



**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
Thursday, November 1, 2018
5:00 PM**

Members Present: Russell Dixon, Lori Eaton, Judith Keefer, Tina Krizanic, Marty Logue, Caitlin Rosso

Student Members Present: None

Members Absent: Jay Cunningham

Administration: Museum Director Leslie Pielack

Guests: None

Ms. Krizanic called the meeting to order at 5:00 PM.

**Approval of the Minutes
Minutes of October 18, 2018**

MOTION: by Eaton seconded by Logue:

To approve the minutes of October 18, 2018, as amended.

VOTE: Yeas, 6
Nays, 0

Unfinished Business

- A. The Bicentennial Time Capsule project is being finalized. The school newsletter and teacher email distribution will have notices going out, and a press release will be distributed in the next week or two. An announcement was made at the October 29 commission meeting about the event as well. The board discussed how best to present the capsule to the mayor on November 30 and considered some ideas the BSD Director suggested. Members agreed by consensus that the Museum Board would be represented by the Chair, who would present the capsule initially to Santa. Santa could then briefly describe the theme and remind kids to send their contributions (reference to flyers at the BSD booth) by December 31; and call for all children in the audience to return in fifty years, 2068, for the opening of the capsule. Santa would then present it to the mayor. The capsule would probably not be buried until spring of 2019, and arrangements for engraving the granite are still in process.

New Business

- A. Museum Board members reviewed the planned schedule of meetings for 2019.

MOTION: by Dixon seconded by Keefer:

To accept the 2019 Museum Board meeting schedule.

VOTE: Yeas, 6
Nays, 0

- B. Museum Director Pielack reviewed the expected timeline for the Heritage Zone design and approvals and recommended the board consider planning for a mid-spring reception with selected parties who have interest in the landscape project to share the final design plans and opportunities for funding various components. To prepare, Director Pielack shared examples of Past Perfect software's campaign and fundraising functions that may help track and organize the project and funding effort. Members agreed that Past Perfect had some desirable features and this project would help identify if it could be used in the future. A key to the success of using it is for data input to be consistent, ideally by museum staff who are familiar with the software and can problem-solve issues more effectively. It would be helpful to incorporate data about the last successful fundraising project, the Hill School Bell, to determine giving patterns and test the utility of the program for these purposes. As with the Hill School Bell Project, the Museum Board would work closely with the Friends and museum staff to accomplish the task and maintain good communication, with the Museum Board taking the leadership role. As part of strategizing for fundraising success, Mr. Bill Dow has offered to meet with the Museum Board to share his insights as Senior Major Gift Officer for Beaumont Hospital. The board proposed a special meeting in mid-January with Mr. Dow, hopefully as a joint meeting with the Friends, to discuss ideas and approaches to the project. The board discussed the idea of how to conceptualize and convey to potential donors the board's own contributions. Further discussion with all board members present can be continued in the future.

Communication and Reports

- A. Museum Director Pielack reviewed and provided updates to the Director Report, primarily in regards to the recent Michigan Museums Association conference and the Birmingham Museum's 2018 award from MMA for excellence in community engagement for our crowdsourced bicentennial exhibit, "The People of Birmingham: 200 Years of Stories." Notice about the award was shared with the commission on October 29 and a press release has gone out, with an online article already published by the Royal Oak Tribune.
- B. Mr. Dixon shared his concerns about the planned intersection re-design at Maple and Southfield Road in 2020 and asked that any further information about how it would impact the museum be forwarded to the board as soon as possible.
- C. There were no public comments.

Next Regular Meeting: December 6, 2018 at 5:00 PM.

Ms. Krizanic adjourned the meeting at 6:22 PM