



**CITY OF BIRMINGHAM  
MUSEUM BOARD  
MEETING MINUTES  
THURSDAY, January 7, 2016  
6:30 PM**

Members Present: Russ Dixon, Tina Krizanic, Marty Logue, Gretchen Maricak, Kate Montgomery, Caitlin Rosso, Jeff Wilmot

Student Members Present: Ellie Benson

Members Absent: none

Administration: Museum Director Leslie Pielack

Guests: none

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

**Approval of the Minutes  
Minutes of November 5, 2015**

**MOTION:** by Maricak, seconded by Logue:

To approve the minutes of November 5, 2015.

**VOTE:** Yeas, 7  
Nays, 0

**Announcements**

- A. The March 2016 Museum Board meeting will be held on March 3, not on March 10 as was erroneously noted on the meeting schedule reviewed on November 5.

**New Business**

- A. The Board reviewed the contact list for members to be posted on the city website and made corrections as needed.
- B. The Board discussed Mr. Dixon's suggestions regarding possible agenda structure and also Mr. Dixon shared his summary of the Board of Ethics presentation of 9-24-2015. Director Pielack also shared her perspective. As there were lingering questions about proper procedure and appropriate communication between members, Museum Board members agreed to review the videotape, especially remarks made by city attorney Tim Currier and parliamentarian Coco Siewert. Director Pielack will forward an email notice with the link to the video. The matter will be included in the agenda for the February meeting. If additional concerns remain, Director Pielack will pursue options to bring either Mr. Currier or Ms. Siewert to an upcoming Museum Board meeting.

## Unfinished Business

A. Director Pielack shared the results of the online survey regarding the museum name and messaging. There were 201 total respondents (including businesses and community stakeholders) who learned about the survey through direct email, Facebook, local media articles, the city's e-newsletter, or the city's Twitter messaging. 85 respondents were residents. Responses of Birmingham residents and the larger group were markedly similar. The preferred name for the museum was **The Birmingham Museum** (35% of residents; 32% of all respondents), followed by The Birmingham Heritage Center (26% residents; 27% all respondents). In addition, there was strong support for doing more marketing of the museum. Respondents reflected households with children of all ages, young adults, single adults, and seniors, and were equally male and female. Only 20% of all respondents were current or former members of the Friends, and only about half had visited the museum, which suggests that the data reflects potential and new audiences as well as those familiar with the museum. The Museum Board discussed a final recommendation of the name change to **The Birmingham Museum**, which will be placed on the February agenda for formal action. This will give the Friends and members of the general public the opportunity to attend. The Friends board will receive the same survey results at their next meeting, scheduled for January 14, 2016.

## Communication and Reports

A. and B. Director Pielack shared updates to the Director Report and the Long Range Planning meeting being held by the City Commission on January 16. Mr. Dixon suggested that Museum Board members in attendance can be introduced to new commission members. Ms. Logue reported that funds now in the Bell Project account total \$40,484, thanks to a final donation by the Rosso Family Foundation. The foundation has also provided funds for developing a landscape design for the pond area of the park, totaling approximately \$7,800. Director Pielack clarified that the Bell project would be going out to bid early in the construction season. As the property is owned by the City of Birmingham, the project will follow the city's usual procedures and requirements for bidders. Mr. Wilmot suggested that some local contractors may be able to utilize volunteer help or reduce costs in other ways. Director Pielack suggested any interested contractor can bid on the project and reflect in their proposal any cost reductions. She will inform the Board when the RFP (Request for Proposal) is prepared. Director Pielack discussed the proposed budget for 2016-17, which is largely unchanged except for funds requested for a consultant to help guide the board in the completion of re-branding and new signage to reflect the name change. Also, funds were requested to expand staffing with a 10-hour a week position for social media and program support.

C. Mr. Wilmot inquired as to the process of the Collections Committee and policy. Director Pielack explained that a list of items valued at greater than \$2,500 needs to be completed and capitalized, which would be attached to the final draft collections policy before going before the City Commission in the coming months.

D. There were no public comments.

Mr. Dixon adjourned the meeting at 7:40 p.m.