



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, February 2, 2017
5:30 PM**

***Mission Statement:** The Birmingham Museum 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 January 5, 2017
- 5. Announcements**
- 6. Unfinished Business**
 - A. CREEM Party
 - B. Commemoration of Bicentennial
- 7. New Business**
 - A. Master Landscape Planning
- 8. Communication and Reports**
 - A. Committee Reports-Joint Bicentennial Book Committee
 - B. Director Report
 - C. Member comments
 - D. Public comments
- 9. Next Regular Meeting: March 2, 2017**
- 10. Adjournment**

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**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
Thursday, January 5, 2017
5:30 PM
Hunter House**

Members Present: James Cristbrook, Judith Keefer, Tina Krizanic, Caitlin Rosso

Student Members Present: None

Members Absent: Russ Dixon, Marty Logue, Gretchen Maricak

Administration: Museum Director Leslie Pielack

Guests: George Stern, Museum Intern Lori Eaton

Museum Board Chair Russ Dixon not being present, the board took action to appoint a temporary chair.

MOTION: by Keefer, seconded by Rosso:

To appoint Tina Krizanic temporary chair.

VOTE: Yeas, 4
Nays, 0

Ms. Krizanic called the meeting to order at 5:30 PM.

**Approval of the Minutes
Minutes of November 10, 2016**

MOTION: by Cristbrook, seconded by Krizanic:

To approve the minutes of November 10, 2016.

VOTE: Yeas, 4
Nays, 0

Announcements

None.

Unfinished Business

A. The Museum Board reviewed the draft document of the final 2017-2020 Strategic Plan. The plan continues some goals, objectives, and tasks from the existing 2013-2016 plan with slight modifications for current status and museum needs. Mr. Stern commented that he was disappointed that some tasks were not completed from the 2013-2016 Strategic Plan.

MOTION: by Logue, seconded by Rosso:

To approve the final 2017-2020 Birmingham Museum Strategic Plan document and to recommend that it be presented to the Birmingham City Commission for final approval.

VOTE: Yeas, 4
Nays, 0

B. The Museum Board determined that it was appropriate to establish a joint committee to research matters related to a possible book publication to coincide with the bicentennial of Birmingham's founding. The Museum Friends have agreed to participate if the Museum Board formed such a committee.

MOTION: by Keefer, seconded by Cristbrook:

To establish a joint committee to explore the issues relating to a possible book project, to consist of two (2) members of the Museum Board and 2(2) members of the Friends Board, and who would make final recommendations to the Museum Board; and to appoint Tina Krizanac and Caitlin Rosso of the Museum Board to the joint committee.

VOTE: Yeas, 4
Nays, 0

C. The discussion of the CREEM party was deferred in the absence of Marty Logue.

New Business

A. The Museum Board reviewed the option of completing a logo design and marketing plan through either a Request for Quote (RFQ) or Request for Proposal (RFP) process.

MOTION: by Cristbrook, seconded by Keefer:

To recommend that the Museum utilize a Request for Quote (RFQ) approach to seek professional services to design a logo and marketing plan for the Museum.

VOTE: Yeas, 4
Nays, 0

Communication and Reports

A. Director Pielack presented the Director Report. The budget process is underway, with similar funding requests for operations as in recent years. The city's Long Range Planning meeting is scheduled for January 28 at City Hall.

B. There were no Museum Board comments.

C. In addition to public comments are included under business items relating to the Strategic Plan (Unfinished Business), Ms. Eaton thanked the Museum Board for the opportunity to intern at the museum.

Ms. Krizanic adjourned the meeting at 6:53 p.m.

DATE: February 2, 2017
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Director Report

CREEM Digitization Loan/Agreement— In process, expected to go before city commission in February for final approval, after which time the CREEM materials for the loan will be going out for full scanning.

Promotional Video—The museum promotional video is complete. We will use it in the short term to help promote the museum and will modify as needed in the future. We are exploring other video options using social media to stay connected with audiences.

Instagram—The museum has received approval to open an Instagram account, which was up and running on 1/26. We are apparently the first city department to utilize Instagram, but others may follow.

New Exhibit/Display Option for WiFi and Video—we now have the ability to include streamed video and other content on a wireless tablet that can be incorporated into museum displays. It currently is set up to allow visitors to play a short film by Victor Pytko that is part of his MadMen installation.

Victor Pytko Reception—Verbal summary of reception event on 1/28/17.

Bicentennial Book Project Subcommittee—a committee has been formed and includes Tina Krizanic and Caitlin Rosso from the Museum Board, Dan Patton and George Getschman from the Museum Friends, and Pam DeWeese representing the library Friends and former President of the Museum Friends. Their first meeting is being planned for early February.

Historic Landscape Consultant Presentation—Brian Devlin will be on the agenda for March 2 to present his findings to the museum board and discuss next steps for the landscape study and planning.

RFQ for Marketing and Logo Design—The best approach seems to be to separate marketing from logo design using a specific logo design scope of work to seek graphic services, while separately appealing to local firms for a marketing plan with a separate scope of work. (Both use RFQ procedures.) The process is underway.

Long Range Plan & Strategic Plan, 2017—Verbal summary of city's Long Range Planning meeting on 1/28/17 and museum implementation of Strategic Plan.