. Bids will be opened April 13 at City Hall at 2:00 p.m., and a special Museum Board meeting will be held on April 21 at 6:30 p.m. to make final recommendations to the City Commission to award the contract.

B. Mr. Dixon suggested that the boundaries of the museum property should be checked for accuracy with any landscape planning going forward, and mentioned that in the past, a Rouge Interpretive Center was discussed for the area adjacent to the museum; also, that the Friends of the museum may be interested in a fundraising format that he has recently learned about that involves a monthly donation. Mr. Wilmot asked about the large Gothic style exterior lights in the basement, and whether those might be sold in the future to generate funds for the museum's collection.

C. There were no public comments.

Mr. Dixon adjourned the meeting at 7:50 p.m.

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CITY OF BIRMINGHAM
MUSEUM BOARD
SPECIAL MEETING MINUTES
WEDNESDAY, April 28, 2016
5:30 PM

Members Present: Russ Dixon, Tina Krizanic, Marty Logue, Kate Montgomery, Caitlin Rosso, Jeff Wilmot

Student Members Present: None

Members Absent: Gretchen Maricak

Administration: Museum Director Leslie Pielack

Guests: None

Mr. Dixon called the meeting to order at 5:30 PM.

New Business

A. The proposed recommended contractor to construct the Hill School Bell Project was reviewed.

MOTION: by Rosso, seconded by Logue:

To approve the recommended contractor, Holsbeke Construction, Inc., to complete the construction of the Historic Bell Structure (Hill School Bell Project) in the amount not to exceed \$55,000, and to recommend final approval of the contract to the city commission.

VOTE: Yeas, 6
Nays, 0

Mr. Dixon adjourned the meeting at 5:45 p.m.

Goal I: Enhance community access, appeal, and engagement, resulting in increased utilization of BHMP and broader appreciation for its cultural contribution to the region

Previous Objective

Changes to Objective

<p><i>A. Develop and implement strategies and programs that actively engage the community and make history and heritage more relevant in their lives.</i></p>	<ul style="list-style-type: none"> • Actively engage or connect with the community (add the word connect)
<p><i>B. Establish the museum and park as a valued destination and place to encourage community connectivity.</i></p>	<ul style="list-style-type: none"> • Or enrichment of the community • Don't know the true meaning of this one, so I don't know how relevant it is to stay
<p><i>C. Develop an interpretive plan for both buildings. Enhance utilization of the collection by engaging in dynamic and changing events, activities, programs and exhibits that keep an historical context but draw in more people and encourage returning visitation.</i></p>	<ul style="list-style-type: none"> • Take out "dynamic and changing" replace with Impactful Events
<p><i>D. Develop and implement an interpretive plan for the park. Better utilize the park to share local heritage, engage visitors, connect them to the museum site, and keep them coming back.</i></p>	<ul style="list-style-type: none"> • Promote and share local heritage, etc. etc. • I believe that we need to add in something about our new internet
<p>New:</p>	<ul style="list-style-type: none"> • Social Media Marketing Plan

DATE: May 5, 2016
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Director Report

Budget Hearings—At this point, funding for a marketing/branding consultant and a new sign are in the recommended budget. The commission will be approving the final budget later in May. A RFP with a scope of work for marketing/branding will be going out as soon as practical after the budget is approved.

Park Wi-Fi Improvements—are still in motion. Awaiting the fulfillment of materials order and construction soon to follow.

Historic Landscape Survey—To conduct the necessary historic landscape survey (part of what is known as a cultural landscape report), a scope of work is needed for a RFP. The primary goal with the historic survey is to identify historic elements in the landscape (built, planted, and natural) and make recommendations about landscape planning accordingly. Very few professionals are qualified to provide this service, but the State Historic Preservation Office has provided some contacts.

Bell Project—The contractor, Holsbeke Construction, will be starting the project presently, assuming the commission approves the contract. We expect it to take about four weeks.

Paver Fundraising Program—Is underway and getting lots of interest! A press release went out on Friday, April 29. Orders will be taken until Wednesday, May 25.

AASLH Joint Tour with Oakland County Pioneer & Historical Society—will build on last fall's Oakland County Heritage Conference Tour. It will involve participants leaving from the conference center at Cobo by bus. Representatives from our two museums and Oakland County will provide architectural and historical content on the bus route up Woodward Avenue. The two stops will be our museum and the Wisner House in Pontiac. Participants will then return on Woodward to Detroit. We are exploring ways that this tour could be made available again to different groups. We will keep the Woodward exhibit up through the end of September to accommodate this tour opportunity and make the most of the theme.

CREEM Display—We will be re-installing the CREEM display as a semi-permanent display this summer. It will be housed in the exhibit room beyond the bathroom on the main floor, with some CREEM objects in the locked cases and magazines available (locked). The office display will be recreated and a small work station available to accommodate researchers. This will help satisfy the high interest of our CREEM materials while still keeping them secure.

Summer Intern—We have a new summer intern from Ferris State who will be here at the museum from mid-May to mid-August. With paid and unpaid personnel, we expect to accomplish a lot this summer.

School Tours—School tours will be underway beginning May 18. This year, staff are introducing a hands-on activity within the Allen House. In addition, we will be conducting a pilot project with Quarton teachers to come into the classroom with a pre-exposure activity to enhance the site visit.