



**CITY OF BIRMINGHAM
MUSEUM BOARD
JOINT FUNDRAISING COMMITTEE
MEETING MINUTES
Wednesday, November 19 2014
4:30 PM**

Members Present: Russ Dixon, Marty Logue, Gretchen Maricak, Holly Izbicki, Karen Battersby
Members Absent: None
Administration: Museum Director, Leslie Pielack
Guests: Anne Cron, Birmingham Public Schools; George Stern, Museum Board

Mr. Dixon called the meeting to order at 4:30 PM.

Approval of the Minutes

Minutes of November 5, 2014 were approved by consensus.

Introduction of Guests

All members and guests Anne Cron and George Stern introduced themselves.

New Business

Mr. Dixon summarized the status of the Hill School Bell fundraising project, and that the original estimate of the construction costs of \$40,000 would probably fall short of current costs. However, the community-focused fundraising effort will seek to raise the remaining \$14,000 (half through school-based efforts and half through general community efforts), and if projected costs exceed that, the School Board and City Commission will be appealed to for the remaining funding. A direct mail campaign will be undertaken early in 2015 to Birmingham registered voters with a donation appeal to raise the \$7,000 portion from the museum end.

Ms. Cron explained that she will be mailing out the schools' "In Focus" newsletters in January and again in March. January's issue will feature a photo of students and the bell on the cover, with content inside explaining the project and campaign. She spoke to the schools Community Service Organizers (CSOs) and will try to get their involvement beginning in early January. In the March issue, she will include a reminder of the Festive Tables luncheon.

She also handles the school's social media (Facebook and Twitter) accounts, and will update them as appropriate. She suggested that after the Festive Tables luncheon in April, the Museum Board may want to appear again before the School Board with an update on the project's fundraising status. Another possible meeting might be with the PTAs. Ms. Cron also mentioned that she can place a notice in the alumni newsletter, since the Baldwin alumni went to Hill School. Ms. Cron also mentioned that the

committee may want to consider crowd-funding, and suggested "GoFundMe" as a possible vehicle. She offered to help set up the page if the committee wanted to pursue that option.

Unfinished Business

The committee discussed crowd-funding as a viable option and Ms. Battersby offered to look into what is involved. The committee then reviewed a draft letter composed by Mr. Dixon as the basis for the direct mail appeal. It has straightforward information at the top with room for a tear-off at the bottom. The committee discussed including photos/captions with the text to grab the reader's attention, and designing a logo/banner that would appear with all campaign materials. Ms. Maricak offered to provide a line drawing of the bell to be incorporated in some way with the title, and Ms. Izbicki and Director Pielack offered to work on a couple draft logos/designs before the next committee meeting.

Mr. Dixon provided a copy of the Friends' non-profit corporate by-laws to be distributed to all the Museum Board members. Director Pielack will include the Museum Board ordinance and will distribute to both boards so all board members have both documents. Ms. Maricak clarified that she is now a member of the Friends board as well.

Miscellaneous Business and Communication

Mr. Dixon pointed out some edits in a recent summary of the Hill School Bell's history for correction.

Matters Not on the Agenda

None.

Mr. Dixon adjourned the meeting at 5:19 p.m.