



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, November 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 October 5, 2017
- 5. Announcements**
- 6. Unfinished Business**
 - A. Master Landscape Planning—Brian Devlin
- 7. New Business**
 - A. Roofing for Allen House 2018/2019
- 8. Communication and Reports**
 - A. Committee Reports-Joint Bicentennial Book Committee
 - B. Director Report
 - C. Member comments
 - D. Public comments
- 9. Next Regular Meeting: TBD**
- 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.

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 día 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).

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**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
Thursday, October 5, 2017
5:30 PM**

Members Present: James Cunningham, Russ Dixon, Lori Eaton, Tina Krizanic, Marty Logue

Student Members Present: Hannah Sandler

Members Absent: Judith Keefer, Caitlin Rosso

Administration: Museum Director Leslie Pielack

Guests: Brian Devlin, Devlin Nagy Land Designs

**Approval of the Minutes
Minutes of September 7, 2017**

MOTION: by Cunningham, seconded by Eaton:

To approve the minutes of September 7, 2017.

VOTE: Yeas, 5
Nays, 0

Minutes of September 21, 2017

MOTION: by Dixon, seconded by Logue:

To approve the minutes of September 21, 2017.

VOTE: Yeas, 5
Nays, 0

Announcements

None.

Unfinished Business

A. Historical landscape architect, Brian Devlin, shared his revised concept plan for the landscape based on discussion from the last meeting. The revised plan involves the Heritage, Transition, and Riverine areas and incorporates components of the Rouge Corridor Master Plan. Mr. Devlin will be deferring the concept design for the area around the pond until he has received the results of the pond survey. At that time, he will bring the completed plan to the Museum Board for final approval.

In general, Mr. Devlin's conceptual plan was well received by the Museum Board. It includes a proposed plant list for trees, shrubs, and smaller plantings as well as examples of a crushed limestone path, fieldstone wall and wood frame cabled fencing treatment. In addition, the draft plan includes detail of proposed boulder retaining wall and wood hand rail. Stone walls and edging can be of varied levels of refinement as needed for the application and use.

In the riverine zone, Mr. Devlin included 1) a pathway extension along the west side of the lawn area adjacent to the Allen House, 2) an observation overlook deck at the river, 3) a boardwalk to the deck and 4) a wood chip path, all derived from the existing 2006 Rouge Corridor Master Plan. The Rouge plan's pathway would allow for boulder retaining walls and stabilization of the slope. Eradication of invasive plants and restoration program will also be needed.

His concept plan includes added features of large boulders near the river and an extension of the existing historic fieldstone wall along the west lawn boundary. The wall extension if proposed to be a dry stack wall to distinguish it from the existing historic stone wall, as required by the Secretary of the Interior Standards for historic sites. The Museum Board was in agreement that the overlook deck was desirable, but that the boardwalk should connect with the existing chip path along the river, and that a barrier-free access to the wood deck from Willits was a desirable feature. These changes will reflect ADA accessibility and compatibility with the overall museum landscape plan, and Mr. Devlin will incorporate these changes to enable the Museum Board to include these recommendations for execution of the Rouge plan.

In the heritage zone, Mr. Devlin extended the boxwood screening all the way to the picket fence and provided for grass panels/pathways in the garden interior. The gardens can be sized as needed, depending on planned programs and use, and the existing picket fencing to be replaced with same. Removal of box elder and grapevine is needed.

In the transition zone, Mr. Devlin included a leveled green lawn area at the base of the stone and concrete steps to allow for informal gatherings. He recommended the elm cultivar 'Valley Forge' as replacement for the American elms that were removed in 2016.

In the pond zone, the Rouge Corridor Master Plan includes an access path from the existing concrete steps at Willits, south across the lawn. The Museum Board would like to eliminate that path in the final concept plan. The overlook platform at the lower end of the landscape would be accessed by the original idea of a crushed limestone path leading from the pond to the light pole seating area and west to the edge of the lawn at the chip path to the river. In addition, Mr. Devlin presented two different railing options for visibility-one with cabling and a wood frame, and one with clear acrylic or plexiglas vertical slats. Maintenance and durability were concerns expressed by the Museum Board with the clear slats; they would like Mr. Devlin to use the wood frame and cable version in the final design.

The Museum Board agreed with Director Pielack that, following the Museum Board's final approval of the concept plan, input from city staff in engineering, building, and

planning would be helpful. Following that, a joint workshop/discussion with the Historic District Commission and the Parks Board would be beneficial, after which a public meeting can be held to gather public feedback before Historic District Commission review and the final recommendations for approval by the City Commission. It may not be possible to include the document with the Parks Master Plan, depending on the data still needed about the pond and other factors.

Communication and Reports

- A. Joint Bicentennial Book Committee Report-a public survey is collecting data and response has been very good. A broad range of ages and backgrounds is reflected in the survey responses. Tendencies show preferences for pictures of people and places and a coffee table book and self-guided tour materials, but there is interest in almost all the formats and subject areas.
- B. Museum Director Pielack provided updates to her report and will follow up on Mr. Devlin's suggestion of 'Valley Forge' as a replacement elm tree.
- C. Mr. Cunningham suggested a letter be sent to the Eagle Scout who coordinated the fence project on behalf of the museum.
- D. There were no public comments.

Depending on the pond survey report and Mr. Devlin's final concept plan, there may be another special meeting needed before the next scheduled Museum Board meeting on November 2. Director Pielack will contact board members if that is the case. All email communications to board members will now bear the reminder not to 'replay all' so as not to unintentionally violate the Open Meetings Act.

Ms. Krizanic adjourned the meeting at 7:03 p.m.

Fwd: Birmingham Museum Pond Survey

1 message

Leslie Pielack <lpielack@bhamgov.org>
To: Leslie Pielack <LPielack@bhamgov.org>

Fri, Oct 27, 2017 at 2:40 PM

----- Forwarded message -----

From: **Surhigh James** <jsurhigh@hrc-engr.com>
Date: Thu, Oct 26, 2017 at 8:25 AM
Subject: RE: Birmingham Museum Pond Survey
To: Leslie Pielack <lpielack@bhamgov.org>
Cc: "Stratelak, Derek" <dstratelak@hrc-engr.com>

Leslie,

Attached is a plan sheet showing the results of the survey. Essentially the entire shaded area is beneath the water surface, and the elevation points are below. Parts of the concrete walls were found and their limits are shown. Also, a portion of the concrete bottom was found.

The vegetation in the pond consist of wetland species, and because this is located within 500 feet of the river, will likely be considered a regulated wetland. Derek Stratelak from our office is our wetlands expert, and he made the onsite observations of the conditions. He and I will provide a response to you with an opinion on permitting hurdles you may encounter should you desire to temporarily or permanently drain the pond to expose the submerged concrete walls.

If you have any questions in the meantime, or would like to discuss further, please feel free to contact me.

Sincerely,

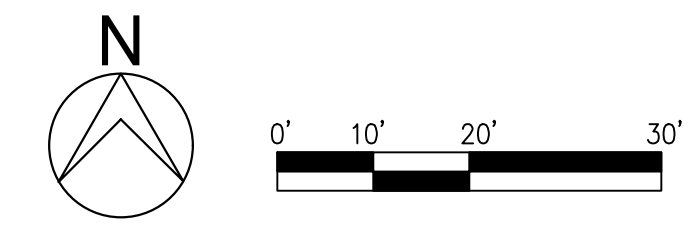
Jim Surhigh

HUBBELL, ROTH & CLARK, INC.

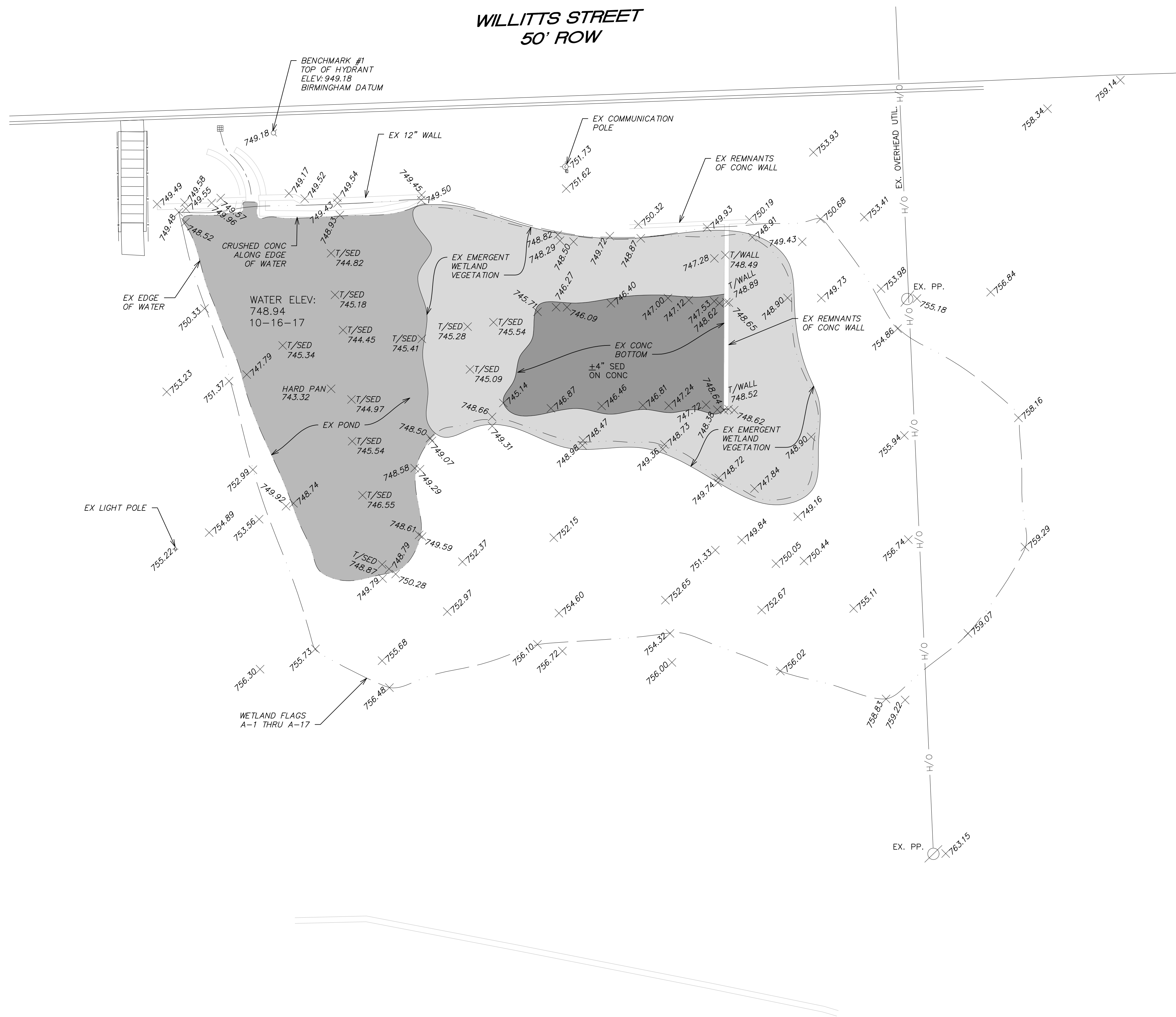
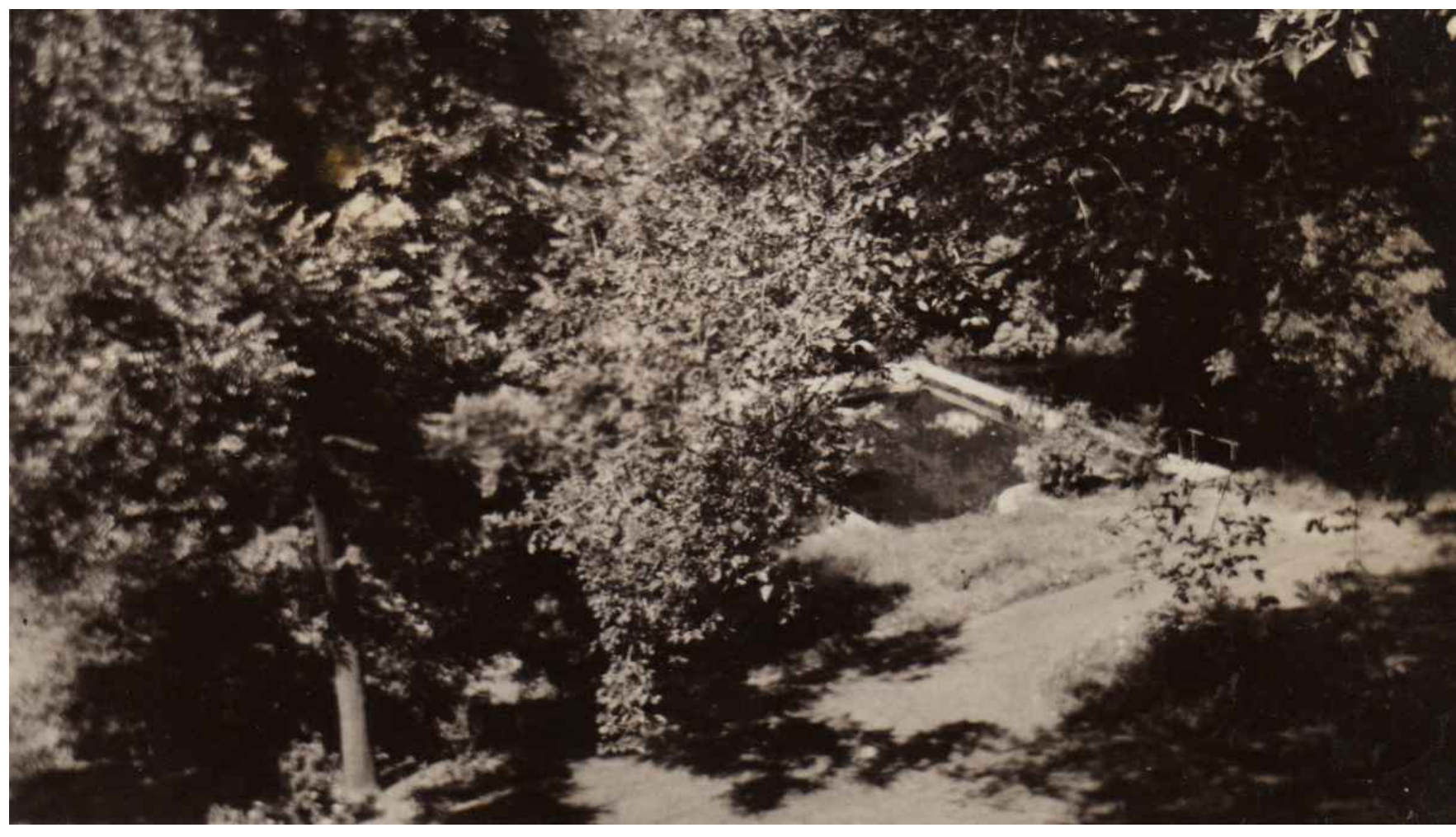
248.454.6342 (Office)

248.535.3493 (Cell)

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429K



HRC
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 CONSULTING ENGINEERS SINCE 1915
 555 HULET DRIVE P.O. BOX 824
 BLOOMFIELD HILLS, MICH. 48303 - 0824
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 WEB SITE: [http:// www.hrcengr.com](http://www.hrcengr.com)



DATE	ADDITIONS AND/OR REVISIONS

DESIGNED	D.HURRISH
CHECKED	A.GROAT
APPROVED	J.SURHIGH



CITY OF BIRMINGHAM
HISTORICAL MUSEUM
RETAINING WALL
EVALUATION

PRELIMINARY SITE
SURVEY

HRC JOB NO. 20170833	SCALE 1"=10'
DATE October 2017	SHEET NO. 1

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

Allen House Siding—siding portion of project and repair of trim and dormer roofing is complete. Contractor is in the final phase of brick replacement/repair and front porch repairs.

2018 Exhibit-Planning is underway for “200 Years of Stories: Celebrating the People of Birmingham.” Museum staff will be meeting with various organizations around the city to solicit submissions for the exhibit. A lecture series that integrates the theme will be developed for joint library/museum programming during the year.

Fall Programming—We have continued to build interest in our fall programs! We had a children’s sidewalk program in September with Victor Pytko and an adult landscape painting class on our back porch in October that was well attended. Our joint library programs with Storytime at the Hunter House are getting popular-we had a “full house” at the Hunter House in October.

Bell Pavers-Another dozen plus commemorative pavers will be installed some time during November. The Friends will realize about \$1400 in revenue from the sales.

Credit Card and Gift Shop Merchandise—We are still working on the credit card transition.

Michigan Museums Association Conference—In October, we attended and presented at the MMA conference in Lansing. We received positive feedback on our planned 2018 exhibition and on our activism presentation.

New Communications Director—Kevin Byrnes is the new Communications Director with the city. He has a broad background in media and will be able to help the city coordinate its message and public presence. He visited the museum and we clarified our mission and how we are creating public engagement opportunities through programs and through social media. He will be looking for opportunities to enhance our great Creem collection and connection as well as looking at ways of working with the bicentennial idea.

Roofing Replacement—Allen House—During fiscal year 2018-2019, the roofing of the Allen House is scheduled for replacement. Portions of the roof were repaired and replacement asphalt shingles were specified by the historical architect, Jackie Hoist of H2A. Ms. Hoist has clarified that it would be acceptable and appropriate to use the same shingles for the re-roofing project (Certainteed Landmark 30 year shingles). This will give us clear direction for the RFP when the city goes out to bid.



October 20, 2017

Leslie Pielack - Museum Director
Birmingham Historical Museum
556 W. Maple Rd.
Birmingham MI 48009

RE: Roofing for Allen House

Dear Ms. Pielack:

This letter is regarding the future re-roofing of the Allen House.

Shingles for the future re-roofing project should be chosen based on historic precedence, durability, and warrantee.

The historic photos available do not definitively reveal the type of shingle that was originally used on the house. Therefore, a selection should be made based on a contemporary shingle that is clearly not historic yet complements the house and is appropriate for the style and class of the original house.

Today's asphalt shingles come in various weights with varying degrees of durability. Generally, we classify them and 20-year, 25-year, 30-year shingles or lifetime shingles. A 30-year shingle would provide appropriate durability for a house of this type.

The warrantees offered by shingle manufacturers are generally pro-rated based on the conditions of the installation, style of roof and venting of the roof. In this case the design of the house with habitable space in the attic leads to portions of the roof being non-vented. Therefore, the expectation for warrantee coverage for any of the shingles listed will be limited to about 10 years.

Based on these factors, the Landmark 30-year shingle manufactured by CertainTeed, (that is currently being used on the project for repairs), would be an appropriate choice for a complete re-roofing project.

Sincerely,

A handwritten signature in blue ink, appearing to be 'JH' or similar initials, written in a cursive style.

Project Manager, AIA
Historical Architect 36CFR61

Z:\Projects\City of Birmingham\17-170 Allen House\Correspondence\Letters\Shingle recommendation letter.docx

Birmingham Museum Social Media Strategy

Through developing and utilizing social media, the museum has expanded its audience and heightened interest in the surrounding physical community as well as in the museum virtual community. It is one of our most important forms of public engagement, as it has helped us reach families and younger audiences that prefer social media. It has helped drive visitors to our museum as well as to our programs.

We are active across three social media platforms:

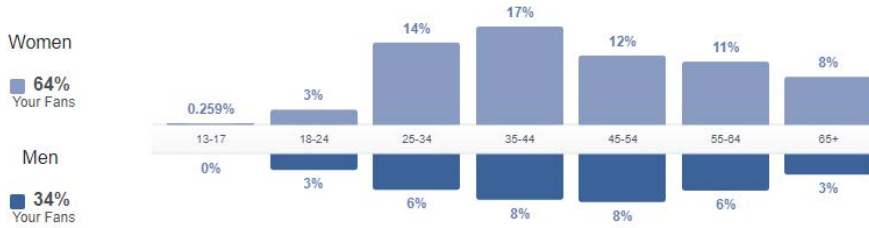
- **Facebook.** Our longest running (since 2012) and most established, with 773 followers as of 10/20/2017. Our primary audience is people who live in Birmingham and the surrounding communities. We also connect with local institutions and organizations. We use Facebook primarily to tell the story of Birmingham. The main ways we use our Facebook page:
 - *This Day in History*-focusing primarily on Birmingham history with brief content and historic images from our collection
 - Upcoming events at the museum and photos of recent event activities
 - Exhibits and collection items
 - Things happening on our grounds (construction, deer grazing on the lawn, kids playing, etc)

We regularly get re-posted by neighboring cultural institutions and other Facebook interest groups, such as the *You Know You Live in Birmingham When* group.

- **Instagram.** We initiated our Instagram account late January, 2017 and as of 10/20/2017 we have 187 followers. While we use our Facebook presence to tell the story of Birmingham, we use our Instagram account to “go behind the scenes,” showing our followers from all over the world snapshots of inside activities, such as:
 - Our latest acquisitions
 - Showing our staff at work
 - Showing areas of the museum that guests usually do not get to explore
- **Twitter.** We started our Twitter account mid-September 2017 and as of 10/20/2017, we have 64 followers. We use Twitter to connect to the museum field, cultural issues, and pop culture in general. By participating in trending hashtags (ex. *#AskAnArchivist* and *#DayOfTheGirl*), we can expand our audience internationally and engage in conversations with other cultural institutions all over the world. We can also post funny gifs, which are a great way to engage with others.

Facebook Likes demographic data:

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	699	Birmingham, MI	103	English (US)	697
Brazil	8	Detroit, MI	54	English (UK)	24
United Kingdom	8	Bloomfield Hills, MI	49	Spanish	16
Argentina	7	Royal Oak, MI	30	Portuguese (Brazil)	9
Mexico	7	Troy, MI	26	Italian	4
Italy	4	West Bloomfield Towns...	22	German	3
Philippines	4	Beverly Hills, MI	17	Spanish (Spain)	3
Germany	3	Farmington Hills, MI	11	Portuguese (Portugal)	3
India	3	Sterling Heights, MI	10	French (France)	2

Most popular Facebook post: July 25, 2017, reached 6474 people.

Post Details

The Birmingham Museum
Published by Katie Donnelly [?] · July 25 · 🌐

Today marks a sad anniversary for anyone who enjoyed shopping at Jacobson's. On this date in 2002, the doors to their Birmingham store closed for good. Did you used to shop there? What was your favorite part of the store? The photo below shows the store and the street in front of it in 1953.

👍 **Get More Likes, Comments and Shares**
Boost this post for \$3 to reach up to 140 people.

6,474 people reached [Boost Post](#)

👍❤️👍 81 52 Comments 12 Shares

6,474 People Reached

348 Reactions, Comments & Shares

133 Like	61 On Post	72 On Shares
15 Love	7 On Post	8 On Shares
1 Haha	0 On Post	1 On Shares
4 Wow	0 On Post	4 On Shares
33 Sad	13 On Post	20 On Shares
1 Angry	0 On Post	1 On Shares
150 Comments	72 On Post	78 On Shares
12 Shares	12 On Post	0 On Shares

1,701 Post Clicks

386 Photo Views	0 Link Clicks	1,315 Other Clicks
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NEGATIVE FEEDBACK

Instagram 'Behind the Scenes' shots at the museum are popular.



Twitter posts for #Day of the Girl and #TomPetty RIP use images and references to our museum objects.

