

#### CITY OF BIRMINGHAM MUSEUM BOARD AGENDA 556 W MAPLE

Thursday, May 5, 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 February 2, 2017
  - B. Minutes of April 6, 2017
- 5. Announcements
- 6. Unfinished Business
  - A. Master Landscape Planning
  - B. Letterhead
  - C. RFQ-Marketing Plan Development Services
- 7. Communication and Reports
  - A. Committee Reports-Joint Bicentennial Book Committee
  - B. Director Report
  - C. Member comments
  - D. Public comments
- 8. Next Regular Meeting: June 1
- 9. 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. Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión, pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un dia antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias. (Title VI of the Civil Rights Act of 1964).





#### CITY OF BIRMINGHAM MUSEUM BOARD MEETING MINUTES Thursday, February 2, 2017 5:30 PM

Members Present: James Cristbrook, Russ Dixon, Tina Krizanic, Marty Loque, Caitlin

Rosso

Student Members Present: None

Members Absent: Judith Keefer, Gretchen Maricak

Administration: Museum Director Leslie Pielack

Guests: None

Mr. Dixon called the meeting to order at 5:38 PM.

Approval of the Minutes Minutes of January 5, 2017

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

To approve the minutes of January 5, 2017, as amended.

**VOTE:** Yeas, 5

Nays, 0

**Announcements** 

None.

#### **Unfinished Business**

A. Ms. Logue summarized the Friends' plan for a museum celebration of the permanent CREEM exhibit. It is tentatively scheduled for Saturday or Sunday, June 10-11. The Friends are considering a two-part event that would have a private component for the CREEM staffers to have time together to reminisce, followed by a public component with a brief presentation by a former CREEM staff, including formal recognition of our collection. This would not be a fund-raising event, but rather an informal celebration that allows our CREEM followers to 'come home' to our museum for a people-friendly reunion. The June time period would permit use of the porch and lawn. The plan is to promote through former CREEMsters to reach their 1000+ network in addition to ours, thus expanding our reach and creating a memorable event for all. Mr. Cristbrook noted that we could look into updating the Wikipedia CREEM entry to include references to our museum and the collection as well to promote our collection.

B. The Museum Board discussed the bicentennial city-wide commemoration subject briefly as well as received an update on the book project committee. Although the book committee has yet to formally meet, ideas are taking shape about possible formats for the book. The committee's meeting agenda will be announced and all interested parties encouraged to attend to share their ideas with the committee. The museum board will review some other communities' approach to celebrating centennials in links to be sent by Museum Director Pielack. Each member will send 5 ideas to Director Pielack before the March board meeting to facilitate discussion.

#### **New Business**

A. Brian Devlin of Devlin Landscape Design will be on the March agenda for the Museum Board to share his findings regarding the historic landscape and begin the planning for next steps. These could include where, when and how to incorporate public input, specific and general treatment planning guidelines for the historic and natural resources of our site, current ADA guidelines, city requirements, and more. Museum Board members are encouraged to bring their ideas and thoughts to the next meeting as this process begins.

#### **Communication and Reports**

- A. Joint Bicentennial Book Committee Report-none at this time.
- B. Museum Director Pielack reviewed the Director Report and is expecting three items to go before the city commission for approval, tentatively on February 27; a) the Museum Board recommended 2017-2020 Strategic Plan, b) the Allen House siding contract, and c) the CREEM digitization agreement.
- C. The Museum Board discussed the value of board members sharing their visions and understanding of the Museum Board role and their contribution to the museum. In addition to reviewing the ordinance language, members agreed by consensus that it would be valuable to set aside time at an upcoming meeting to clarify this understanding as a group. An expected upcoming vacancy on the Museum Board would be an ideal time to revisit this issue, as it will have a direct impact on the Master Landscape planning and other business this year.

Additional member comments centered on individual board member reactions to recent public comments made by former board member George Stern, especially relating to his remarks at the November 3, 2016 and January 5, 2017 Museum Board meetings. Mr. Stern's negative characterization of the museum and staff and other commentary left members feeling discouraged and uncomfortable. Some members expressed concern about ongoing negative impact on the museum of his recent inappropriate conduct. Open Museum Board discussion of shared board vision going forward would be an important way to strengthen the board and support the museum. D. There were no public comments.

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



#### CITY OF BIRMINGHAM MUSEUM BOARD MEETING MINUTES Thursday, April 6, 2017 5:30 PM

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

Rosso

Student Members Present: None

Members Absent: James Cristbrook, Gretchen Maricak

Administration: Museum Director Leslie Pielack

Guests: Brian Devlin, Devlin Land Designs; Gordon Rinschler

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

Guests introduced themselves.

Approval of the Minutes Minutes of March 2, 2017

**MOTION:** by Krizanic, seconded by Loque:

To approve the minutes of march 2, 2017, as amended.

VOTE: Yeas, 5

Nays, 0

#### **Announcements**

None.

#### **Unfinished Business**

A. Brian Devlin of Devlin Land Designs reviewed his findings regarding the historic landscape of our park area. Existing conditions, historic features, and four proposed zones for various uses were discussed. The Museum Board will be evaluating and further discussing the findings to establish interpretive goals and priorities for the landscape, which would be incorporated by Mr. Devlin in concept plans. The ideas would then be shared with the public for its input and integrated with city objectives before further development of a long term Master Landscape Plan.

B. The Museum Board reviewed the final draft of the proposed logo design. Mr. Dixon, who was not present for the design review, expressed concern that the design would not translate well on signage outside the museum and that the graphic was not strong

enough, although he stated it would be OK for print materials, letterhead, website, etc. Director Pielack explained that traffic to the museum is not dependent on outside signage at this point, but comes from distributed materials and the website. Ms. Keefer, who also was not present for the design review, liked the strong text visual for 'museum.' Other members expressed agreement with the final design in keeping with previous review.

**MOTION:** by Keefer, seconded by Rosso:

To approve the proposed logo design for the Birmingham Museum.

**VOTE:** Yeas, 4 Nays, 1

#### **Communication and Reports**

A. The Joint Bicentennial Book Committee Report was reviewed. The committee is still brainstorming and gathering information. When they have developed recommendations, those will be brought to the Museum Board

B. and C. Director Pielack presented the Director Report. Board members discussed the Allen House siding project status. Mr. Dixon explained to the board that he objected to the commissioners about the siding contract when it went before them because he feels the city has engaged in other construction projects without having architectural services properly involved, and this practice should stop. He felt the contractor providing the architect was not the proper way to do the siding project, so he objected. Other board members expressed concern that he did not bring his disagreement to the Museum Board for discussion, and in so doing, misrepresented the Board and/or reflected poorly on the board as a whole. Director Pielack clarified that as a result of his waiting until the contract came before the commission, many weeks of work were lost and this created a setback. The RFP originally was developed in September and posted in October for winter proposals to assure the best return. If there was a problem with the approach being used, the RFP could have been revised at that time. At this late stage, re-bidding the project may delay it or decrease the number of contractors who would respond when it goes out to re-bid, as it is now the height of the construction season. Mr. Dixon conceded that he could have handled it another way. Other members expressed that board disagreement is inevitable, the best way to address it is at the meetings, and that this is the expectation going forward.

#### **Board Comments**

Board comments are discussed under Communications and Reports.

#### **Public Comments**

Mr. Rinschler stated that he liked the logo design. There were no other public comments.

Mr. Dixon adjourned the meeting at 7:05 PM. Next meeting is scheduled for May 5, 2017.

#### Museum Landscape Zones and Planning

Based on initial presentation from Brian Devlin of Devlin Land Designs, the landscape of the museum site has 4 distinctive areas that suggest various uses for consideration in planning.

#### 1. Pond Zone (Red on attached sketch) Characteristics:

- moderate slopes
- pond with historic pool
- pedestrian access from Willits street
- light pole with internet access (WiFi) and electric access

#### <u>Suggested uses and improvement areas:</u>

- Possible pond improvements
- Barrier free/accessible path
- Possible automobile improvement (barrier free parking)
- Seating area near existing light pole
- Tree planting
- Removal of invasive species

#### 2. Transition Zone (Green on attached sketch) Characteristics:

- Steep slopes
- Existing historic boulder wall
- Existing wood steps (recent)
- Evergreens and deciduous
- Often used for winter sledding

#### Suggested uses and improvement areas:

- Possible accessible path with interpretive information
- Additional plantings
- Removal of invasive species
- Possible wildlife support garden (bees, bats, birds, butterflies)

#### 3. Heritage Zone (Blue on attached sketch) Characteristics:

- Allen House
- Public Plaza
- Hunter House
- Museum, special events, outdoor gathering place, public access, signage, barrier free parking and access, bell monument, historic marker sign, seating, public WiFi, flower gardens

#### Suggested uses and improvement areas:

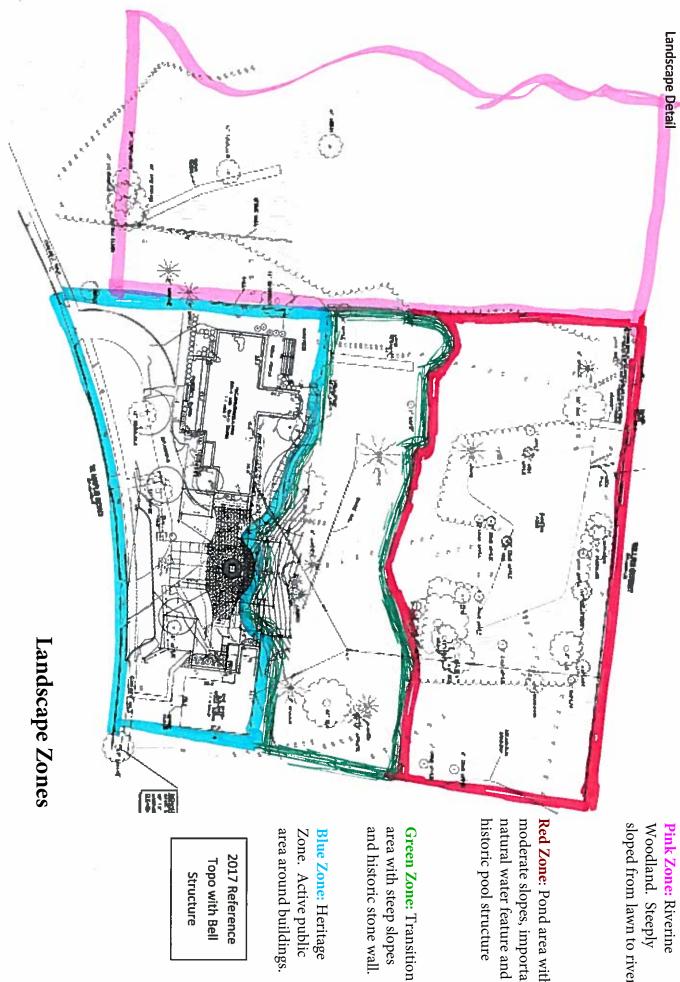
- Vegetable/demonstration garden
- Augment existing plantings and remove invasive species

#### 4. Riverine Woodland Zone (pink on attached sketch) Characteristics:

- Steep slopes
- Large trees:
  - o Black Walnut
  - o Black cherry
  - o Box Elder
  - o Catalpa
  - o Cottonwood
  - o Elm
  - o Oak
- Wood chip trails with wood steps
- Invasive species

#### Suggested uses and improvement areas:

- Attract wildlife and encourage native species
- Encourage connection to river
- Possible interpretative information



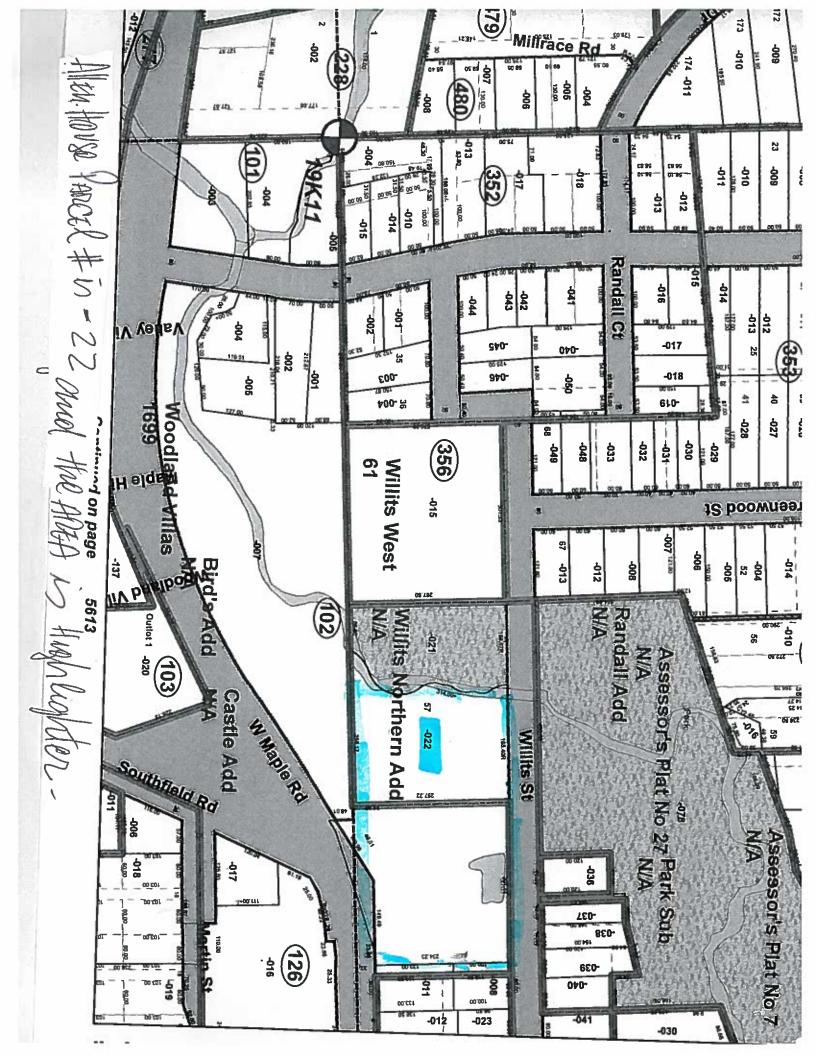
sloped from lawn to river. Woodland. Steeply Pink Zone: Riverine

natural water feature and historic pool structure moderate slopes, important Red Zone: Pond area with

and historic stone wall. area with steep slopes

area around buildings. Zone. Active public Blue Zone: Heritage

2017 Reference Topo with Bell Structure





View of Allen House Swimming Pool (fed by spring), c. 1940s



View of Allen House Swimming Pool, 2



Mature elm tree behind Allen House, approx 100 years old, before removal in 2015





#### landscape design inc

Modern Gardens Working with Nature 5902 Ridgewood Lane, White Lake, MI 48383



248-978-2300 www.ecochiclandscape.com design@ecochiclandscape.com

# **Strategy to Handle Invasive Plants on the Birmingham Historical Museum Grounds**

To: Leslie Pielack, Museum Director of Birmingham Historical Museum & Park

Re: Plans to Eliminate Invasive Plants from the Park

From: Laura Zigmanth, Owner, ecoChic landscape design inc.

Date: May 7, 2015

Attached are two sets of documents. One is a description of the invasive plants found to date of the Birmingham Historical Museum grounds, pictures of them when identified, their priority in the need for removal, and the strategy for the removal. These plants are identified in the Michigan State University Extension (MSUE) booklet on terrestrial invasive plants.

The second document indicates approximate locations of the plants, individually by type and all of them on one map.

Volunteers would make the removal easier and faster, and a manageable number would be 5 to 10 for most of the projects. It may take a few years of persistent monitoring and treatment to ensure that the plants do not return.

Once these plants are eliminated, there should be a plan to introduce desirable plants, preferably natives, to help keep out the unwanted invasive ones.

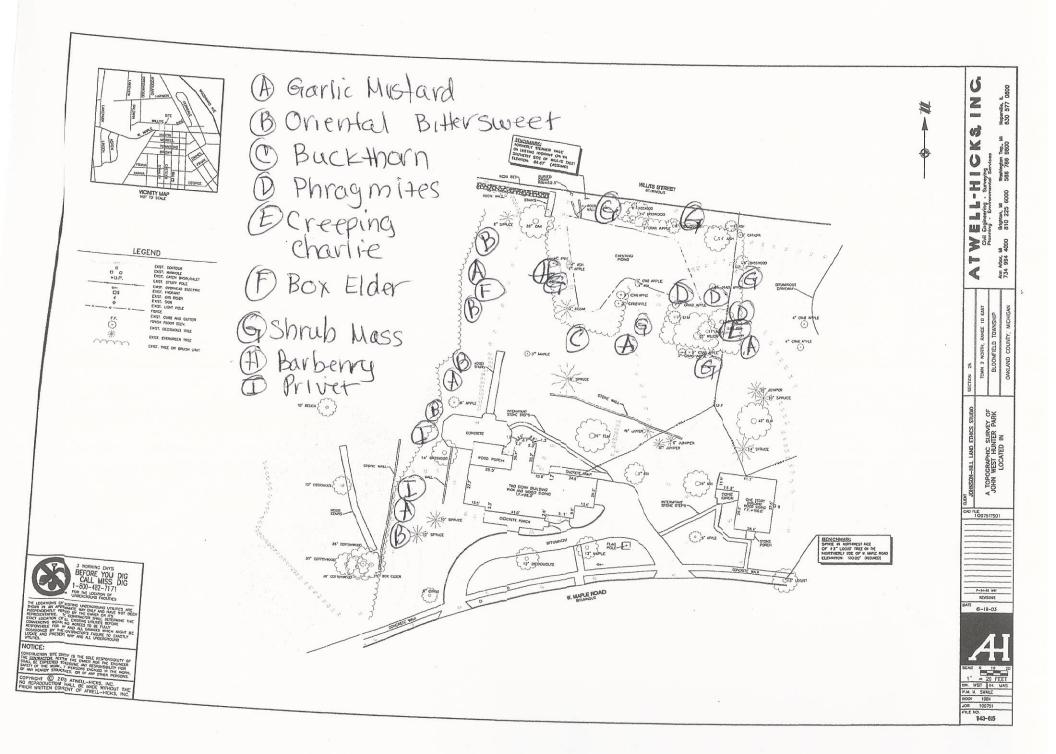
ecoChic landscape design is prepared to assist in any way necessary at the rate quoted before, \$40.00 per hour.

	INVASIVE PLANTS AND AGGRESSIVE PLANTS FOUND AT BIRMINGHAM HISTORICAL MUSEUM					
	PLANT NAME	IMAGE	LOCATION	PRIORITY	RECOMMENDATIONS	
A	Garlic Mustard Alliaria petiolata A small plant with rounded leaves and white, 4-petalled flowers, prefers wooded areas. Will interfere with fungal relationships in the soil with trees, damaging them. Also crowds out native spring wildflowers.	04/7/80015-07-32	Along west property line, all around pond, along east part of pond to road	HIGH	Remove Now, immediately. The process is known as a garlic pull. The plants are easily removed in the spring. It is important to remove them before they flower and go to seed. It is legal to dispose of them in labeled black garbage bags, preferably letting the bags sit in sunlight for a few days to kill the plants. Traditional composting garlic mustard with yard waste will not kill the plants	
В	Oriental Bittersweet Celastrus orbiculatus A decorative vine used for holiday decorations. Has bright orange berries that are attractive to birds. Can girdle trees and kill them.	CALTY IZANS CHANGE	Mostly along west side of property. There could be some in the shrub thickets around pond	HIGH	Best to remove after June 20 <sup>th</sup> when sugars begin to go back down to the roots. Cut the vine near the ground and apply the appropriate herbicide by a licensed pesticide applicator, a procedure known as "cut and dab". Pull as much of the vine out of the tree as possible. Okay to use landscape bags for disposal.	

С	Buckthorn Rhamnus cathartica A shrub or small tree. Can outcrowd favorable plants to create a monoculture. Can be detrimental to amphibians. The black seeds makes native birds sick.		Mostly at the southwest corner of the pond. Could be some in the shrub thickets around pond and along road.	EXTREMELY HIGH	Best to remove after June 20 <sup>th</sup> when sugars begin to go back down to the roots for the best results but anytime of the year will see results. Cut the trees close to the roots and apply the appropriate herbicide by a licensed pesticide applicator, or using the "cut and dab" technique. Pull all seedlings. Be careful of the thorns. Okay to use landscape bags for disposal.
D	Phragmites Phragmites australis A tall grass that invades wet areas along roads, ponds, and lakes. Creates a monoculture and crowds out cattails, the only habitat for red-wing blackbirds. Highly flammable and a fire hazard.	04:17/201E-02:13	Along southeast corner of pond and into pond	EXTREMELY HIGH	Best to start removing after August 15 <sup>th</sup> until frost. Removers can "cut and dab" or can swipe plants using the "glove of death." This is wearing a rubber glove (up to the elbows) with a cotton glove over it and immersing the gloves in the appropriate chemical and swiping the plants.
E	Creeping Charlie Glechoma hederacea With leaves similar in looks to garlic mustard, Creeping Charlie is in the mint family with square stems that run with opposite leaves.		Along southeast corner of the pond and along the east half of the pond and into the lawn	MEDIUM TO LOW	Removal can start at any time. This plant is difficult to remove chemically and it's almost better to do by hand. A dandelion tool works best to ease the plant out of the ground. Okay to use landscape bags for removal.

					<u>,                                      </u>
F	Box Elder		Along west	MEDIUM TO	Best to remove after June
	Acer negundo		side of	LOW	20 <sup>th</sup> when sugars begin to
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	threes, it is often				applicator, or using the "cut
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	poison ivy.				seedlings. Be careful of the
	,				thorns. Okay to use
					landscape bags for
					disposal.
G	Mass of Overgrown		Along west	MEDIUM,	Best to remove after June
	Shrubs		and north side	DEPENDING	20 <sup>th</sup> when sugars begin to
	To be determined		of property	ON FUTURE	go back down to the roots
			and	EVALUATION	for the best results but
			surrounding		anytime of the year will see
			pond		results. Cut the trees close
			'		to the roots and apply the
		<b>有关于是一个人的</b>			appropriate herbicide by a
					licensed pesticide
					applicator, or using the "cut
		09/11/48/01/5 02, 18			and dab" technique. Pull all
					seedlings. Be careful of the
					thorns. Okay to use
					landscape bags for
					disposal.

H	Barberry Berberis thunbergii Still sold in nurseries, this plant is too aggressive to let it alone. Seedlings usually revert to the green form.	D47.37/2015-02:07	Along west side of pond	MEDIUM	Best to remove after June 20 <sup>th</sup> when sugars begin to go back down to the roots for the best results but anytime of the year will see results. Cut the trees close to the roots and apply the appropriate herbicide by a licensed pesticide applicator, or using the "cut and dab" technique. Pull all seedlings. Be careful of the thorns. Okay to use landscape bags for disposal.
I	Privet  Still sold in nurseries, this plant is too aggressive to let it alone. There was probably a privet hedge at one time that got away.		Along west side property, especially near the driveway	MEDIUM TO LOW	Best to remove after June 20 <sup>th</sup> when sugars begin to go back down to the roots for the best results but anytime of the year will see results. Cut the trees close to the roots and apply the appropriate herbicide by a licensed pesticide applicator, or using the "cut and dab" technique. Pull all seedlings. Be careful of the thorns. Okay to use landscape bags for disposal.



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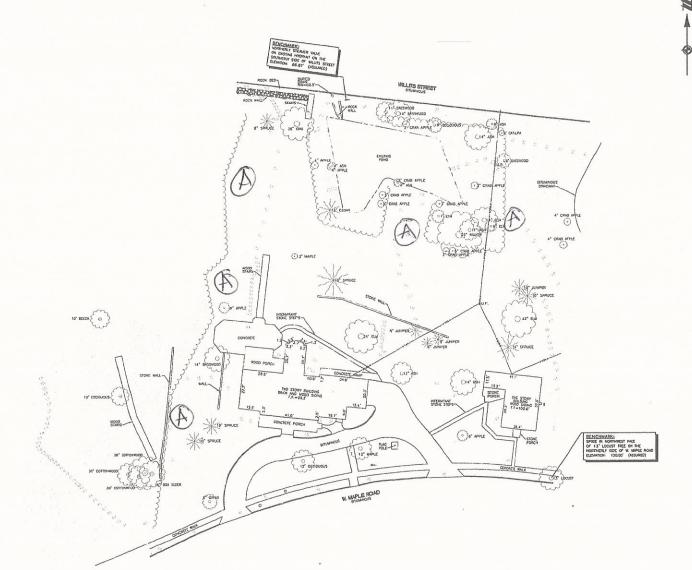


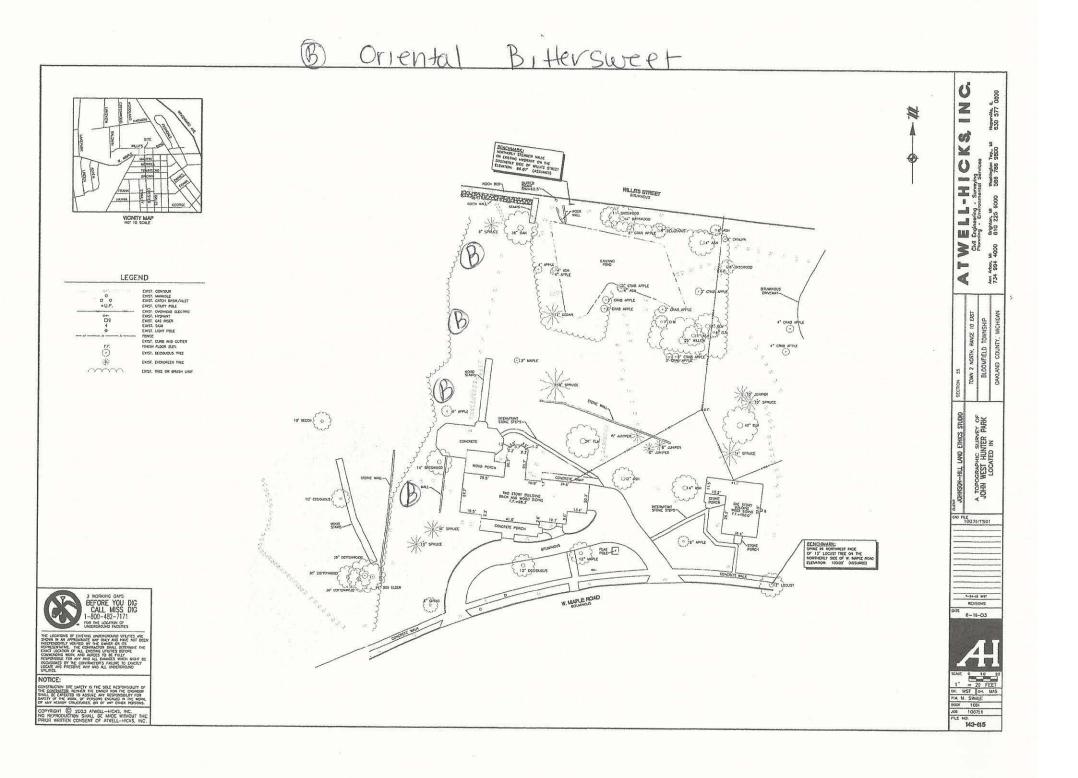
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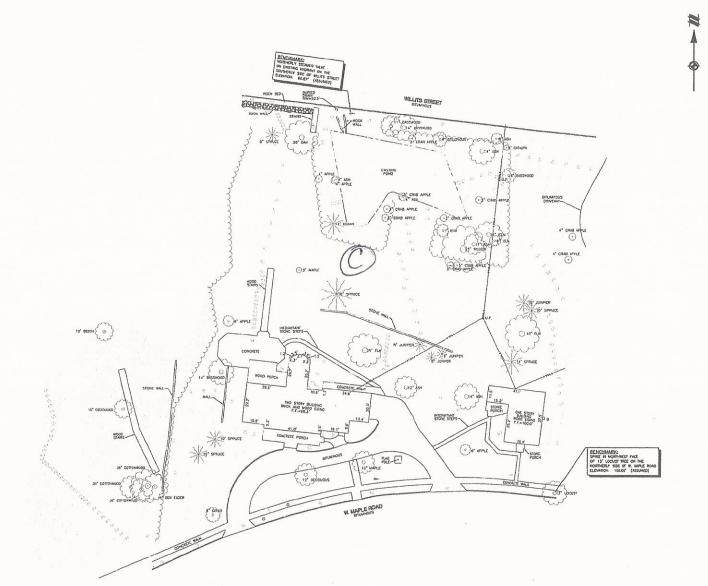
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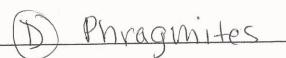
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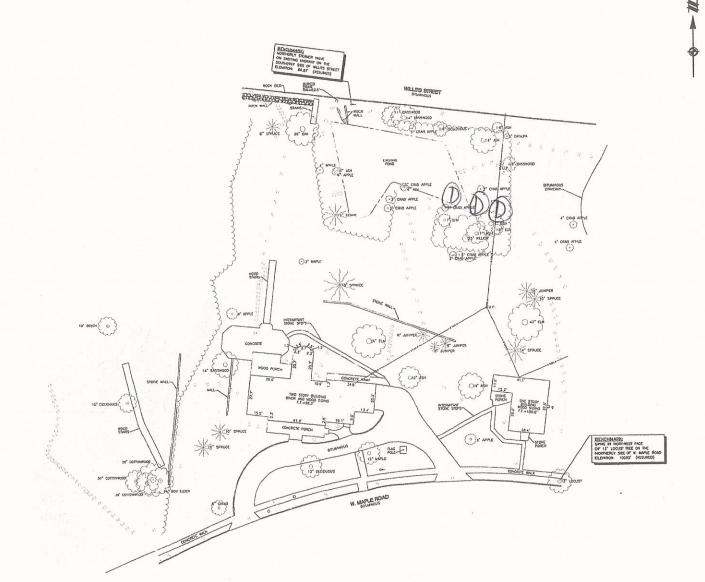
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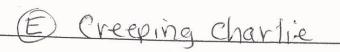
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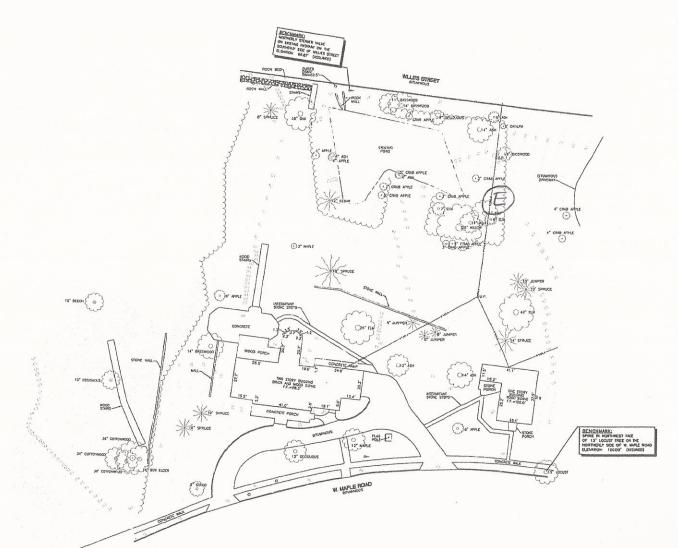
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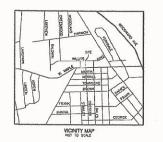
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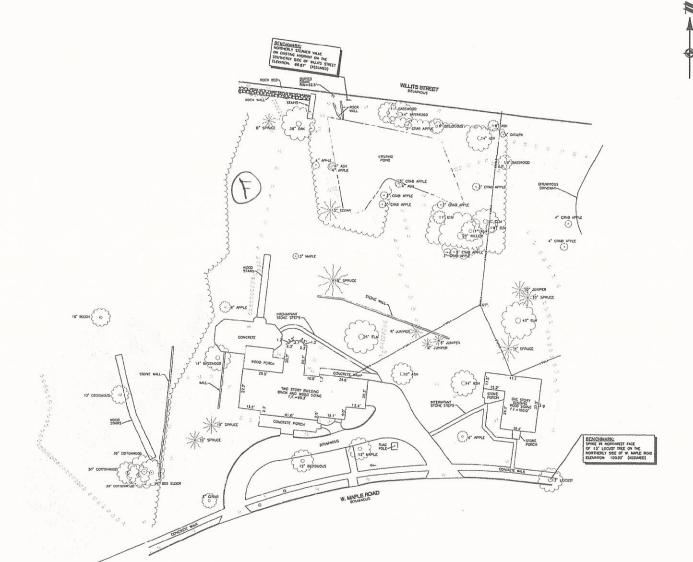
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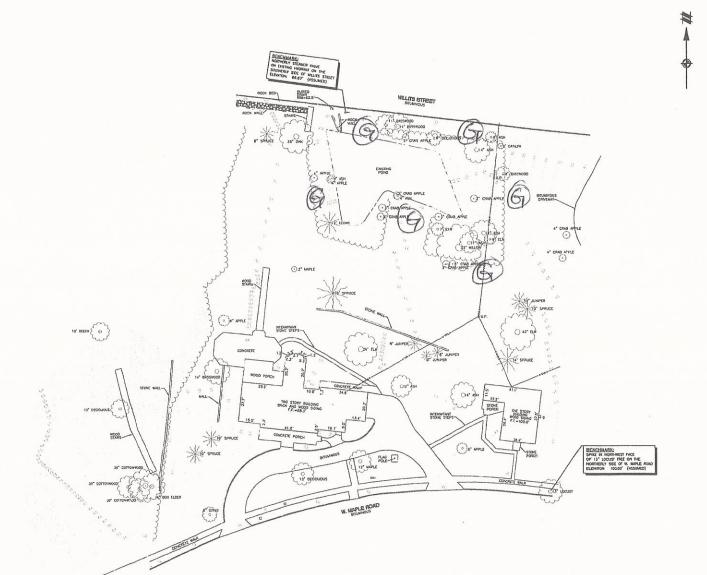
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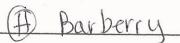


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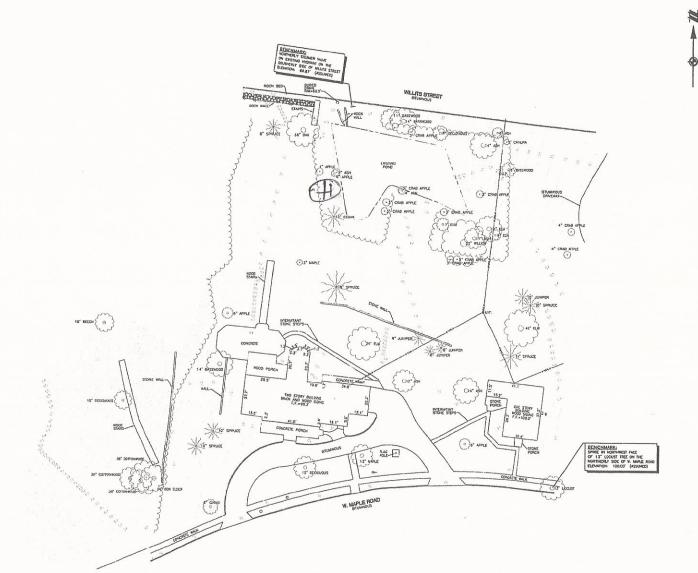


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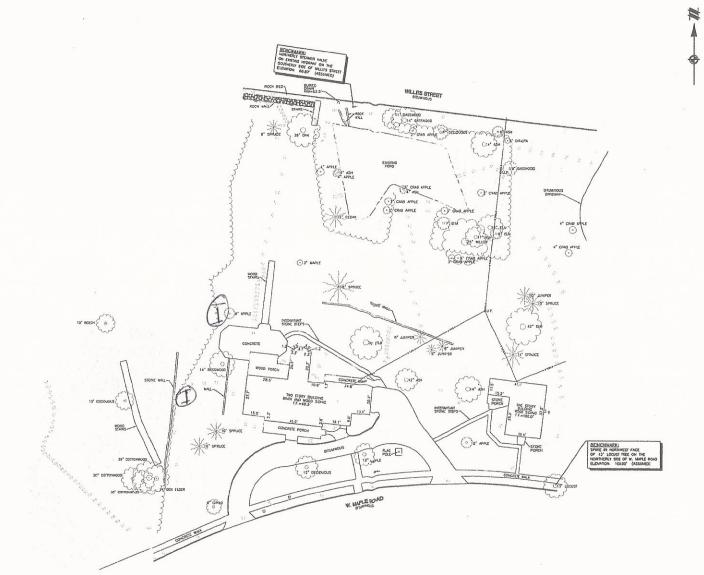
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# Bat Garden Guide





Partial funding for this program is supported by a grant/cooperative agreement from the U.S. Department of the Interior, Fish and Wildlife Service.

# Gardening for Bats 🛦





Create a space for bats in your backyard! With natural habitats in decline, you can help bats by providing food, water and shelter in even the smallest of spaces. In return, bats will eat many of your garden's pests.

#### **FOOD**

Bats eat night-flying insects, so you'll want to plant flowers that either stay open through the night or bloom through the evening.

Use native plants that match your region and site conditions, as they have evolved to attract native insects. Although there are thousands of plants to choose from, we've compiled lists of plants by region (link to regional list page). The Lady Bird Johnson



Wildflower Center is also a great resource and contains a well-researched database of both native plants by state and region that will match your site-specific planting conditions.

#### PRACTICE SUSTAINABLE GARDENING

Remember, you want insects to come to your garden, so don't use insecticides! Organic gardening is the way to go to support both predator and prey. In order to promote diversity of critters in your garden, consider incorporating the following sustainable strategies to manage your yard.

- Park your lawn mower. Less time mowing means less fossil fuel use and more habitat for bats' favorite foods.
- Use your own body's energy to power hand tools instead of fossil-fuel powered ones.
- Capture the rainwater from your roof with a rain barrel instead of tapping into public water supplies.

#### WATER

Provide a water source for bats to drink and for insects to reproduce. For smaller backyards, install a bird bath or container filled with water. Remember to change the water regularly.

#### PLANT A BAT GARDEN!

Visit our online store for seed packets and "Save the Bats" gardening gear.

#### **SHELTER**

Bat houses offer a safe nursery site for your new bats yet other smaller sheltered spaces are also important. You can create sheltered corners using a combination of walls, fences or hedges or train fragrant perennial vines to climb walls or fences to provide possible roosting sites. Maintain both live and dead trees in your yard. Loose bark and crevices typical of dead trees (snags) are especially valuable as roost sites.

# Garden Prep and Management Tips



#### 1. GET RID OF PERENNIAL WEEDS

Bluegrass, fescue, quackgrass and red clover are all examples of perennial weeds that, if left, will compete with your native bat garden plants for nutrients, moisture, and sunlight. If you are converting a section of lawn into your new bat garden, you'll need to oust the existing cover prior to introducing new players to the field. If you're converting a fallow/old field or cropland, give us a call to discuss site prep options.

- Smothering: Cover your future bat garden planting area with either black plastic, old carpet, plywood or a thick layer of leaves or newspapers, leaving in place for a full growing season. Remove the "smother cover" in fall or the following spring.
- **Sodcutting:** Remove the top two to three inches of grass and soil using a sod-cutter.
- Herbiciding: Apply a broad-spectrum herbicide such as glyphosate according to label instructions (Round-up) when your lawn is two to three inches tall and actively growing (in fall or spring). When the grass has turned brown, which may take up to 10 days, you're ready to roll.

Keep in mind that even when you've successfully removed the perennial weeds, you will still need to control short-lived annual and biennial weeds by hand weeding as your long-lived perennial plants establish.

Warning! If the area that you've slated as your future bat garden is relatively bare or completely devoid of vegetation (assuming it wasn't disturbed), you may have soil issues going on. In that case, it's best to hire a landscape consultant to check it out.

CULTIVATE AND AMEND YOUR SOIL. OR NOT.
 To till or not to till. That is the question.
 Soil cultivation to a depth of five to six inches creates an easy-to-plant substrate for your new plant material and allows for the incorporation of soil

amendments. For heavier clay soils especially, mechanically tilling really does save your back and breaks up soil particles to allow for increased porosity and air exchange; a plus for the development of new roots. For lighter soils (loams, sand/loams), simply dig a hole to accommodate your plant right through the dead vegetation or newly exposed soil after sod cutting. By minimizing soil disturbance, you reduce weed flushes, maintain soil structure and associated microorganisms (and critters such as salamanders) and prevent soil erosion from surface and structure runoff. Plus, the dead residual plant growth provides a bit of mulch for your new plants.

#### Should I amend my soil?

Vigorous and/or diverse plant growth prior to prepping is a great sign that the underlying soils are healthy. Dark brown or black soils are also a good sign of ample organic materials and subsequent soil fertility, so no need to amend. If you suspect poor soils, such as the moonscape left after construction of a new home or some such project, plan on adding two to four inches (or more depending on the amount of topsoil in your planned garden area) of a 50/50 blend of activated organic composted leaf mulch and pulverized and screened topsoil.

Let's talk sand. If your yard looks like a sandbox, don't be tempted to change your soil to accommodate either of these two bat gardens. There are thousands of other native plant choices that will thrive on sand (such as Lupine, Lupinus perennis), which you could use instead. We would be happy to send you a list of substitutes or design a garden that matches your site conditions.

#### 3. ON YOUR MARK. GET SET. PLANT!!

Although spring is the best time to install native perennials, you can still plant between the window of Midwest's April/May spring and frozen ground in the fall, as long as you water plants as needed during the heat of the summer when young plants are most needy.



Installing potted plants is pretty easy when you follow the steps below. Remember green side up!

- 1. Lay the plants out according to the on center spacing (spacing from the center of one plant to the center of an adjacent plant) specified in your Bat Garden key.
- 2. Dig a hole large enough to spread out the root structure of each plant and firm the soil around the roots to prevent air pockets.
- 3. Mulch around (not over) each plant with two to three inches of weed free straw (such as winter wheat) or finely shredded bark mulch to keep weeds at bay and soils moist longer. If you intend to manage weeds with a stirrup hoe, omit the mulch.
- 4. Label the plant with a Popsicle stick or survey flag to avoid an accidental weeding error as you become more familiar with the plant's appearance.
- 5. A word about pre-emergent herbicides. If you feel overwhelmed by hand weeding, you could use a pre-emergent herbicide (according to label instructions) to control weeds as the plants fill in.

#### 4. KEEP YOUR NEW PLANTS WATERED AND WEEDED

There's no such thing as a zero maintenance landscape! Although these native bat gardens will be less needy once mature, follow these tips to make sure you help them get there.

In the absence of natural rainwater, water newly installed perennials, shrubs and trees two to three times per week for 20 to 30 minutes. More water may be required if the plants look wilted and stressed during the morning hours.

Make sure you check the ground around the plants for saturation post-watering. If the water pools on top of the soil surface for hours after watering, you are watering too much. I've seen more losses from over than under-watering. Homeowners have a tendency to over-water during hot weather and end up killing the plant with kindness.

Remove weeds by hand or with a stirrup hoe every couple weeks to promote the establishment of your plants. As they fill in, weeding will be less and less frequent.

Your plants will look a bit stressed during the first few weeks as they weather the shock of transplanting. With

adequate water and weeding, however, they will double in size by the end of the first growing season and many species will flower. By the end of the second growing season, the space between the plants will be negligible, as each plant fills in to their mature width.

Keep in mind that these rules are general guidelines. You have to consider factors such as the amount and frequency of natural rainfall, heat, wind, humidity, air temperatures as well as the composition and drainage rate of the soil.

## 5. MONITOR WEEDS AND THATCH LEVELS OVER THE LONG TERM

#### Weed Management

Weeding is still necessary during the first few growing seasons as the plants fill in. Once the plant develops to its full size, the space between each plant will be negligible (unlike more traditional gardening where plants are kept a foot or more apart) and weeding is significantly reduced.

#### Thatch Management

You can also consider mowing (given the inherent risks associated with burning) as part of your long-term management option. Mowing will help prevent the build-up of residual plant material or thatch, which, if allowed to accumulate, will restrict the new growth of perennial plants. The reduction of thatch through mowing also encourages rapid soil warm-up in the spring and subsequent vigorous perennial growth. In addition, mowing will help keep unwanted tree and shrub invasion at bay.

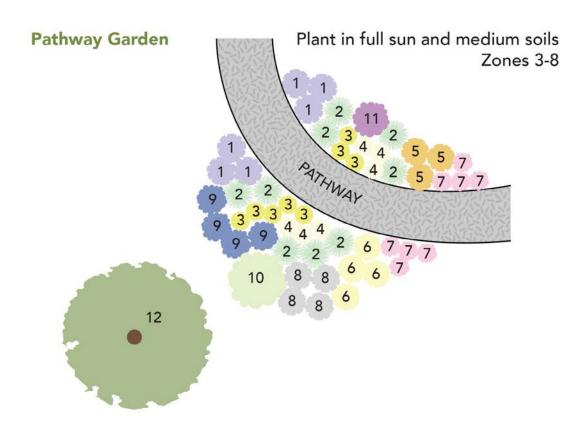
Like all management options, mowing is a tool that should only be performed when thatch levels are visibly impeding the growth of the existing native perennials. Depending on the accumulation of thatch in the planting, mowing may only be required every three to five years or more. Many people mow for purely aesthetic reasons, to clean up the standing residual vegetation so the subsequent green carpet is all that is visible. Doing this every year actually reduces the wildlife potential of the planting during the spring and early summer, as many birds and other wildlife seek cover and nest sites among the thatch.

To maintain a microclimate for over-wintering invertebrate pupae that adhere to standing residual plant material, only mow one half of the area in any given year. You can mow during the spring prior to leaf out between mid-March and late April, prior to the green-up of any spring blooming species.



# Garden Plans

A bat garden is a long-term investment in your landscape and requires careful planning. These starter garden plans are comprised of perennials native to prairie, woodland edge and wet meadow ecosystems will attract an abundance of moths and other insects--one of North American bats' favorite foods. Once established, these gardens will bloom through the growing season with minimal maintenance.



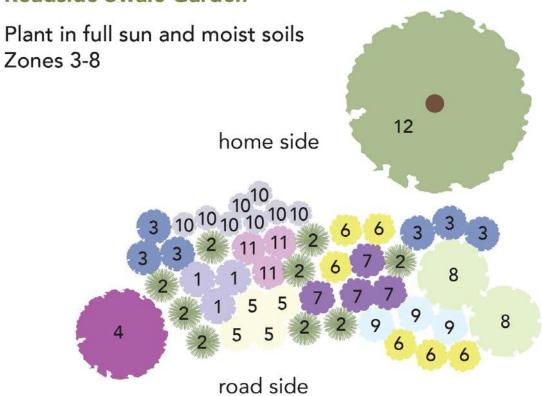
#### Pathway Garden Planting Key

			On Center		
Code	Common Name	Latin Name	Amt	Spacing	Ht.
1	Bergamot	Monarda fistulosa	6	1.5'	4'
2	Palm Sedge	Carex muskingumensis	9	1.5'	3'
3	Prairie Sundrops	Oenothera pilosella	8	1'	2'
4	Smooth Penstemon	Penstemon digitalis	6	1"	2'
5	Stiff Goldenrod	Solidago rigida	3	1.5'	4'
6	Orange Coneflower	Rudbeckia fulgida	4	1.5'	3'
7	Prairie Phlox	Phlox pilosa	8	1'	1'
8	Virginia Mountain Mint	Pycnanthemum virginianum	4	1.5'	3'
9	Sky Blue Aster	Aster oolentangiense	4	1.5'	3'
10	New Jersey Tea	Ceanothus americana	1	3'	3'
11	Sweet Joe Pye	Eupatorium purpureum	1	2'	7'
12	Choke Cherry	Prunus virginiana	1	8'-10'	25'



On Center

### **Roadside Swale Garden**



### Roadside Swale Garden Planting Key

Code	Common Name	Latin Name	Amt	Spacing	Ht.
1	New England Aster	Aster novae-angliae	3	1.5'	4'
2	Fox Sedge	Carex vulpinoidea	9	1.5'	3'
3	Wild Iris	Iris versicolor	6	1.5'	2'
4	Carolina Rose	Rosa Carolina	1	4'	2'
5	Flat-topped Ast3er	Aster umbellatus	4	1.5'	4'
6	Ohio Goldenrod	Solidago ohiensis	6	1.5'	3'
7	Joe Pye Weed	Eupatorium maculatum	4	1.5'	1'
8	Swamp Fly Honeysuckle	Lonicera oblongifolia	2	3'	3'
9	Boneset	Eupatorium perfoliatum	3	1.5'	3'
10	Mistflower	Eupatorium coelestinum	8	1'	3'
11	Rose Milkweed	Asclepias incarnata	3	1.5'	7'
12	Choke Cherry	Prunus virginiana	1	8'-10'	25'



# Container Gardening for Bats

Even small spaces will entice bats to your home if there's something good to eat. Try these relatively short-statured (unless otherwise noted) native plants in pots on your deck or window box as a micro-habitat for bats.

#### **Full to Partial Sun**

5 hours min. sun per day during the growing season

<b>Bloom Time</b>	Common Name	Latin Name	Growth Form
Early	Prairie Sundrops Smooth Penstemon Palm Sedge	Oenothera pilosella Penstemon digitalis Carex muskingumensis	Perennial Perennial Perennial
Mid	Black-eyed Susan Bradbury's Monarda Dotted Mint Hairy Mountain Mint Ohio Goldenrod Fireweed* Midewiwan Sacred Tobacco	Rudbeckia hirta Monarda bradburiana Monarda punctata Pycnanthemum verticillatum Solidago ohioensis Epilobium angustifolium Nicotiana rustica	Biennial Perennial Short-lived perennial Perennial Perennial Perennial Annual
Late	Spotted Touch-me-not* Rocky Mountain Bee Plant* Anise Hyssop False Aster* Mistflower Brown-Eyed Susan* Yellow Jewelweed* Slender Gerardia	Impatiens capensis Cleome serrulata Agastache foeniculum Boltonia asteroides Eupatorium coelestinum Rudbeckia triloba Impatiens pallida Agalinis tenuifolia	Annual Annual Short-lived perennial Short-lived perennial Perennial Short-lived perennial Annual Annual
All Season	White Prickly Poppy	Argemone polyanthemos	Annual

#### **Partial Sun to Shade**

2-4 hours of sun per day during the growing season

<b>Bloom Time</b>	Common Name	Latin Name	<b>Growth Form</b>
Early	Palm Sedge	Carex muskingumensis	Perennial
	Black Cohosh*	Cimicifuga racemosa	Perennial
	Foamflower	Tiarella cordifolia	Perennial
Mid	Hairy Wood Mint	Blephilia hirsuta	Perennial
	Indian Tobacco	Lobelia inflata	Annual
Late	Short's Aster	Aster shortii	Perennial
	Zig-Zag Goldenrod	Solidago flexicaulis	Perennial

<sup>\*</sup>Over three feet tall



	overwinter plants (12" diameter minimum). Small raised beds work well.
$\bigcirc$	Invest in self-watering planters to reduce summer watering.
$\bigcirc$	Make sure your containers have at least one drainage hole.
$\bigcirc$	If planning to over-winter plants (which can be difficult), use lightweight containers made of plastic (even tupperware works), wood or metal (clay or ceramic pots will break during the freeze/thaw cycle).
$\bigcirc$	Select native plants to match the available sunlight (>5 hours is full sun, 3-5 is partial and <3 is shade).
$\circ$	Purchase quart or gallon-sized containers to ensure a more mature plant during the time of planting and promise of flowers during the first season. Three inch pots and plugs are fine for biennials and short-lived perennials.
$\bigcirc$	Select plants with a sturdy spine so they don't fall over.
$\bigcirc$	Use an even blend of early, midsummer and fall blooming plants to ensure consistent habitat for invertebrate "bait" to feed hungry bats.
$\bigcirc$	Don't be afraid to venture vertically, add a trellis to a pot for a vine. Hang baskets from your eaves.
$\bigcirc$	In general, plant one plant per square foot.
$\bigcirc$	Listed annuals may only be available as seed. Start seed indoors prior to spring planting if you want to get a jump start on the season.
$\bigcirc$	Water and fertilize as necessary. Plants living in containers are always more needy than plants living in the ground.
	If you're attempting to over-winter your plants, move pots to the soil surface or into an unheated garage or cold frame, huddling pots close together. Cover with a couple inches of leaves or evergreen boughs and water thoroughly just prior to the ground freezing. Plan on adding handfuls of snow to the tops of the plants periodically for moisture if temps promote melting.

# Bat Garden \* \*\* Plant Recommendations by Region

Jennifer Baker, Sparrow Landscaping LLC

#### **ALASKA**

Common Name	Latin Name	Spacing	Ht.
Pacific Anemone	Anemone multifida	1′	2′
Smallflower Columbine	Aquilegia brevistyla	1′	2′
Nodding Arnica	Arnica lessingii	1′	1′
Thrift Seapink	Armeria maritima	1′	1′
Dwarf Fireweed	Chamerion latifolium	1.5′	2′
Northern Larkspur	Dephinium brachycentrum	1.5′	2′
Eightpetal Mountain Avens	Dryas octopetala	0.5'	0.5'
Arctic Aster	Eurybia sibirica	0.5'	0.5'
Northen Bedstraw	Galium boreale	1.5′	2′
Alpine Sweetvetch	Hedysarum alpinum	1.5′	2′
Selfheal	Prunella vulgaris	1.5′	2′
Choke Cherry	Prunus virginiana	8′	25'

#### **MIDWEST**

Common Name	Latin Name	Spacing	Ht.
Bergamot	Monarda fistulosa	1.5′	4'
Palm Sedge	Carex muskingumensis	1.5'	3′
Prairie Sundrops	Oenothera pilosella	1′	2'
Smooth Penstemon	Penstemon digitalis	1′	2′
Stiff Goldenrod	Solidago rigida	1.5'	4′
Orange Coneflower	Rudbeckia fulgida	1.5'	3′
Prairie Phlox	Phlox pilosa	1′	1′
Virginia Mountain Mint	Pycnanthemum virginianum	1.5′	3′
Sky Blue Aster	Aster oolentangiense	1.5'	3′
New Jersey Tea	Ceanothus americana	3'	3′
Sweet Joe Pye	Eupatorium purpureum	2'	7′
Choke Cherry	Prunus virginiana	8′	25'

#### **NORTHEAST**

Common Name	Latin Name	Spacing	Ht.
Bergamot	Monarda fistulosa	1.5′	4′
Long-beaked Sedge	Carex sprengelii	1.5′	3′
Virginia Spiderwort	Tradescantia virginiana	1′	3′
Smooth Penstemon	Penstemon digitalis	1′	2′
Small Yellow Wild Indigo	Baptisia tinctoria	1.5′	2′
Golden Alexanders	Zizia aurea	1.5′	3′
Butterflyweed	Asclepias tuberosa	1.5′	2'
Narrowleaf Mountain Mint	Pycnanthemum tenuifolium	1.5′	3′
Wrinkleleaf Goldenrod	Solidago rugosa	1.5′	4'
Calico Aster	Aster lateriflorus	1.5′	3'
New England Aster	Aster novae-angliae	1.5′	5'
Choke Cherry	Prunus virginiana	8′	25'

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#### **PACIFIC NORTHWEST**

Common Name	Latin Name	Spacing	Ht.
Bigleaf Lupine	Lupinus polyphyllus	2′	4′
Common Camas	Camassia quamash	1′	2′
Meadow Checkermallow	Sidalcea campestris	1′	1.5′
Selfheal	Prunella vulgaris	1.5′	2′
Showy Milkweed	Solidago speciosa	1.5′	3′
Canada Goldenrod	Solidago canadensis	1.5′	4.5'
Douglas Aster	Aster subspicatum	1.5′	4'
Hall's Aster	Aster hallii	1.5′	3′
Puget Sound Gumweed	Grindelia integrifolia	1.5′	3.5'
Nootka Rose	Rosa nutkana	3′	6′
Pacific Ninebark	Physocarpus capitatus	3′	5.5'
Choke Cherry	Prūnus virginiana	8′	25′

#### **SOUTHEAST**

Common Name	Latin Name	Spacing	Ht.
Eastern Smooth Penstemon	Penstemon laevigatus	1.5′	3′
Rattlesnake Master	Eryngium yuccifolium	1.5′	6′
Bergamot	Monarda fistulosa	1.5′	4'
Narrowleaf Sunflower	Helianthus angustifolius	2'	6′
Golden Alexanders	Zizia aurea	1.5′	3′
Eastern Rosemallow	Hibiscus moscheutos	2'	6′
Wingstem	Verbesina alternifolia	1.5′	6′
Narrowleaf Mountain Mint	Pycnanthemum tenuifolium	1.5′	3'
Wrinkleleaf Goldenrod	Solidago rugosa	1.5′	4'
New Jersey Tea	Ceanothus americanus	3'	3′
Purple Passionflower (vine)	Passiflora incarnata	2'	25′
Eastern Redbud	Cercis Canadensis	20'	30'

#### **SOUTHWEST**

Common Name	Latin Name	Spacing	Ht.
Globemallow	Sphaeralcea ambigua	1.5′	3′
White Prairie Clover	Dalea candida	1.5'	2'
Indian Blanket	Gaillardia pulchella	1.5'	2'
Lemon Beebalm	Monarda citriodora	1.5′	3′
Evening Primrose	Oenothera elata	1.5′	3′
Upright Coneflower	Ratibida columnifera	1′	1.5′
White Prairie Aster	Aster falcatum	1.5′	2.5'
Cow's Clover	Trifolium wormskiodii	1.5′	3.5'
Desert Zinnia	Zinnia acerosa	2'	1′
Threenerve Goldenrod	Solidago velutina	1.5′	2.5'
Bluebonnet Lupine	Lupinus palmeri	1.5′	2'
Rocky Mountain Beeplant	Cleome serrulata	1.5′	3′



#### **ROCKY MOUNTAINS**

Common Name	Latin Name	Spacing	Ht.
Orange Globemallow	Sphaeralcea munroana	1.5'	2′
Woolly Sunflower	Ériophyllum lanatum	1′	1′
Narrowleaf Yucca	Yucca glauca	1.5'	2.5'
Arrowleaf Balsamroot	Balsamorhiza sagittata	1.5'	2'
Alpine Sunflower	Tetraneuris grandiflora	1′	1′
Silky Lupine	Lupinus sericeus	1.5′	2′
Common Gaillardia	Gaillardia aristata	1.5′	3′
Rocky Mountain Columbine	Aquilegia caerulea	1′	1.5′
White Evening Primrose	Oenothera caespitosa	1.5′	1′
Rocky Mountain Penstemon	Penstemon strictus	1.5'	2.5'
Showy Milkweed	Solidago speciosa	1.5'	3′
Scarlet Bugler Penstemon	Penstemon barbatus	1.5′	2′

### (Draft) Letterhead/Business Card Options



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THE BIRMINGHAM MUSEUM

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## (DRAFT) REQUEST FOR QUOTE For BIRMINGHAM MUSEUM - MARKETING PLAN DEVELOPMENT SERVICES

The Birmingham Museum is a City of Birmingham-operated local history and cultural museum that has been working to re-invent itself in keeping with changes in audiences and their expectations. To this end, the Birmingham Museum (formerly known as the Birmingham Historical Museum & Park) has undertaken a re-branding effort as part of its Strategic Plan. This has included a name change (May, 2016) and a new logo design (in final completion). At this time, the Birmingham Museum envisions a partnership with a local firm with experience in marketing to develop a marketing plan to assist the museum in its re-branding initiative.

To this end, the Birmingham Museum is interested in entering into an in kind partnership with a local firm that understands the City of Birmingham's unique culture and character, and can leverage this knowledge into a creative and refreshing messaging approach. The Birmingham Museum has committed up to \$3,000 for expenses related to this in kind project; quotes should not exceed this amount.

Therefore, the Birmingham Museum is asking firms to consider the attached project scope of work, and is requesting firms provide a summary of the firm's background, experience with similar projects, and qualifications.

The Birmingham Museum will provide a designated representative to work with the firm to coordinate both the museum's and firm's efforts.

The successful firm will be required to procure and maintain certain types of required insurances, and a statement of additional insured as outlined herein.

All quotes should be submitted to the Museum Director **no later than \_\_\_\_\_at 4 p.m.** 

Inquiries regarding this project can be directed to: Leslie Pielack, Museum Director, at 556 W. Maple Road, Birmingham, MI 48009, or via email at <a href="mailto:lpielack@bhamgov.org">lpielack@bhamgov.org</a>, or at 248-530-1682.

#### **SCOPE OF THE PROJECT**

The firm shall perform the following services in accordance with the requirements as defined and noted herein:

- 1. Create a marketing approach that effectively communicates the Birmingham Museum's mission and message to the public in a way that reflects the community, expanded audience, and current museum trends. The plan will utilize existing public input, reports and other data, and target audience information.
- 2. Provide a marketing plan to utilize new branding in all Birmingham Museum activities that reflects
  - a. Budget limitations, including affordable print and online marketing/advertising options
  - b. Specific strategies for reaching target audiences
- 3. The marketing plan will also include recommendations regarding
  - a. The role of the Museum gift shop and any potential merchandising
  - b. Museum publications
  - Special events and fundraising as they impact and interact with marketing and brand messaging
- 4. The marketing plan should effectively communicate the Birmingham Museum's brand in a positive, evolving and refreshing way.
- 5. The firm will participate in two (2) meetings with the city-appointed Museum Board, to 1) present an initial approach and discussion of its proposed marketing plan; and 2) a written draft marketing plan implementation document.

This section and referenced documents shall constitute the Scope of Work for this project and as such all requirements must be met.

TERMS AND CONDITIONS: SEE ATTACHED CONTRACT.



### **Committee Report**

DATE: May 4, 2017 TO: Museum Board

FROM: Dan Patton, Bicentennial Book Project Committee

SUBJECT: Committee Report

The Bicentennial Book Project committee met on April 27, 2017 to continue brainstorming discussion for possible publication options. The committee is developing a public survey to gather preferences and input from the community about possible content/subject matter and formats for consideration.

Former Museum Intern Lori Eaton joined the committee discussion. A revised draft of a SurveyMonkey survey will be prepared for the next meeting, planned later in May. After this step, the committee will be in a better position to make recommendations to the Museum Board.





DATE: May 4, 2017 TO: Museum Board

FROM: Leslie Pielack, Museum Director

SUBJECT: Director Report

<u>Allen House Siding</u>—still in process; the architect is developing the scope of work for the contractor bidding documents.

<u>Logo Design</u>—the launch of the new logo will be delayed until the city completes its logo design process. This could be a few months yet.

<u>"Get Connected!" WiFi Promotion Launch—</u>Temporary signage around the museum will promote our WiFi as a way to connect, both to the museum and to each other. Full launch will be held until the logo design is launched.

<u>Budget Hearing Update—</u>the City Manager's recommended budget for the museum includes an increase in weekly hours for the Museum Director. This will permit additional projects and an expansion of the days the museum is open from 4 days to 5 (Tuesdays).

<u>School Tours—</u>Set to begin in early May. We anticipate about 500 students and adults this year. The pilot project of classroom visits by staff in advance of the Quarton School tours is continuing this year with some modifications.

<u>CREEM Party/Rock Concert Event—</u>Update from committee for outdoor concert event on June 10 featuring a CREEM presentation by Susan Whitall, live music, giveaways, and a celebration of our Charlie Auringer Reading Room, CREEM collection, and public access to the fully digitized magazine subscriptions. The museum is looking into creating a dedicated computer station in the Reading Room to allow access to the online digital CREEM collection for visitors and researchers. Help will be needed to prepare the site and during the event.

<u>CREEM Documentary, "Boy Howdy!" by Scott Crawford—</u>continues to make progress toward completion some time later this year or early next year. Crawford is working closely with J.J. Kramer, son of CREEM founder Barry Kramer, on the project. Crawford and Kramer are planning to be on hand at our June 10 event to capture the audience reaction and conduct interviews for potential inclusion in the film.

<u>Summer Programs—</u>Second Thursdays will continue the Children's Storytime series with the Baldwin Library throughout the summer. Also planned are a couple instructional workshop programs with Victor Pytko for a nominal fee.

<u>Eagle Scouts, Meet Tom Sawyer—</u>We have an Eagle Scout project in planning that will involve cleaning and repainting the white picket fencing at the museum. We don't have a start date, but if you see some boys whitewashing, you will be in good company if you think of a certain Mark Twain character.