



**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, January 8, 2015
6:30 PM**

Members Present: Russ Dixon, Marty Logue, Gretchen Maricak, Jeff Wilmot

Members Absent: Shawn O'Rourke

Administration: Museum Director Pielack

Guests: None

Mr. Dixon called the meeting to order at 6:30 PM.

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

MOTION: by Logue, seconded by Wilmot:
To approve the minutes of December 4, 2014

VOTE: Yeas, 4
Nays, none

Unfinished Business

- A. There were no committee reports from the Joint Fundraising Committee, Collections Committee or the Board Development Committee at this time.
- B. Director Report was deferred.
- C. Two individuals have been in contact or visited the museum with interest in the museum board openings. They were unable to attend the meeting this evening, but it is expected that they will be joining soon.

New Business

- A. Board members discussed various large concept ideas that might be appropriate for the board to focus on this year. They include incorporating education, entertainment, and preservation activities. Board members shared concerns about the museum's identity and general presentation to the community, and all agreed that increased awareness of the community about the museum was an important goal. Part of this includes promotion and advertising, as well as the museum's name. Bringing awareness to the park, specifically the spring-fed pool, was also seen as important this year. Also mentioned as a longer-term vision was creating a sense in the community that the museum is the "go to"

place to get cultural information about Birmingham, perhaps in adding innovative services based on community need. Survey information and public input is important in determining what steps to take in all these areas.

Some methods of attaining this were mentioned, but board members understand the importance of planning and information gathering. It is hoped that the new board members will bring perspectives to the process that can help. Additional discussion will be needed.

The areas of focus discussed are closely aligned with the Strategic Plan, and some of the suggestions are already in process through museum staff initiatives.

Miscellaneous Business and Communication

None.

Matters Not on the Agenda

None.

Mr. Dixon adjourned the meeting at 7:39 p.m.