



**CITY OF BIRMINGHAM  
MUSEUM BOARD  
MEETING MINUTES  
Thursday, May 11, 2017  
5:30 PM**

Members Present: Russ Dixon, Judith Keefer, Tina Krizanic, Marty Logue,

Student Members Present: Hanna Sandler

Members Absent: Caitlin Rosso

Administration: Museum Director Leslie Pielack

Guests: None

Mr. Dixon called the meeting to order at 5:45 PM.

**Approval of the Minutes  
Minutes of February 2, 2017**

**MOTION:** by Keefer, seconded by Logue:

To approve the minutes of March 2, 2017.

**VOTE:** Yeas, 4  
Nays, 0

**Approval of the Minutes  
Minutes of April 6, 2017**

**MOTION:** by Logue, seconded by Krizanic:

To approve the minutes of April 6, 2017

**VOTE:** Yeas, 4  
Nays, 0

**Announcements**

In light of the resignations of Board Member Gretchen Maricak and also James Cristbrook during the past month, and the anticipated appointment of new board members by June 12, 2017, Museum Director Pielack suggested that the Master Landscape Planning discussion be deferred. Waiting until the expected new members are oriented to the board and brought up to date would be to the Museum Board's advantage. Director Pielack also suggested a change in the June meeting to Thursday, June 15, to allow the new members to attend. Furthermore, a meeting in July (normally not held) would give the board a chance to discuss the landscape plan in more detail, with the return of landscape designer Brian Devlin in August or September. All

members agreed by consensus to make these meeting date changes, pending availability of Mr. Dixon and the new board members.

### **Unfinished Business**

B. The Museum Board reviewed four options for letterhead and business card based on the final approved logo design. It was agreed that the simplest version, #1 of the four, was simple but communicated the logo well without interfering with legibility.

**MOTION:** by Keefer, seconded by Logue:

To approve the letterhead and business card design for the Birmingham Museum identified as #1 in the agenda packet.

**VOTE:** Yeas, 4  
Nays, 0

C. The Museum Board reviewed the draft Request for Quote for Marketing Plan Development Services with scope of work and a not-to-exceed amount of \$3,000 to form an in-kind partnership with an area marketing firm. Director Pielack is working with the Birmingham Shopping District to develop a list of likely firms. A letter with a Request for Quote will go out shortly, pending Museum Board approval.

**MOTION:** by Krizanic, seconded by Logue:

To approve the Request for Quote for Marketing Plan Development Services as presented, with a not-to-exceed amount of \$3,000.

**VOTE:** Yeas, 4  
Nays, 0

### **Communication and Reports**

A. Ms. Krizanic summarized the progress of the Joint Bicentennial Book Committee. The committee is developing an electronic survey to gain feedback from the community about the type/s of publications of greatest interest.

B. Director Pielack reviewed the Director Report. A draft RFP is being developed for the Allen House siding project, with possible timeline of getting bids in midsummer for a fall project, if a qualified firm is identified. If not, the project will be re-bid in the fall. The Creem: Revisited event on June 10 is coming together and already getting some great interest. Volunteers will be needed to help make the event a success.

### **Board Comments**

None.

### **Public Comments**

None.

Mr. Dixon adjourned the meeting at 7:15 PM. Next meeting tentatively scheduled for June 15, 2017.