



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, March 5, 2020
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 February 6, 2020
- 5. Unfinished Business**
 - A. Joint Event with Friends-Summer 2020 (deferred to joint meeting at 6:30 PM)
- 6. New Business**
 - A. Recommendations for Birmingham Master Plan
 - B. Draft Ordinance Amendment for Museum Board Alternate Member
- 7. Communication and Reports**
 - A. Director Report
 - B. Member comments
 - C. Public comments
- 8. Next Meeting: April 2, 2020**
- 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 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 February 6, 2020
5:00 PM

Members Present: Dan Haugen (left 5:45 PM), Pat Hughes, Tina Krizanic, Marty Logue (arrived 5:15 PM), Caitlin Rosso

Members Absent: Russ Dixon, Judith Keefer

Student Members Present: None

Administration: Museum Director Leslie Pielack

Guests: Jay Shell, Friends Board member
Friends Board members Leslie Mio, George Getschman, and Fred Amrose joined the meeting at 6:30 PM

Ms. Krizanic called the meeting to order at 5:05 PM.

**Approval of the Minutes
Minutes of January 2, 2020**

MOTION: by Haugen, seconded by Rosso:

To approve the minutes of January 2, 2020.

VOTE: Yeas, 4
Nays, 0

Unfinished Business

- A. The discussion of the summer strolling event with the Friends was deferred to the joint meeting with the Friends board scheduled for 6:30 PM.

New Business

- A. The Board reviewed the Goals level for the 2021-2024 Strategic Plan.

Goal I Objectives were modified and approved (see attachment):

MOTION: by Haugen, seconded by Hughes:

To approve the modified Goal I objectives for the 2021-2024 Strategic Plan update.

VOTE: Yeas, 5
Nays, 0

Goal II Objectives were left unchanged and approved (see attachment):

MOTION: by Haugen, seconded by Logue:

To approve the Goal II objectives without changes for the 2021-2024 Strategic Plan update.

VOTE: Yeas, 5
Nays, 0

Goal III Objectives were modified and approved (see attachment):

MOTION: by Rosso, seconded by Logue:

To approve the modified Goal III objectives for the 2021-2024 Strategic Plan update.

VOTE: Yeas, 5
Nays, 0

Goal IV Objectives were modified and approved (see attachment):

MOTION: by Logue, seconded by Hughes:

To approve the modified Goal IV objectives for the 2021-2024 Strategic Plan update.

VOTE: Yeas, 5
Nays, 0

The Museum Board will review the tasks and strategies for each Strategic Plan goal at upcoming meetings during 2020.

As part of the Strategic Plan discussion, the board agreed by consensus to pursue the formation of an alternate position to the Museum Board, which would permit continuity and help maintain forward momentum should there be any board vacancies or absences. Director Pielack will follow up with the city manager to determine what next steps would be involved.

Also as part of the discussion, the board also reviewed the city's Long Range Planning interdepartmental Collaborative Matrix for preservation that was established in 2019. Director Pielack provided an update on the status of the various activities. Although they all involve potential collaboration with the museum, the Museum Board agreed that many of the matrix projects are the concern of other city departments or allied organizations, with the museum providing support to those efforts. These include:

1. Historic District Study Committee-

- a. **Building plaque repair/replacement**
- b. **Historic walking tour materials**
- c. **Heritage home certificate/plaque program**
- d. **Promoting new properties for historic designation**
- e. **Auditing and updating records of historically designated buildings**
- f. **Publication of Eco City survey and history**

With regard to **g., Raising awareness of Birmingham historical assets with press publications and promotion**, the Museum has incorporated this activity into its ongoing social media and public print articles and outreach, and will continue to do so as part of its regular public engagement. The Museum will also work with the HDSC on any of its planned promotional activities as they arise.

2. Historic District Commission-

- a. **Certified Local Government (SHPO) preservation project grant funding at Allen/Hunter Houses**

This preservation activity has been jointly considered by the Museum and Planning department staff liaison for the HDC for applicability to the Hunter House. At this time, the planned preservation projects for the Hunter House were determined not to be appropriate for this grant. The Allen House has not yet been listed on the National Register of Historic Places, and so does not qualify.

3. The following collaborative projects are underway and ongoing:

- a. **Parks department:** explore improvement of site and trails to enhance public access—currently awaiting review of potential bond issue
- b. **Parks department:** Integration and continuity of park signage and wayfinding—incorporated into Landscape Master Plan concept for museum grounds and awaiting final funding and design
- c. **Baldwin Library, Birmingham Public Schools, and Friends of the Birmingham Museum:** enhanced/expanded adult and child history-related enrichment programs--we have been successful in working with all three entities to deliver increasingly popular programs and will continue to do so as a significant part of our community engagement.

4. Greenwood Cemetery Preservation Activities and Cemetery Advisory Committee—

- a. **Update/expand/digitize Greenwood Cemetery records**
- b. **Locate Potter’s Field at Greenwood**

The Museum Board agreed by consensus that it did not see a need to incorporate any of these specific activities in its 2021-2024 Museum Strategic Plan, but will be given regular updates on collaborative preservation projects in the matrix by Museum Director Pielack.

Communication and Reports

Director Pielack reviewed the Director Report and provided updates. Brian Devlin of Nagy Devlin Land Design has estimated the cost of the main sign to be \$8,000-10,000. The Oak200 oak tree planting project is in process, and the city will be participating. The Museum Board would like to consider a celebratory planting of one of the trees at the museum site, pending review by Mr. Devlin for appropriateness.

There were no member comments.

There were no public comments.

Unfinished Business

Ms. Krizanic continued to the agenda item for the Joint meeting with the Friends of the Birmingham Museum at 6:31 PM.

The next Regular Meeting is scheduled for Thursday, March 5 at the regular time of 5:00 PM with a joint meeting with the Friends to follow at 6:30 PM.

Ms. Krizanic adjourned the meeting at 7:12 PM.

2021-2024 Strategic Plan Update SERVICE AND MISSION-RELATED GOALS

Goal I: Enhance community engagement through improved access and appeal, resulting in increased utilization of the Birmingham Museum and broader appreciation of its cultural contribution.

- A. Develop and implement programs that strategically engage and connect with the community, to make history and heritage more relevant.
- B. Establish the museum and park as a valued resource and place to encourage community connectivity.
- C. Enhance utilization of the collection by developing an interpretive plan for the site to engage visitors in impactful events, activities, programs and exhibits.
- D. Continue to create content to promote the museum through social media and marketing.

2021-2024 Strategic Plan Update -SERVICE AND MISSION-RELATED GOALS

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

- A. Improve the museum's collection storage and environmental controls to protect and preserve the collection.
- B. Improve efficiency, accuracy, and accessibility of collection object records and documentation
- C. Develop and implement collections-related policies and procedures for collections management; future acquisitions; de-accessioning; disaster preparedness; the museum's hands-on/use collection; building maintenance; and other collections-related policies and procedures in accordance with accepted museum standards.
- D. Provide increased digital access through exploring online or other virtual exhibit/access options.

2021-2024 Strategic Plan Update-CAPACITY BUILDING/SUPPORT-RELATED GOALS

Goal III: Increase the capacity of the Birmingham Museum to serve its mission through fundraising, board development, building relationships, and volunteer resources.

- 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.
- B. Continue to support board development.
- C. Increase the personnel capacity of the Birmingham Museum by increasing professional staffing, engaging volunteers, and utilizing partner organizations.
- D. Enhance fundraising through the exploration of grant-writing efforts.

2021-2024 Strategic Plan Update-CAPACITY BUILDING/SUPPORT-RELATED GOALS

Goal IV: Define a unified message and marketing plan. Further develop the museum's brand to increase awareness, interest, and attendance through a consistent message and marketing plan.

- A. Continue to maximize low cost marketing resources.
- B. Strengthen our ties to the community by identifying our new/existing audiences and enhancing the museum's image.
- C. Explore best practices in marketing the new face of the museum.

AN ORDINANCE TO AMEND PART II OF THE CITY CODE, CHAPTER 62 – HISTORICAL PRESERVATION, ARTICLE II. – MUSEUM BOARD, SEC. 62-26 ESTABLISHMENT; COMPOSITION.

THE CITY OF BIRMINGHAM ORDAINS:

The City Code, Part II, Chapter 62 – Historical Preservation, Article II. Museum Board, Sec. 62-26 – Establishment; Composition, shall read as follows:

DIVISION 1. – GENERALLY

Sec. 62-26. - Establishment; composition.

- (a) There is hereby established the Museum Board for the City which shall consist of seven members who shall serve without compensation. Six of the members shall be appointed by the City Commission and shall be qualified city electors. One member shall be the owner of a business located in the City to be appointed by the City Manager with the concurrence of the City Commission (need not be a resident). A majority of the members of the Museum Board shall also be members of the Birmingham Historical Society.

- (b) In addition to the seven members of the Museum Board, the City Commission shall appoint one alternate member to serve a term of three (3) years, who shall be a qualified city elector.

All other Sections of Chapter 62 – Historical Preservation, shall remain unaffected.

Ordained this _____ day of _____, 2020. Effective upon publication.

Pierre Boutros, Mayor

Cheryl Arft, City Clerk

I, Cheryl Arft, City Clerk of the City of Birmingham, do hereby certify that the foregoing ordinance was passed by the Commission of the City of Birmingham, Michigan at a regular meeting held _____, 2020 and that a summary was published _____, 2020.

Cheryl Arft, City Clerk

DATE: March 5, 2020
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Director Report

Exhibit update—we have been promoting the exhibit through social media and flyers, and getting positive response from visitors. A formal press release will go out in early March.

Social Media update—a brief video for the ongoing series, “What Were They Thinking: Food Edition” was posted 2/25, featuring Kyle Phillips, Caitlin Donnelly, and Donna Casaceli discussing *Sweets for Your Valentine*, ca 1942. Facebook followers voted on three dessert recipes found in a Birmingham cookbook that made the best of reduced availability of ingredients. The featured recipe that won the vote was ‘Poor Man’s’ pickled watermelon rind cake.

Programs—our winter lecture series, *Wonder Women of Birmingham*, continued with the second lecture by Caitlin Donnelly on February 27, focusing on the founding of the Baldwin Public Library in an obscure fraternal social justice organization that was the financial foundation of the first Ladies Library Association. In March, Donna Casaceli will be presenting “Early Aviation and the Ferguson Women,” and I will be presenting in April on “The Three Prindle Sisters who Tamed The Wilderness.”

Collaborations—Junior League, Birmingham Farms Neighborhood Association, and more—the Birmingham Junior League chapter will be working with us to develop one or more special events for their members here at the museum in the fall. An evening private tour/presentation event is in the works. In return, the Junior League will be looking for ways to help us in our fundraising event/s to promote for additional exposure. The Birmingham Farms Neighborhood Association board will be holding their next meeting here at the museum March 11. This will give them an opportunity to see the museum and find out more about what their members will be getting with their half-year free membership to the BFNA.

Oak200/Oakland University Local History County Website—Update. The museum has been assisting in the development and coordination of the Oak200 local history website initiative being led by OU. The Birmingham Museum will include a piece on Martha Baldwin, the John West Hunter House, Greenwood Cemetery, The Levinsons and their department store, and the Birmingham Civic Center (Shains/Allens), which are all tied to people and places that continue to be an important part of Birmingham’s sense of place.

Oak Tree/Substitute Plants in Heritage Zone—boxwood substitute plants have been suggested by Brian Devlin. They include 2 *illex* cultivars, a dwarf arborvitae, and lavender. Based on the browsing deer (who come up to Maple and eat our tulips and hosta) and relatively short lifespan of lavender, the *illex* cultivars may work best. They both are very similar in appearance to boxwood. Lauren Wood, Director of Birmingham Department of Public Services, will provide the museum an oak tree for commemorative planting in place of the small seedling oaks that Oak200 is giving out. Brian has suggested a scarlet oak, *quercus coccinea*, would be a great addition. It’s a native tree, and can contribute to the site’s arboretum if we should pursue that in the future.

RFP for Hunter House work—will be finalized and posted soon as specs for the project are finalized.