



**CITY OF BIRMINGHAM
MUSEUM BOARD
VIRTUAL MEETING
October 1, 2020
5:00 PM**

Members Present: Russ Dixon, Judith Keefer, Dan Haugen, Pat Hughes, Tina Krizanic,

Members Absent: Marty Logue, Caitlin Rosso

Administration: Museum Director Leslie Pielack

Guests: None

Ms. Krizanic called the meeting to order at 5:01 PM.

**Approval of the Minutes
Minutes of September 3, 2020**

MOTION: by Dixon, seconded by Keefer:

To approve the minutes of September 3, 2020.

VOTE: Yeas, 5
Nays, 0

Unfinished Business

A. Members discussed their insights regarding the great success of September's month-long fundraising campaign for the George and Eliza Taylor monument project:

- The emotional connection and relatability to the story seemed most important
- Broad exposure to various forms of media (including print, online, and social media) and the timeliness of the topic
- Ease of connecting electronically to make donations to the project seemed central to those who were not concerned with the charitable donation aspect (i.e., younger/more electronically comfortable) or out of town
- Donors from the area/more familiar with the museum and/or desirous of the 501c3 charitable contribution were more likely to donate via check.
- The split was about 2/3 online and 1/3 via mailed check

The board discussed how important it would be to ensure emotional connectivity and/or relatability to the museum landscape project to help establish meaning and engagement for donors. Among ideas mentioned for application to the museum's landscape project:

- A written strategy would be beneficial to lay out how to apply these concepts to help connect donors to the landscape projects
- Special events that structure connections
- Difference between events that would appeal to general audiences (e.g., historic walking tours) vs. regular museum supporters
- Possibly boosting membership in the Friends through these events
- The interest in Greenwood Cemetery and the Taylors could lend a new perspective on historic interest and museum projects
- Virtual tours whereby participants pay an online fee for a walking tour brochure and commemorative item (such as a pin) would be a way to engage people during the pandemic
- The high level of interest in Birmingham neighborhoods may generate involvement if the museum developed neighborhood-specific walking tour projects and events as fundraisers; stories relating to neighborhoods and individual streets or houses could also generate oral history content for the museum's archives

Regular discussion and strategizing during museum board meetings will help position the museum to emerge with fundraising strength after the pandemic.

New Business

- A. Due to Ms. Logues's absence, the discussion of support for the Friends membership drive was deferred to the next meeting.

Communication and Reports

Director Pielack reviewed the Director Report. Ms. Krizanic requested information on what the Friends were planning regarding thank you notes to Taylor monument donors. There are at least 100 donors, and the Friends want to send hand-written notes to them to thank them for their contribution. The museum can put together a note card designed with images referencing the documents on the Taylors or similar collage, and volunteers can write a personal thank you to acknowledge the personal connection to the project, the Friends, and the museum. Mr. Hughes, Ms. Krizanic, and Ms. Keefer offered to volunteer to write thank yous for the project.

There were no board comments.

There were no public comments.

The next Regular Meeting is scheduled for Thursday, November 5 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 5:48 PM.