



**CITY OF BIRMINGHAM
MUSEUM BOARD
VIRTUAL MEETING
August 6, 2020
5:00 PM**

Members Present: Russ Dixon, Judith Keefer, Dan Haugen, Pat Hughes (left the meeting at 5:45 PM), Tina Krizanic, Marty Logue, Caitlin Rosso

Members Absent: None

Administration: Museum Director Leslie Pielack

Guests: None

Ms. Krizanic called the meeting to order at 5:00 PM. Clarifications regarding the virtual meeting were briefly reviewed. The meeting will be captioned and a roll call will be used to identify member votes and other comments.

**Approval of the Minutes
Minutes of July 9, 2020**

MOTION: by Dixon, seconded by Logue:

To approve the minutes of July 9, 2020.

VOTE: Yeas, 7
Nays, 0

Unfinished Business

A. Members reviewed the proposed task level details of the 2021-2024 Strategic Plan for each goal with summary report by Museum Director Pielack.

MOTION: by Keefer, seconded by Dixon:

To approve the 2021-2024 Birmingham Museum Strategic Plan as proposed.

VOTE: Yeas, 7
Nays, 0

B. Mr. Dixon reviewed his research on fundraising by non-profits during the COVID-19 crisis and highlighted several points, especially as regards to maintaining relationships to donors and members; maintaining transparency and safety for the public when we do open again; and continuing to provide alternate digital programming. He particularly emphasized the importance of being selective with donors and focusing on our core group. Mr. Dixon shared his perspective that the

pandemic's impact on the museum may be much longer term than initially thought, and that, since a parks bond issue is now a likely possibility in the spring, it may be best to wait until the outcome of that effort before launching a major fundraising campaign. Board members were in agreement that pursuing smaller, defined projects and maintaining positive relationships with members and donors during the pandemic is the best approach. A mailing (e.g., postcard) to update Friends members and donors was mentioned as a good way to connect with people in a more concrete way. Board members agreed that a regular item in the Directors report regarding fundraising would be appropriate. Director Pielack will explore the past relationship with the Seligman Foundation, which helped fund the endowment when the museum was opened in 2001.

New Business

- A. The Friends of the Birmingham Museum and the Piety Hill Chapter of the D.A.R. have initiated a project to raise \$5000 to install a monument for George and Eliza Taylor, former slaves who were the first African American property owners in Birmingham. The Taylors, who died in 1901 and 1902, are buried in Greenwood Cemetery but had no marker. Their story was recently discovered by George Getschman of the Friends Board. The museum will be facilitating the project by coordinating the promotion and fundraising functions, using an online contribution page that has been set up through the City of Birmingham. A project launch will take place in the next few weeks as final details come together. Approximately \$2,000 has been pledged to the project thus far by the two sponsoring groups, and it is anticipated that there will be active public interest in the project to raise the remaining \$3,000. Board members were enthusiastic about the positive nature of the project and its goals.

Communication and Reports

Director Pielack reviewed the Director Report and provided additional information about the park bond issue goals as they relate to public interest in improving the Rouge River corridor. A considerable amount of proposed funding would be directed to improvements identified and cost estimates from the museum's Landscape Master Plan of 2018.

There were no board comments

There were no public comments.

The next Regular Meeting is scheduled for Thursday, September 3 at the regular time of 5:00 PM, currently planned as a virtual meeting subject to the Governor's ongoing executive orders.

Ms. Krizanic adjourned the meeting at 5:54 PM.