



CITY OF BIRMINGHAM  
MUSEUM BOARD  
MEETING MINUTES  
THURSDAY, August 7, 2014  
5:30 PM

Members Present: Russ Dixon, Marty Logue, Gretchen Maricak, Shawn O'Rourke,  
George Stern

Members Absent: Jeff Wilmot

Student Members: Olivia Nielsen

Administration: Museum Director Pielack

Guests: Deitrick Wilson

Mr. Dixon called the meeting to order at 5:31 PM.

**Approval of the Minutes  
Minutes of May 8, 2014**

**MOTION:** by Stern, seconded by Maricak:  
To approve the minutes of May 8, 2014.

**VOTE:** Yeas, 5  
Nays, none  
Absent, 1

**Minutes of June 28, 2014**

**MOTION:** by Stern, seconded by O'Rourke:  
To approve the minutes of June 28, 2014.

**VOTE:** Yeas, 5  
Nays, none  
Absent, 1

**Unfinished Business**

- A. Mr. Stern reported that the Cemetery Committee has concluded its business. There were no committee reports from the Collections Committee or the Board Development Committee at this time.

- B. Museum Director Pielack reported that new museum staff member, Dan Patton, will be working on programming and public engagement initiatives as well as collections work. Also, a volunteer professional with a doctorate in American Studies is working on research on the Hunter House to enhance interpretive planning, in support of the strategic plan. Director Pielack will be working with Parks staff and the Parks and Recreation Board to explore ways the museum can work with the parks to accomplish park-related strategic plan objectives. The museum is concluding arrangements with Charlie Auringer to accession his entire CREEM Magazine collection, to include numerous 3-D and 2-D objects and research materials, and numerous copyright-shared digital objects (scanned CREEM-era photographs). The Friends have been instrumental in facilitating the entire collection transfer. When complete, the BHM&P will have the largest and most significant CREEM collection in the world. Director Pielack also announced that next year's exhibition will focus on Woodward Avenue, from its origins as the Saginaw Trail to current Dream Cruise mecca.
- C. Director Pielack called attention to the open board member position on the Museum Board and pointed out that Museum Board members need to continue working toward recruiting a board member with fund raising interests to round out the board's talents. She has provided PSD Director John Heiney with a summary of the Museum Board's structure, meeting schedule, and strategic plan goals, and Mr. Heiney will be communicating that information on to members of the local business community. Mr. Stern, Mr. Dixon, and Mr. O'Rourke offered to make efforts to recruit an individual for the open position.

### **New Business**

- A. Board members reviewed the Board Development workshop held on June 28 and agreed that the presentation fell short of expectations. The Museum Board and Friends Board generally feel the next step is to develop a strategic approach to major fundraising, both for the Hill School Bell in the short term and the museum in general (e.g., the endowment) in the long term.
- B. The Friends have had a follow-up meeting to discuss the merits of a Joint Fundraising Committee to be created with the Museum Board, and recommended two members and a volunteer. The Friends consistently state that they believe their focus should be on smaller events that make new Friends and members, while raising some funds and providing volunteer support for the museum. They believe the Museum Board should be focusing its efforts on large donors, corporate sponsorships, and major fundraising. The Museum Board has not specifically clarified this distinction. Mr. O'Rourke observed that clarification on the mission of the two groups is also needed, as there should be one mission (that of the institution) with both groups supporting it. A Joint Fundraising Committee under the Museum Board would provide helpful structure in these efforts toward strengthening fundraising initiatives.

**MOTION:** by O'Rourke, seconded by Maricak:

To establish a strategic Joint Fundraising Committee under the Museum Board with two members of the Museum Board, two members of the Friends Board, and one representative of the museum staff, as determined by the Museum Director.

**VOTE:** Yeas, 5  
Nays, none  
Absent, 1

**MOTION:** by Stern, seconded by O'Rourke:  
To appoint Gretchen Maricak and Russell Dixon to the Joint Fundraising Committee as representatives of the Museum Board.

**VOTE:** Yeas, 5  
Nays, none  
Absent, 1

- C. Ms. Logue summarized the funds raised thus far for the Hill School Bell as follows:

\$5897.91 + matched funds = \$ 11,795.82 raised of \$40,000 total.

Note, because of matching funds available, only \$14,102 remains to be independently raised. Ms. Logue discussed the possibility of raising additional funds with the School Board President, who pointed her in the direction of the Birmingham Education Foundation as a possible source. The Joint Fundraising Committee can develop a plan and strategy for the best way to approach this funding possibility.

### **Miscellaneous Business and Communication**

Mr. Stern inquired as to the status of the north porch room project with the Flint Faience fireplace. He was under the impression that planned work had not yet been completed. Director Pielack explained that all planned work has been done; the fireplace has been installed and has a *trompe l'oeil* painted insert for the opening, new lighting has been installed, and the room has been painted. Any further work in the room will depend on an overall interpretive plan, which will be addressed later in the museum strategic plan after other priorities are addressed. A fundraiser focused on the room that involves the Rotary was mentioned as being timely for consideration.

Director Pielack noted and reminded the board that beginning in September meetings will begin one hour later at **6:30 p.m.**

### **Matters Not on the Agenda**

Mr. Dixon requested that election of the chair of the Museum Board needs to be placed on the September agenda.

Mr. Dixon adjourned the meeting at 6:41 p.m.