



**CITY OF BIRMINGHAM  
MUSEUM BOARD AGENDA  
556 W MAPLE  
Thursday, November 10, 2016  
5:30 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 October 6, 2016
- 5. Announcements**
- 6. Unfinished Business**
  - A. 2017-2020 Strategic Plan (Task Level Approval)
- 7. New Business**
  - A. 2017 Museum Board Meeting Schedule
  - B. Birmingham Bicentennial and Book Project
- 8. Communication and Reports**
  - A. Director Report
  - B. Member comments
  - C. Public comments
- 9. Next Regular Meeting: January 5, 2017**
- 10. Adjournment**

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Draft



**CITY OF BIRMINGHAM  
MUSEUM BOARD  
MEETING MINUTES  
Thursday, October 6 2016  
6:30 PM**

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

Student Members Present: Nahri Carman

Members Absent: Gretchen Maricak

Administration: Museum Director Leslie Pielack

Guests: None

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

**Approval of the Minutes  
Minutes of September 1, 2016**

**MOTION:** by Krizanic, seconded by Logue:

To approve the minutes of September 1, 2016.

**VOTE:** Yeas, 5  
Nays, 0

**Announcements**

None.

**Unfinished Business**

None.

**New Business**

A. The historic landscape survey project is about to begin. The consultant will be collecting information and creating a document that will establish the main historic features of the landscape as an aid in planning. The Museum Board will then be taking up the long term plan for the landscape, most likely early in the year, as a major undertaking for FY 2017-2018.

B. The Museum Board agreed by consensus that heading up a celebration of the CREEM Reading Room would be a timely and appropriate effort. The event would most likely include some rock star legends who are connected with former CREEM staff and could be a very important way to bring additional attention to

the museum and its important CREEM collection. Museum Director Pielack will prepare an outline of suggestions for the event planning for the November meeting.

### **Communication and Reports**

- A. Director Pielack presented the Director Report.
- B. Mr. Dixon asked for a presentation to be prepared by the Museum Director for the Oakland County Historical Resources membership be shared with the Museum Board. The presentation will take place in March.
- C. There were no public comments.

Mr. Dixon adjourned the meeting at 6:48 p.m.

2017-2020 Strategic Plan Goals-Objectives-Tasks (Draft)

**Goal I: Enhance community access, appeal, and engagement, resulting in increased utilization of the Birmingham Museum (formerly Birmingham Historical Museum & Park) and broader appreciation for its cultural contribution to the region.**

**Objectives for Goal I:**

**A. Develop and implement strategies and programs that actively engage and connect with the community and make history and heritage more relevant.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Public programming; schools, individuals & families	1. Museum staff	1. Personnel; materials/operational funds	1. Ongoing
2. Private programs & tours	2. Museum staff	2. Personnel; materials/operational funds	2. Ongoing

**B. Establish the museum and park as a valued resource and place to encourage community connectivity.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Facebook and other virtual communication	1. Museum staff	1. Personnel; operational funds	1. Ongoing
2. Online calendar, events promotion	2. Museum staff	2. Personnel; operational funds	2. Ongoing
3. Fiber-optic connection	3. City	3. City/grant Funding	3. Early-mid 2017

**C. Develop an interpretive plan for both buildings. Enhance utilization of the collection by engaging in impactful events, activities, programs and exhibits.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Develop plan	1. Museum staff	1. Personnel	1. 2018
2. Exhibit development	2. Museum staff	2. Personnel, operational funds	2. Ongoing

**D. Develop and implement an interpretive plan for the park. Better utilize the park to share content, engage visitors, and connect them to the museum.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Develop park master plan	1. Museum Board, museum staff	1. Personnel, historical survey data, design consultant	1. 2018-2019
2. Develop park interpretive plan	2. Museum staff	2. Personnel	2. 2019
3. Phased landscape construction	3. City/museum staff	3. Personnel, funding	3. 2019+

**E. Promote the museum through social media and marketing.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Utilize and enhance existing social media communication 2. Explore and develop additional online marketing as appropriate and in accordance with marketing plan (Goal IV A.)	1. Museum staff 2. Museum staff	1. Personnel 2. Personnel, funding	1. Ongoing 2. 2017+

**Goal II: Provide stewardship and management of the museum’s collection of artifacts, archives, and buildings, in accordance with established professional museum practice.**

**Objectives for Goal II:**

**A. Improve museum collection’s storage organization and environmental controls to protect and preserve the collection.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Re-organize storage needs in keeping with accession and de-accession goals (II c.)	1. Museum staff	1. Personnel; funding;	1. 2017-19
	2. Museum staff	2. Personnel, funding	2. 2017-18
2. Improve environmental controls	3. Museum staff	3. Personnel, funding	3. 2017-19
3. Re-housing of artifacts and archives	4. Museum staff	4. Personnel	4. 2019-20
4. Develop artifact assessment & intervention plan			

**B. Improve efficiency, accuracy, and accessibility of collection object records and documentation.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Continue digitization and improvement of digital records and expansion of electronic storage	1. Museum staff; interns/ volunteer professionals	2. Personnel; funding	Ongoing

**C. Develop and implement collections-related policies and procedures for collections management; future acquisitions; deaccessioning; disaster preparedness; the museum’s hands-on/use collection; building maintenance; and other collections-related policies and procedures in accordance with accepted museum standards.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Develop and finalize approval of collections policy	1. Museum staff	1. Personnel	1. 2017
2. Develop and finalize disaster preparedness plan	2. Museum staff	2. Personnel-museum and City	2. 2017-18
3. Develop a building and grounds maintenance schedule	3. Museum staff	3. Personnel-museum and City	3. 2017-18

**D. Provide improved digital access through exploring online or other virtual exhibit/access options.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Expansion of digital collections for public access 2. Explore joint content with other institutions	1. Museum staff 2. Museum staff	1. Personnel, funding; fiber-optic connectivity 2. Personnel, funding	1. 2017-2018; continuing 2. 2018+

**E. Seek professional training opportunities for museum staff to provide ongoing collection management skills development and effectiveness.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Explore and provide virtual and actual professional training opportunities	1. Museum staff	1. Personnel; funding	1. Ongoing

**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.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Develop plan	1. Museum Board, Museum Friends, professional consultant, museum staff	1. Personnel; funding	1. 2018+

**B. Support board development by clarifying expectations and further developing the skills of the Museum Board, and seek new members with complementary skills.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Provide opportunities for continuing education	1. Museum Board; Museum Friends	1. City/museum personnel; funding	1. Ongoing

**C. Increase the personnel capacity of the Birmingham Museum by increasing professional staffing, engaging volunteers, and utilizing partner organizations.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Pursue appropriate staffing levels and planning	1. Museum staff	1. Personnel; funding	1. Ongoing

**D. Explore grant-writing efforts in conjunction with the Museum Friends to identify opportunities for collaboration.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Identify and explore grant opportunities for supporting museum initiatives	1. Museum staff	1. Personnel; potential partnering organizations	1. 2018+



**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.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Complete and implement marketing/branding plan	1. Museum staff; Museum Board; consultant	1. Personnel (City and museum); funding	1. 2017+

**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.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Explore and identify opportunities for collaborative partnerships	1. Museum staff	1. Personnel; funding	1. 2017+

**C. Explore and assess the museum’s brand and marketing needs and identify qualified consultants in accordance with City requirements.**

<i>Task</i>	<i>Who</i>	<i>Resources</i>	<i>Timeline</i>
1. Complete and implement marketing plan	1. Museum staff, Museum Board; consultant	1. Personnel; funding	1. 2017+

**DATE:** November 3, 2016  
**TO:** Museum Board  
**FROM:** Leslie Pielack, Museum Director  
**SUBJECT:** Museum Board Schedule, 2017

The Museum Board schedule for 2017 calls for meetings to take place on the first Thursday of each month (no meetings in July and December) with the exception of October. There is a conflict on the first and second Thursday of October due to legal holidays (Sukkot and Shemini Atzeret) observed by the City of Birmingham. The proposed alternative is October 19, 2017.

**MEETING SCHEDULE  
2017**

**All Meetings Scheduled for 6:30 PM at the Birmingham Museum on the first Thursday of the month unless otherwise noted. No meetings in July and December**

<b>MONTH</b>	<b>DAY</b>	<b>MEETING</b>	<b>LOCATION</b>
January	5	Regular Meeting	Birmingham Historical Museum & Park
February	2	Regular Meeting	Birmingham Historical Museum & Park
March	2	Regular Meeting	Birmingham Historical Museum & Park
April	6	Regular Meeting	Birmingham Historical Museum & Park
May	4	Regular Meeting	Birmingham Historical Museum & Park
June	1	Regular Meeting	Birmingham Historical Museum & Park
July		No Meeting	
August	3	Regular Meeting	Birmingham Historical Museum & Park
September	7	Regular Meeting	Birmingham Historical Museum & Park
*October	19	Regular Meeting	Birmingham Historical Museum & Park
November	2	Regular Meeting	Birmingham Historical Museum & Park
December		No Meeting	

Suggested Resolution: To approve the 2017 Meeting Schedule for the Museum Board as proposed.

**DATE:** November 3, 2016  
**TO:** Museum Board  
**FROM:** Leslie Pielack, Museum Director  
**SUBJECT:** Birmingham Founding Bicentennial and Book Project, 2018

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December 1, 2018, will mark the 200<sup>th</sup> anniversary of Birmingham's founding, i.e., the first entered land purchase by Elijah Willits in what is now Birmingham. It marks the day the Detroit land office opened to register the sale of newly opened Oakland County public lands in the Michigan Territory. As it happens, Willits' original acreage included the site of our museum and much of downtown Birmingham.

This bicentennial occasion is an opportunity to bring Birmingham's long history into focus as one of the first settlements in Oakland County. The timing is appropriate for consideration of an update to the *Book of Birmingham*, which would make both a significant contribution to our history and ring in a celebration of this special event.

The *Book of Birmingham* was written in 1976 to commemorate the national bicentennial by Jervis McMechan and was sponsored by the Birmingham Historical Society and Historical Board. An updated edition would allow important corrections; the inclusion of new information; a more comprehensive index; more graphics, maps, and photographs; and would bring the story of Birmingham up to a later date to include, among other things, *Creem Magazine*.

A partnership that includes the City of Birmingham, the Friends (formerly the Birmingham Historical Society) and other individuals and organizations could create broad support to help bring such a project to successful completion. The Museum Board's involvement can help initiate the discussion of how to best approach the project for all involved and set a scope for such an effort.

In general, the Museum Board may wish to determine what role it would like to take in any broader celebratory activities, if any, in keeping with available resources, volunteer personnel, and city staff. Such activities could include:

- The *Book of Birmingham* project
- A commemorative program or celebration event (city wide vs. museum specific)
- Recognition of historical or cultural sites or people as part of an overall event structure
- Whether to coordinate any activities or planning with Oakland County or with other historical groups
- Other actions

Suggested Resolution: To determine the direction and scope of the Museum Board's role, if any, in planning or other activities relating to a commemoration of Birmingham's bicentennial, as follows: \_\_\_\_\_

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## **(Preliminary) Birmingham Bicentennial Book Project (2018)**

(Dec. 1, 1818, first land purchase in Birmingham by Elijah Willits)

**Goal:** Revise/update the 1976 Book of Birmingham by Jervis McMechan & the Birmingham Historical Society to include new information, address inaccuracies, and include improved graphics, images, and maps.

### **First Steps**

- Set publication goals, deadlines
- Determine length and quality of print, color or B/W, etc
- Determine whether self-published or work with publisher, and which one
- Funding considerations
- Legal & copyright issues
- Distribution and/or sale
- Determine project coordinator and team work structure to complete tasks

### **Completion Tasks**

1. Text—several individuals needed with sufficient historical and research expertise, working independently and as a team to:

- Make corrections to existing text
- Write new content
- Check source accuracy and completeness
- Create index
- Final editing

2. Images—three or four individuals needed with expertise with graphics and photo management, working together and as a team to:

- Determine changes needed for existing images and captions
- Identify/locate new images with clear copyright
- Write/edit new captions

3. Publication—one or two individuals

- Delivery of manuscript and transmission of photos to publication source
- Coordination with publisher, proofing, etc.

**Distribution** (marketing, sales, storage, etc.)

**DATE:** November 3, 2016  
**TO:** Museum Board  
**FROM:** Leslie Pielack, Museum Director  
**SUBJECT:** Director Report

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Historic Landscape Survey—The data collection and physical survey phase will begin in the next few weeks. The consultant will present his findings and next steps for developing concepts for the landscape will take place over the winter in accordance with the overall process for master landscape planning.

Allen House Siding—RFP was posted 10/20/2016 and bids will be due on 12/15/2016. Expected construction is April of 2017.

Branding Consultant—RFP is in process.

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.

Next Exhibition—Birmingham artist Victor Pytko's work will be featured in our next exhibition. The concept will incorporate display of Victor's Birmingham-related works but also help visitors understand some of his more exploratory ideas in painting, sculpture, and film. In particular, we are working with Victor to develop a unique hands-on component that will allow visitors to explore visual and perceptual ideas and participate in a dynamic ongoing exhibition

Museum Virtual Exhibitions—We launched the first virtual exhibit at the bell dedication on October 1. The content is accessible by web and QR code, which brings the web content into the format best viewed by the user's device. We have now added a second virtual exhibit. The first is "Birmingham's Earliest Schools," and the second is "Birmingham's Schools, the Modern Era." Other virtual exhibits will be launched in the coming weeks.

Promotional Video—We are working with Steve Rota of the Birmingham Area Cable Board to produce a 3-minute promotional video of the museum. Marketing and communications intern Emily Meyers has worked closely with staff to develop the initial concept and content. The final promo will have the flexibility to be updated and changed over time.

Budget Process and Long Range Planning—The 2017-18 budget planning for the museum is in the early stages and is determined both by regular operations and can also be impacted by long range planning for the coming year. In 2017-2018, there are three significant issues in this regard. 1) finalization of the 2017-2020 Strategic Plan and approvals by the Museum Board and final approval by the City Commission; 2) development of a comprehensive master plan for the landscape and museum grounds; 3) consideration of the Birmingham Bicentennial/Book Project.