

draft



**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING January 2, 2020
5:00 PM**

Members Present: Russ Dixon, Pat Hughes, Judith Keefer, Tina Krizanic, Marty Logue, Caitlin Rosso

Members Absent: Dan Haugen

Student Members Present: None

Administration: Museum Director Leslie Pielack

Guests: None

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

**Approval of the Minutes
Minutes of December 5, 2019**

MOTION: by Dixon, seconded by Logue:

To approve the minutes of December 5, 2019 as amended.

VOTE: Yeas, 6
Nays, 0

Unfinished Business

- A. Board members reviewed information provided by Mr. Hughes regarding a recent successful strolling tour/wine event held by the Detroit Art Deco Society. Based on their experience and board discussion, the following components were identified for a summer event to raise funds for the Heritage Zone:
- a. Develop a strolling wine and hors d'oeuvres event with a theme of "Birmingham Women: Past and Present"
 - b. Partnering with the Birmingham Shopping District to bring new foot traffic to downtown during the Maple Road construction for mutual benefit
 - i. Merchant sites teamed with restaurants for wine pouring
 - ii. Donation of food/wine
 - iii. Ticket sales ideally handled by museum (online functionality needed)
 1. Tickets approximately \$45 per person in advance, \$55 at the gate; discount for four tickets
 2. Sales target of 350-400 tickets
 - iv. Waiver form part of electronic payment process 'I agree'

- c. A goal of 8 diverse locations as stops for the stroll; map with thematic content
 - i. Printed (sandwich-type) signs outside each venue during event
 - ii. Poster/easel in each station with featured woman (historic or modern)
 - iii. Museum Board member available during event at station to greet and answer questions; venue can provide staff if desired
 - 1. Information about museum fund raising efforts and landscape restoration
 - 2. Exposure to new audiences and potential members
- d. June 20, 27, July 11; Saturday 1 to 5 PM
- e. Promotion
 - i. Social media-especially Facebook is key
 - ii. Advance promotion of event at all venue locations and also with their social media
 - iii. Promotion to Birmingham Farms neighborhood as part of partnership
 - iv. A look and a logo graphic needed
 - v. Possible sponsorship on printed materials/map
 - vi. Display button with ticket will also promote museum
 - vii. Coaster with logo/graphic
- f. Consider as an annual event

Director Pielack will follow up with the Birmingham Shopping District at its Events Committee meeting on January 10.

New Business

- A. The Board considered elements of the Heritage Zone that would lend themselves best to targeted fundraising and donations, and identified the landscape plant materials (trees, shrubs), benches and structural items, and potentially the entire area designated as the 'Children's Garden' as a major funding/naming opportunity. Construction costs such as site preparation, concrete, etc. were determined to be more appropriate for general fund raising. It was noted that the costs for the sign construction and lighting are pending from Brian Devlin, and that costs for perennials was not provided because of the plan for seeking donations of plants for the community garden. Members briefly discussed that a substitute element for planned boxwood hedges would be helpful if it was determined that the cost and maintenance of boxwood was prohibitive. Director Pielack will request alternative materials from Mr. Devlin for the Board's consideration.
- B. Director Pielack proposed that the Pond Zone handicap parking space and path be addressed as a first phase. Design of these two elements will take the Pond Zone plan one step further while providing public access, and is a feasible construction

objective that will demonstrate utilitarian action to the public. The Museum Board agreed by consensus that this was a productive step. Design costs for this phase will be requested in the 2020-2021 budget.

Communication and Reports

Director Pielack reviewed the Director Report and emphasized that the “Peek at Christmas Past” in the Hunter House was effective at bringing in families, which was the primary goal. Social media and videos of the Levinsons program have received positive attention.

Ms. Krizanic commented on an effective phased contact fundraising strategy recently used by the Birmingham Bloomfield Community Coalition. The BBCC sent email contacts that included a survey, followed by a second testimonial letter with a photo, and including a ‘donate now’ Paypal button. This strategy could be effective for the museum’s future fundraising.

There were no public comments.

The next Regular Meeting is scheduled for Thursday, February 6 at the regular time of 5:00 PM with a joint meeting with the Friends to follow.

Ms. Krizanic adjourned the meeting at 6:34 PM.