



**CITY OF BIRMINGHAM  
MUSEUM BOARD AGENDA  
556 W MAPLE  
Thursday, December 6, 2018  
5:00 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 November 1, 2018
- 5. New Business**
  - A. Heritage Zone Design-Brian Devlin
- 6. Old Business**
  - A. Update-Fund Raising Strategy/Approach
- 7. Communication and Reports**
  - A. Director Report
  - B. Member comments
  - C. Public comments
- 7. Next Regular Meeting: January 3**  
**Special Joint Meeting: January 17, 6:30 PM**
- 8. 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](http://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, November 1, 2018  
5:00 PM**

Members Present: Russell Dixon, Lori Eaton, Judith Keefer, Tina Krizanic, Marty Logue, Caitlin Rosso

Student Members Present: None

Members Absent: Jay Cunningham

Administration: Museum Director Leslie Pielack

Guests: None

Ms. Krizanic called the meeting to order at 5:00 PM.

**Approval of the Minutes  
Minutes of October 18, 2018**

**MOTION:** by Eaton seconded by Logue:

To approve the minutes of October 18, 2018, as amended.

**VOTE:** Yeas, 6  
Nays, 0

**Unfinished Business**

- A. The Bicentennial Time Capsule project is being finalized. The school newsletter and teacher email distribution will have notices going out, and a press release will be distributed in the next week or two. An announcement was made at the October 29 commission meeting about the event as well. The board discussed how best to present the capsule to the mayor on November 30 and considered some ideas the BSD Director suggested. Members agreed by consensus that the Museum Board would be represented by the Chair, who would present the capsule initially to Santa. Santa could then briefly describe the theme and remind kids to send their contributions (reference to flyers at the BSD booth) by December 31; and call for all children in the audience to return in fifty years, 2068, for the opening of the capsule. Santa would then present it to the mayor. The capsule would probably not be buried until spring of 2019, and arrangements for engraving the granite are still in process.

**New Business**

- A. Museum Board members reviewed the planned schedule of meetings for 2019.

**MOTION:** by Dixon seconded by Keefer:

To accept the 2019 Museum Board meeting schedule.

**VOTE:** Yeas, 6  
Nays, 0

- B. Museum Director Pielack reviewed the expected timeline for the Heritage Zone design and approvals and recommended the board consider planning for a mid-spring reception with selected parties who have interest in the landscape project to share the final design plans and opportunities for funding various components. To prepare, Director Pielack shared examples of Past Perfect software's campaign and fundraising functions that may help track and organize the project and funding effort. Members agreed that Past Perfect had some desirable features and this project would help identify if it could be used in the future. A key to the success of using it is for data input to be consistent, ideally by museum staff who are familiar with the software and can problem-solve issues more effectively. It would be helpful to incorporate data about the last successful fundraising project, the Hill School Bell, to determine giving patterns and test the utility of the program for these purposes. As with the Hill School Bell Project, the Museum Board would work closely with the Friends and museum staff to accomplish the task and maintain good communication, with the Museum Board taking the leadership role. As part of strategizing for fundraising success, Mr. Bill Dow has offered to meet with the Museum Board to share his insights as Senior Major Gift Officer for Beaumont Hospital. The board proposed a special meeting in mid-January with Mr. Dow, hopefully as a joint meeting with the Friends, to discuss ideas and approaches to the project. The board discussed the idea of how to conceptualize and convey to potential donors the board's own contributions. Further discussion with all board members present can be continued in the future.

### **Communication and Reports**

- A. Museum Director Pielack reviewed and provided updates to the Director Report, primarily in regards to the recent Michigan Museums Association conference and the Birmingham Museum's 2018 award from MMA for excellence in community engagement for our crowdsourced bicentennial exhibit, "The People of Birmingham: 200 Years of Stories." Notice about the award was shared with the commission on October 29 and a press release has gone out, with an online article already published by the Royal Oak Tribune.
- B. Mr. Dixon shared his concerns about the planned intersection re-design at Maple and Southfield Road in 2020 and asked that any further information about how it would impact the museum be forwarded to the board as soon as possible.
- C. There were no public comments.

**Next Regular Meeting: December 6, 2018 at 5:00 PM.**

Ms. Krizanic adjourned the meeting at 6:22 PM

**DATE:** December 6, 2018  
**TO:** Museum Board  
**FROM:** Leslie Pielack, Museum Director  
**SUBJECT:** Director Report

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Time Capsule Ceremony Update-Numerous attempts have been made to promote the time capsule project, including an article in the Eccentric, notice in the school newsletter, and several other local media articles online. We will be collecting contributions until December 31.

Staff Opening-The museum is losing Museum Assistant Brittany Phalen, who has accepted a full time job at the Sloan Museum in Flint, where she has worked half time for a number of years. Brittany has really made a positive difference in the museum's record-keeping and cataloguing procedures, as well as supporting our research services and all our operations. She will be missed, but we wish her well in her new position.

Roof Repair and Replacement-Allen and Hunter Houses-Update-the city received 3 bids on the roofing projects for the Allen and Hunter Houses. Because of the cold weather that has descended early this winter, the project will be deferred to spring when the weather breaks.

File Sharing-1977 Umatic Videotape-we have completed the digitization of an original 1977 videotape from local news and will be providing the digitized clip on the murder of Tim King, which will be used in a documentary film about the Oakland County Child Killings.

Marketing Plan Scope of Work- The RFP for the Marketing Plan will be posted in the new year to gain the greatest response. The RFP will be sent directly to firms in the area as well as posted publicly.

Halloween Video Short on Museum-Facebook-the museum's parody video of ghost hunters investigating the Hunter House (the brain child of Caitlin Donnelly) has been very well received and has earned the museum more attention and more likes. As a result, she is working on another spoof/parody that will also promote the museum and introduce some of the history of the Allen House.

Saginaw Trail Book Now Available at the Museum-A batch of books has been purchased by the Friends and gifted to the museum to be sold with proceeds going to the city as museum revenue. Planning for future online sales with our marketing plan will help make that option available. Until then, interested parties can come to the museum or arrange for books to be mailed to them if they are out of the area. Downtown Publications is planning a December article that would also help get the word out. Several have already been sold.

Presentations, Presentations, Presentations-Pam DeWeese's fascinating presentation on the Depression in Birmingham was video recorded by the cable company, and is a very informative and interesting look at the period. She did some fascinating research and you can watch the entire video here: <https://vimeo.com/300969341> The last in the series will be on December 13, when Library Director Doug Koschik will be discussing the Peabody family and the fire that destroyed Peabody's Restaurant, and how the family and the restaurant came back to become even more beloved.

Fundraising Strategy Joint Meeting with Friends Board January 17, 6:30 PM-the Friends Board has agreed to a joint meeting with the Museum Board at its regular meeting on January 17, when special guest Bill Dow will be in attendance to help educate and make recommendations regarding strategic fund raising for the Heritage Zone.