



**CITY OF BIRMINGHAM
MUSEUM BOARD MEETING
556 W. Maple
Thursday, March 7, 2024
5:00 PM**

Members Present: Kristy Barrett (Alternate), Bev Erickson, Alexandra Harris,
Pat Hughes, Marty Logue, Jay Shell
Members Absent: Caroline Ashleigh, Judith Keefer
Student Members Present: None
Administration: Museum Director Leslie Pielack
Guests: None

The meeting was called to order at 5:00 PM by Chairperson Logue.

**Approval of the Minutes
Minutes of February 1, 2024**

MOTION: by Erickson, seconded by Logue:

To approve the minutes of February 1, 2024.

VOTE: Yeas, 6
Nays, 0

New Business

Museum Director Pielack presented a proposal for addressing this year's strategic plan review process. The existing Strategic Plan has been in place since 2013, and has been reviewed and tweaked every three years since then. For this year's review, Director Pielack pointed out that the Museum Board has an opportunity to undertake a more comprehensive approach that would entail examining the status of the museum field, the accomplishments our museum has achieved in the last ten years, and an open assessment of how the Birmingham Museum could position itself for the next ten years.

The process may take longer and would require active involvement, study, and processing by Museum Board members at the outset. Director Pielack proposed that she could bring back valuable input from her two-week local history leadership institute experience in June. It would be beneficial to have discussion and brainstorming over a few meetings to allow the board to get oriented to the process, followed by additional study regarding national and local museum trends. The Museum Board would have significant 'homework' in this regard. She stated she is qualified to facilitate the strategic planning process and the board agreed that the cost and involvement of an outside professional would not be necessary or add value to the process. Members discussed some ideas about the museum's possible role and function in the future and the importance of maintaining an open mind and gradually working through the process from general to specific. Members also discussed the possible need to have longer meetings to tackle some of the strategic planning tasks over the next year so as not to lose momentum.

MOTION: by Shell, seconded by Hughes:

To proceed with the recommended plan to do a thorough review and update of the Birmingham Museum Strategic Plan.

VOTE: Yeas, 6
Nays, 0

Communication and Reports

Museum Director Pielack reviewed the Director Report and shared the success of the museum's podcast over the last 11 months which includes over 1000 downloads on every major continent. Also, the museum has received a very interesting reproduction quilt that will be useful in interpreting local Black history.

Member Comments

None.

Public Comments

None.

The next Regular Meeting is scheduled for Thursday, April 4, 2024, at 5:00 PM.

Ms. Logue adjourned the meeting at 5:55 PM.