



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, October 6, 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 September 1, 2016
- 5. Announcements**
- 6. Unfinished Business**
- 7. New Business**
 - A. CREEM Party and Reading Room/Exhibit Kick Off
 - B. Master Planning for Landscape and Park
- 8. Communication and Reports**
 - A. Director Report
 - B. Member comments
 - C. Public comments
- 9. Next Regular Meeting: November 3, 2016**
- 10. Adjournment**

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CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, September 1, 2016
6:30 PM

Members Present: Russ Dixon, Judith Keefer, Tina Krizanic, Marty Logue

Student Members Present: Nahri Carman

Members Absent: Gretchen Maricak, Caitlin Rosso

Administration: Museum Director Leslie Pielack

Guests: None

Mr. Dixon called the meeting to order at 6:35 PM.

Guests and Museum Board members introduced themselves.

Election of Chair

Mr. Dixon called for nominations. Ms. Krizanic nominated Mr. Dixon. There were no other nominations.

MOTION: by Krizanic

To nominate Russ Dixon as chair for the Museum Board

VOTE: Yeas, 4
Nays, 0

**Approval of the Minutes
Minutes of June 2, 2016**

MOTION: by Logue, seconded by Krizanic:

To approve the minutes of June 2, 2016 as amended.

VOTE: Yeas, 4
Nays, 0

Minutes of June 22, 2016

MOTION: by Krizanic, seconded by Logue:

To approve the minutes of June 22, 2016 as amended.

VOTE: Yeas, 4
Nays, 0

Unfinished Business

A. The Museum Board reviewed objectives for Goals III and IV of the revised 2017-2020 Strategic Plan.

MOTION: by Keefer, seconded by Krizanic:

To approve the following objectives for Goal III of the 2017-2020 Birmingham Museum Strategic Plan:

Goal III: Increase funding to assure financial stability and sustainability, and increase the capacity of the Birmingham Museum to serve its mission through fundraising, board development, and building relationships and volunteer resources.

Objectives for Goal III:

- A. As a collaborative effort of the Museum Board and Museum Friends, develop a comprehensive fundraising plan for the Birmingham Museum that increases contributions to both operations and the endowment fund.
- B. Support board development by clarifying expectations and further developing the skills of the Museum Board, and seek new members with complementary skills.
- C. Increase the personnel capacity of the Birmingham Museum by increasing professional staffing, engaging volunteers, and utilizing partner organizations.
- D. Explore grant-writing efforts in conjunction with the Museum Friends to identify opportunities for collaboration.

VOTE: Yeas, 4
Nays, 0

MOTION: by Logue, seconded by Keefer:

To approve the following objectives for Goal IV of the 2017-2020 Birmingham Museum Strategic Plan:

Goal IV: Define a unified message and marketing plan by using a variety of marketing media to further develop the museum's brand and to increase awareness, interest, and attendance.

Objectives for Goal IV:

- A. Identify and utilize free and low-cost marketing resources maintained by specific target audiences, such as city publications, local schools, senior groups, and other community organizations.

- B. Identify our target audiences, and explore and enhance the image the Museum presents to the public through independent and collaborative projects and partnerships that strengthen our ties to the community.
- C. Explore and assess the museum's brand and marketing needs and identify qualified consultants in accordance with City requirements.

VOTE: Yeas, 4
 Nays, 0

B. Ms. Logue summarized the committee plan for the Bell Dedication on October 1. The event will include speakers representing various stakeholders, a reception with light refreshments, free museum admission, and complementary souvenir bells. Ms. Geri Rinschler has agreed to speak for the school board. Mr. Dixon will speak for the Museum Board. The city manager and commission have been made aware of the event and the mayor or commissioner invited to speak.

New Business

A. Director Pielack announced that there is some interest in the business owner position on the Museum Board, and she has provided information about the application process and city deadlines to the individuals expressing interest. The next deadline for board applications is noon on September 7 for commission review on September 12.

Communication and Reports

- A. Director Pielack presented the Director Report.
- B. Mr. Dixon emphasized that if the chair is absent, the proper procedure is for the Museum Board to appoint a temporary chair at the outset of the meeting.
- C. There were no public comments.

Mr. Dixon adjourned the meeting at 7:35 p.m.

DATE: October 6, 2016
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Director Report

Update on Business Board Member—Appointment by City Manager in process, pending commission approval on October 12.

Strategic Plan Revision and Timeline—Finalization of objectives and draft of the 2017-2020 Strategic Plan will be completed in the coming weeks and returning to the Museum Board for final review.

Historic Landscape Survey—Contract has been approved by the city commission and work will be scheduled to begin sometime in the fall, which is an ideal time for this work. This project will help identify significant historic elements in the landscape before undertaking upcoming master planning.

Allen House Siding—RFP will be posted for proposals to be received over the winter. Expected construction would be spring-summer of 2017.

Branding Consultant—RFP expected to go out in near future, with expected consulting contract to begin work after the holidays.

Charlie Auringer CREEM Reading Room, Collection, and Online Materials—Currently working on completing magazine collection with support from the Friends and finalizing exhibit display and research area. Online/virtual exhibit of magazine covers and tables of contents to follow. A party/kick off sponsored by the Museum Board would be an excellent way to broaden exposure.

Collection Policy—The museum’s draft collection policy needs to be revised and finalized. Now that the bell project is complete, this will be part of the focus in coming months.

Digitization Grant—The museum’s digitization grant is drawing to a close. In the spring, I will be presenting to the Oakland County Historic Resources membership regarding the project and how other organizations can adapt digitization to their needs.

Police Exhibit—Museum staff is working on a special display for the police case at City Hall, at the department’s request. The display will likely be part of a periodic change to the case to aid the police department in educating the public while featuring aspects of police history.