

**CITY OF BIRMINGHAM**  
**MUSEUM BOARD**  
**NOTICE OF VIRTUAL MEETING**

**NOTICE DATE:** July 2, 2020  
**MEETING DATE/TIME:** July 9, 2020 5:00 p.m.  
**MEETING PLACE:** Virtual Meeting

**PLEASE TAKE NOTICE** that the regularly scheduled Museum Board meeting for the City of Birmingham will be conducted online using a virtual meeting format. Meetings will be conducted virtually in light of health concerns surrounding the COVID-19 pandemic and in accordance with the Governor of Michigan’s Executive Orders that emphasize safety and limiting large gatherings.

**Museum Board Zoom Meeting Invitation**

Topic: Regular Museum Board Meeting  
Time: June 4, 2020 05:00 PM Eastern Time (US and Canada)

**Potential Future Virtual Meetings:**

Aug 6, 2020 05:00 PM  
Sept 3, 2020 05:00 PM  
Oct 1, 2020 05:00 PM

**Join Zoom Meeting**

<https://zoom.us/j/99524391376>

**Meeting ID: 995 2439 1376**

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Meeting ID: 995 2439 1376

The agenda, agenda packet, and detailed instructions for viewing and participating in the meeting will be posted on the City of Birmingham's website as follows:

[www.bhamgov.org/government/boards/mb\\_agendas.php](http://www.bhamgov.org/government/boards/mb_agendas.php)

Public comment will be handled by the virtual "raise hand" method as controlled by the participant. See instructions as posted on the City of Birmingham website: [www.bhamgov.org/participate](http://www.bhamgov.org/participate).

The meeting will be captioned; if participating in the meeting through the Zoom platform the user must select "view subtitles" in order to see the captions.

NOTICE: Individuals requiring accommodations, such as mobility, visual, hearing, interpreter or other assistance, for effective participation in this meeting should contact the City Clerk's Office at (248) 530-1880 (voice), or (248) 644-5115 (TDD) at least one day in advance to request mobility, visual, hearing or other assistance.

*Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).*



**CITY OF BIRMINGHAM  
MUSEUM BOARD AGENDA  
VIRTUAL MEETING  
556 W MAPLE  
Thursday, July 9, 2020  
5:00 PM**

***Mission Statement:** The Birmingham Museum will explore meaningful connections with our past, in order to enrich our community and enhance its character and sustainability. Our mission is to promote understanding of Birmingham's historical and cultural legacy through preservation and interpretation of its ongoing story.*

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of the Minutes**
  - A. Minutes of June 4, 2020
- 4. Unfinished Business**
  - A. Strategic Plan; goals review/adaptation (short and/or long-term)
  - B. Fund-raising for Heritage Zone
- 5. New Business**
  - A. Re-Opening Plan
- 6. Communication and Reports**
  - A. Director Report
  - B. Member comments
  - C. Public comments
- 7. Next Meeting: August 6, 2020 (Currently planned as a virtual meeting)**
- 8. Adjournment**

NOTICE: Individuals with disabilities requiring accommodations for effective participation in this meeting should contact the city clerk's office at (248) 530-1880 (voice), or (248) 644-5115 (TDD) at least one day in advance to request mobility, visual, hearing or other assistance. *APPROVED MINUTES OF THE MUSEUM BOARD MEETINGS ARE AVAILABLE IN THE CITY CLERK'S OFFICE AND ON THE CITY WEBSITE AT [www.bhamgov.org](http://www.bhamgov.org).* City of Birmingham, 151 Martin, Birmingham, MI 48009; 248.530.1800. Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance. *Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias.* (Title VI of the Civil Rights Act of 1964).

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**CITY OF BIRMINGHAM  
MUSEUM BOARD  
VIRTUAL MEETING  
June 4, 2020  
5:00 PM**

Members Present: Russ Dixon, Dan Haugen, Pat Hughes, Tina Krizanic, Marty Logue,  
Caitlin Rosso

Members Absent: Judith Keefer

Administration: Museum Director Leslie Pielack

Guests: None

Ms. Krizanic called the meeting to order at 5:00 PM. Clarifications regarding the virtual meeting were 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 March 5, 2020**

**MOTION:** by Dixon, seconded by Logue:

To approve the minutes of March 5, 2020, as amended.

**VOTE:** Yeas, 6  
Nays, 0

**Unfinished Business**

- A. With the changes brought about by the COVID-19 public health crisis, changes in how the museum operates and its short term (and possibly long term) objectives may have an impact on our strategic plan review and update. The revised goals that were decided earlier in the year could be reviewed before continuing with laying out specific objectives and tasks in the coming months.
- B. The Heritage Zone project continues to be an important first phase in the historic landscape restoration. While the museum building is not accessible to the public, the grounds are. There may be good opportunities for calling attention to the project and generating interest and donations toward its completion this summer, but the means of structuring the events will depend on the public health environment at the time. The outdoor wine tasting event may not be possible as originally envisioned, but a modified version of it should be considered, as well as other potential outdoor events.

## New Business

- A. The museum remains closed at this point; re-opening will need to be addressed as conditions allow, and coordinated with the city and public health issues. As those are still rapidly changing, details for re-opening are not finalized. It could be some weeks, or even months yet before the museum is open to public access, even limited. A significant challenge is that the recommended practice of sanitizing public buildings with vapor-based steramine 'fog' cannot be used here, as it would expose the building and collection objects to destructive chemicals and high levels of moisture. However, hand-sanitizing high-touch surfaces presents other difficulties and challenges. However, our virtual engagement and online content has been effective and our metrics across Facebook, Twitter, Instagram, and our YouTube channel all demonstrate that. In particular, Facebook, which reaches our local community with a variety of content, seems to be meeting the needs and offering materials that are especially appreciated by our growing audiences. There is more room to expand our virtual materials and possibly connect with our community on the museum grounds.

## Communication and Reports

Director Pielack reviewed the Director Report and provided updates on the Hunter House projects and anticipated timeline. Mr. Dixon commented that project architect Jackie Hoist is certified as a historical architect and is highly qualified. Also, the museum is awaiting final materials from a local photographer regarding his quarantine portraits of families in Birmingham at their windows. He has agreed to share copyright with the museum and provide his photo series to become part of the museum's permanent collection.

Mr. Hughes mentioned that the delayed re-opening of the museum will be concurrent with the Maple Road construction and may be a blessing in disguise. A fall event may be a good plan. Mr. Dixon shared that some research suggests not trying to expand donors but working to keep good relationship with current donors. Ms. Krizanic agreed with both points.

There were no public comments.

**The next Regular Meeting is scheduled for Thursday, July 9 at the regular time of 5:00 PM.** Should the governor rescind the option of virtual meetings, all members agreed that they would be willing to meet on the open porch of the Allen House, where social distancing can be practiced. If virtual meetings are still permitted, all members indicated they would be amenable to a virtual format as well.

Ms. Krizanic adjourned the meeting at 5:43 PM.

2021-2024 Strategic Plan Update SERVICE AND MISSION-RELATED GOALS

**Goal I:** Enhance community engagement through improved access and appeal, resulting in increased utilization of the Birmingham Museum and broader appreciation of its cultural contribution.

A. Develop and implement programs that strategically engage and connect with the community, to make history and heritage more relevant.

(Pandemic-related modifications): \_\_\_\_\_

\_\_\_\_\_

B. Establish the museum and park as a valued resource and place to encourage community connectivity.

(Pandemic-related modifications): \_\_\_\_\_

\_\_\_\_\_

C. Enhance utilization of the collection by developing an interpretive plan for the site to engage visitors in impactful events, activities, programs and exhibits.

(Pandemic-related modifications): \_\_\_\_\_

\_\_\_\_\_

D. Continue to create content to promote the museum through social media and marketing.

(Pandemic-related modifications): \_\_\_\_\_

\_\_\_\_\_

2021-2024 Strategic Plan Update -SERVICE AND MISSION-RELATED GOALS

**Goal II:** Provide stewardship and management of the museum’s collection of artifacts, archives, and buildings, in accordance with established professional museum practice.

A. Improve the museum’s collection storage and environmental controls to protect and preserve the collection.

(Pandemic-related modifications): \_\_\_\_\_  
\_\_\_\_\_

B. Improve efficiency, accuracy, and accessibility of collection object records and documentation

(Pandemic-related modifications): \_\_\_\_\_  
\_\_\_\_\_

C. Develop and implement collections-related policies and procedures for collections management; future acquisitions; de-accessioning; disaster preparedness; the museum’s hands-on/use collection; building maintenance; and other collections-related policies and procedures in accordance with accepted museum standards.

(Pandemic-related modifications): \_\_\_\_\_  
\_\_\_\_\_

D. Provide increased digital access through exploring online or other virtual exhibit/access options.

(Pandemic-related modifications): \_\_\_\_\_

\_\_\_\_\_



## 2021-2024 Strategic Plan Update-CAPACITY BUILDING/SUPPORT-RELATED GOALS

**Goal III:** Increase the capacity of the Birmingham Museum to serve its mission through fundraising, board development, building relationships, and volunteer resources.

- A. As a collaborative effort of the Museum board and Museum Friends, develop a comprehensive fundraising plan for the Birmingham Museum that increases contributions to both operations and the endowment fund.

(Pandemic-related modifications): \_\_\_\_\_  
\_\_\_\_\_

- B. Continue to support board development.

(Pandemic-related modifications): \_\_\_\_\_  
\_\_\_\_\_

- C. Increase the personnel capacity of the Birmingham Museum by increasing professional staffing, engaging volunteers, and utilizing partner organizations.

(Pandemic-related modifications): \_\_\_\_\_  
\_\_\_\_\_

- D. Enhance fundraising through the exploration of grant-writing efforts.

(Pandemic-related modifications): \_\_\_\_\_  
\_\_\_\_\_

2021-2024 Strategic Plan Update-CAPACITY BUILDING/SUPPORT-RELATED GOALS

**Goal IV:** Define a unified message and marketing plan. Further develop the museum’s brand to increase awareness, interest, and attendance through a consistent message and marketing plan.

A. Continue to maximize low cost marketing resources.

(Pandemic-related modifications): \_\_\_\_\_

\_\_\_\_\_

B. Strengthen our ties to the community by identifying our new/existing audiences and enhancing the museum’s image.

(Pandemic-related modifications): \_\_\_\_\_

\_\_\_\_\_

C. Explore best practices in marketing the new face of the museum.

(Pandemic-related modifications): \_\_\_\_\_

\_\_\_\_\_

**DATE:** July 9, 2020  
**TO:** Museum Board  
**FROM:** Leslie Pielack, Museum Director  
**SUBJECT:** Director Report

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Preservation and Repair Projects-Hunter House—Bids have been received and contracts are planned to be presented to commissioners for final approval on July 20.

Upcoming Window Project-Allen House—The RFP for the Allen House windows will be posted this summer for the major project to rehabilitate and restore the Allen House windows. This project is funded in the new budget and ideally would be undertaken before winter.

Ordinance Amendment—the amendment to add one alternate member to the Museum Board (approved by the Museum Board on March 3, 2020) will be presented to the commission on July 20 for final adoption.

2020/2021 Budget—received commission approval on June 6, 2020. Other than normal operations, the primary component is the complete window rehabilitation and restoration of the Allen House, a change in staffing patterns from three museum assistants to two, and some funds toward the Heritage Zone project.

Online Forms—the Museum has an active form for donations for the Heritage Zone project and for the video programs and also added a form for research services and duplication fees. A gift shop and admissions/events form will be developed soon.

The “Virtual” Birmingham Museum—we continue to see an uptick in likes and followers on all platforms and views of our school videos show steady interest. Tyler Firestone, our virtual intern, is planning to do a sports history series on Groves vs Seaholm this summer, and conducting an oral history project with Birmingham young people about their COVID experience. The museum will be completing its “Unboxing” video series soon and will begin brief teaser videos of our Beyond Suffrage exhibit on a weekly basis over the summer.

The Taylors and Greenwood Monument—George Getschman of the Friends and Museum Assistant Donna Casaceli have been researching the story of George and Eliza Taylor, escaped slaves who became the first African American property owners in Birmingham and who are buried in Greenwood Cemetery (without markers). This research has been in motion for several months but comes at a time when public interest is very intense; a project to raise funds to erect a monument for the Taylors can bring the community together in this worthy effort. The local DAR is interested in partnering with the Friends to possibly crowd fund for the cost. The Museum will be helping coordinate the project.

Disaster Preparedness Plan—during the past several weeks, the museum’s disaster plan has been updated in coordination with the Fire Department. This is a major project that involves detailed information about the buildings and the collection. It will be finalized shortly, and the Fire Department will conduct trainings for their staff using the plan and our response priorities.

Acquisitions—the museum has just acquired two 19<sup>th</sup> and 20<sup>th</sup> century ledger books from Birmingham’s Masonic lodge. These documents are a potential treasure trove of information on the organization and the early residents of Birmingham who belonged. Thanks to Pat Hughes for spotting the books and donating them to our permanent collection! They were discovered by Woodward Throwbacks, a Detroit firm that preserves and salvages historic items.