



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, February 7, 2019
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. Introduction of Guests**
- 4. Approval of the Minutes**
 - A. Minutes of January 3, 2019
 - B. Minutes of Special Meeting January 17, 2019
- 5. Unfinished Business**
 - A. Heritage Zone Design-Brian Devlin
 - B. Review; Fund Raising Strategy/Approach
- 6. Communication and Reports**
 - A. Director Report
 - B. Member comments
 - C. Public comments
- 7. Next Regular Meeting: February 7, 5:00 PM**
- 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.* 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
MEETING MINUTES
Thursday, January 3, 2019
5:00 PM**

Members Present: Jay Cunningham, Russell Dixon, Lori Eaton, Tina Krizanic

Student Members Present: Joy Tenjeras

Members Absent: Judith Keefer, Mary Logue, Caitlin Rosso

Administration: Museum Director Leslie Pielack

Guests: Brian Devlin, Nagy Devlin Land Designs
Lauren Wood and Carrie Laird, City of Birmingham Department of
Public Services/Parks and Recreation Department

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

**Approval of the Minutes
Minutes of December 6, 2018**

MOTION: by Dixon seconded by Eaton:

To approve the minutes of December 6, 2018.

VOTE: Yeas, 4
Nays, 0

New Business

Department of Public Services Director Lauren Wood and Parks Manager Carrie Laird briefly discussed the goals of the Parks and Recreation Board regarding identifying priorities and the potential for collaborating with the Museum Board as park-related projects and planning unfold. Museum Director Pielack will be attending the Parks and Recreation Board meeting Tuesday, January 8 to update their board on the Museum's activities and developments regarding the landscape master plan and design for the Heritage Zone as well as future priorities. Museum Board members expressed their appreciation for all the DPS and Parks staff have done to support the museum and care for its grounds and a desire to keep any new design projects from increasing maintenance demands on DPS staff. Director Wood reiterated the importance of collaborating to offer the best possible park system for public enjoyment, including the museum grounds, and to maintain good communication at the staff and board levels. A logical collaboration would include seeking opportunities for joint grant applications, especially regarding the trail system along the Rouge corridor and public access and pathways, such as in the Riverine Zone and Pond Zone. Museum Board members noted that re-arranging some priorities in planned zone projects may be advantageous to maximize the benefits of collaborating with parks priorities.

Unfinished Business

Brian Devlin of Nagy Devlin Land Designs shared the current draft for the Heritage Zone, including a rationale for tree replacements, plant materials, and keeping the landscape design understated while in keeping with historic plants and current needs. To help the Museum Board with their upcoming joint meeting with the Friends to discuss fundraising strategies for the landscape, Mr. Devlin will provide cost estimates as soon as possible. He will return in February with historic perennial plant lists for the community garden. He will provide modifications suggested by board members, including signage options and elevations, and incorporation of elements of the new intersection. Director Pielack will forward the sign ordinance to Mr. Devlin.

Director Pielack provided an update to the Certified Local Government Grant process and the potential for a project that would help determine the age-related changes to the exterior and interior of the Hunter House and help cover the cost of contracting with a historic architect to develop specifications for repair of the porch and exterior trim according to required Secretary of Interior Standards. Part of the matching portion of the grant permits in-kind components for staff time, which may make the project more feasible financially. The deadline is approaching, and one important estimate is still needed to develop the required budget. The process beyond that will require review and approval by the Historic District Commission and authorization at the commission level, all prior to the final grant application deadline in February. If we are unable to meet the deadlines for this cycle, the plan would be to continue in the next year's grant cycle.

At the January 17 joint fundraising strategy meeting, the Museum Board and Friends will be meeting with Bill Dow, who is a planned giving professional who works with large donors for a major hospital. He will be discussing ways of maximizing fundraising for projects such as our landscape projects. Although the finalization is not complete for the Heritage Zone design, we will have the estimates for that discussion.

Communication and Reports

Director Pielack highlighted portions of the Director Report, in particular the receipt by the city of \$15,000 from an anonymous donor, to be used toward the landscape project. The funds will be placed in a dedicated account and the Museum Board will determine the best way to make use of them in the coming months as funding and projects are determined. The time capsule deadline is going to be extended into March, as is the current exhibit. The schedule and presenters for the adult lecture series has been finalized, and there is good response already to the Jacobson's presentation and the neighborhood histories lecture.

Members reviewed a letter to the donor of a tree in front of the Allen House regarding a request to replace the tree with an elm, and finalized the wording by consensus, and agreed that Chair Krizanic would represent the board in the letter.

Special Joint Meeting: January 17, 2019 at 6:30 PM

Next Regular Meeting: January 3, 2019 at 5:00 PM.

Ms. Krizanic adjourned the meeting at 6:35 PM

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**CITY OF BIRMINGHAM
MUSEUM BOARD
SPECIAL MEETING MINUTES
Thursday, January 17, 2018
6:30 PM**

Members Present: James Cunningham, Russ Dixon, Lori Eaton, Tina Krizanic, Marty Logue, Caitlin Rosso

Friends Board Members Present: George Getschman, Leslie Mio, Jay Shell, (Marty Logue)

Student Members Present: None

Members Absent: Judith Keefer

Administration: Museum Director Leslie Pielack

Guests: Bill Dow, Major Gifts Officer, Beaumont Health System, Jenny Ezzo

Ms. Krizanic called the meeting to order at 6:32 PM. Guests and Museum and Friends board members introduced themselves.

New Business

A. 1. Mr. Dow shared several concepts and points to help the Museum Board and Friends in planning fund-raising efforts for the landscape and also beyond. He emphasized:

- Be prepared to engage potential donors-describe mission, history, programs, visitation, private facility tour
- Hold a small, private/unpublicized initial event or reception with specific invitees that have already shown an interest in the project or are likely to have interest and may be able to make a substantial contribution to it before launching a major publicized campaign. This will help determine the appeal of the project or perhaps identify other major gift donors (for greatest benefit)
 - Initial event may help identify a lead donor
 - Could hold series of events 'parlor meetings' with focused groups of 10 or more possible donors
 - Special groups might be neighbors, past supporters, commissioners, 'friends & family'
- Clarify/identify/zero-in on specific projects or opportunities for contributions (may also get consultant feedback for)
 - Projects for donation could include physical elements such as benches, trees, pathways
 - Naming opportunities, e.g., 'healing garden'

- Many donors express interest in programmatic donations, such as educational or interpretive programs rather than physical elements
 - Thematic connections, such as polio history; bring in speakers as a special event
 - Important for board members to establish that they have contributed to the project (100%)
 - Friends are an important component as the 501c3 organization for charitable contributions
 - Maintain relationships with donors through ongoing communication, special donor events, and other ways to keep them engaged
 -
2. Mr. Dow also discussed the basics to developing a major/comprehensive fundraising campaign, such as to build the endowment or other ongoing capital campaign beyond the landscape funding
- Issues relating to working with a consultant
 - Cost
 - Feasibility study
 - Identified goals
 - Consideration of video promotion
 - Campaign signage and publicity

3. Mr. Dow gave some suggestions for improving the fundraising case statement

Mr. Dow indicated that he would be available to help the museum board and Friends board further refine their approach in the future and offered assistance in seeking a consultant, if needed.

B. The Museum Board considered a proposal to expand the scope of work by Mr. Devlin for the Heritage Zone landscape design, to include the following additions, totaling \$960:

- \$320 for an additional 3-D elevation view of the area of the intersection and showing the Allen and Hunter Houses in relation to the design
- \$640 for additional options and locations for signage,

MOTION: by Dixon seconded by Eaton:

To accept the proposal of Brian Devlin of Nagy Devlin Land Design for additional services, to include an additional 3-D elevation view of the of the intersection and showing the Allen and Hunter Houses in relation to the design, and for additional options and locations for signage for the Heritage Zone, for a total not to exceed \$960.

VOTE: Yeas, 6
Nays, 0

There were no public comments and no board comments.

Ms. Krizanic adjourned the meeting at 8:04 PM.

BIRMINGHAM MUSEUM
HERITAGE ZONE LANDSCAPE DEVELOPMENT
COST ESTIMATE **01-25-2019**

AREA	QTY.	COST	TOTAL
HERITAGE ZONE:			
* Tree Removal:	5	\$500	\$2,500.00
* New Plant Material:			
Deciduous Trees	3	\$650	\$1,950.00
Ornamental Tree	1	\$400	\$400.00
Chadwick Yew	48	\$120	\$5,760.00
Winter Gem Boxwood	25	\$120	\$3,000.00
Summersweet	8	\$80	\$640.00
Fragrant Sumac	15	\$70	\$1,050.00
Climbing Hydrangea	12	\$110	\$1,320.00
Ornamental Rose	8	\$85	\$680.00
* Trellis			\$750.00
* Garden Bed Preparation			\$6,000.00
* Bicycle Loop Relocation			\$800.00
* Wood Fence	80 l.f.	\$30 l.f.	\$2,400.00
* Gates			\$1,000.00
* Vine Support Structure			\$1,600.00
* Metal Edging:	48 l.f.	\$10 l.f.	\$480.00
* Stone Mulch:	3 c.y.	\$75 c.y.	\$225.00
Total			<u>\$30,555.00</u>
Alternative Fence for Hunter House	90 l.f.	\$30 l.f.	\$2,700.00

TABLE-MASTER LANDSCAPE CAPITAL IMPROVEMENT AND FUNDING

Priority 1—2018-2019
Priority 2—2019-2021

Priority 3—2021-2022
Priority 4—2023-2025

PROJECT COMPONENT	PRIOR ITY	COST ESTIMATES	COMMENTS	POTENTIAL FUNDING SOURCES
Heritage Zone			The visibility and impact of improvements in the Heritage Zone have the highest priority because they lend themselves well to enhanced programming and continued funding for other parts of the plan	
Design	1.0			
Construction	1.1	\$ 3,000.00		City
tree removal	1.2	\$ 4,000.00	Tree removal coordinated with Parks to be re-planted elsewhere when possible	A combination of grants, donations, funds from Friends of the Museum. Volunteers may assist with garden bed preparation. Plant material may be available through sponsorships or partnerships
new plant material				
<i>deciduous trees</i>		\$ 1,950.00		
<i>densiformis yew</i>		\$ 3,600.00		
<i>winter gem boxwood</i>		\$ 3,000.00		
garden bed preparation		\$ 6,000.00	Coordinate work with existing DPS maintenance plan	
wood fence		\$ 2,400.00		City
metal edging		\$ 480.00		
stone mulch		\$ 225.00		
Subtotal		\$ 24,655.00		
REVISED		\$ 19,255.00		

Relocate utilities			DTE estimates represent the majority of the cost, but do not include relocation of other shared line users	
	1.0-2.0	\$ 3,500.00		Donations, possibly combined with grants

DATE: February 7, 2018
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Director Report

Open Museum Position-we have filled the open Museum Assistant position; however, Robert Lutey's 10 hour position will be open as of February 13, due to the demands of his school and other work schedule.

Seaholm Student Special Research Project- this month we are happy to work with a Seaholm student who is working on a special project about Birmingham's 20th century history. He will be doing research in our archives and creating a display that will be included in our next exhibit. Stay tuned for more updates on this great collaborative effort.

Roof Repair and Replacement-Allen and Hunter Houses-The commission has approved the roof project for the Allen and Hunter Houses, and the work will take place when the weather breaks, probably around March.

Allen House State Historic Preservation Nomination Application-interesting findings based on the research I have been doing to prepare the nomination:

- The date for the house appears to be 1926, not 1928, based on Sanborn Maps and other documents
- Architect for the Allen House was locally important revivalist architect, Rupert W. Koch. Koch was responsible for designing several large homes in Grosse Pointe, Ann Arbor, and also designed the large (now demolished) Graystone Ballroom in Detroit.
- I was able to interview both Martha Allen and Molly Allen (James Allen's daughters), and they confirm that James got polio at age 9, just after the house was built. The pool was built by Harry Allen's father John Allen, who did the excavation and concrete work. There were originally 3 distinct parts of the pool-the rectangular shape was built in the middle of it. It was never more than about 3 feet deep. It did have stairs and a rail but was not built for his polio therapy-in fact he came down with polio right after swimming in it with his friends and sister. Thereafter the children were not allowed to swim in it any more. The construction of the pool was still a unique and very early form of personal swimming pool and is historically interesting for that as a structure.
- In addition to the main house, a play house was built modeled after the big house. It was still standing when the city bought the property and moved the Hunter House here in 1970. It was demolished to make room for the Hunter House.
- The stone walls were built as retaining walls and were built by John Allen also, around 1926.
- Although there was a barn here during the time the schoolhouse was used as a residence from about 1879-1925, the property was never used for farming but remained undeveloped until the Allens improved the pond and built the walls.
- Harry Allen wrote the first city charter himself. He was on the charter commission, but he prepared the document because his specialty in his law practice was municipal law. He also prepared the city charters for numerous other cities nearby in the 20s and 30s.

Certified Local Government Grant for Hunter House-due to timing and demands of the CLG grant application process, the grant application deadline could not be met for this cycle. The porch and painting projects for the Hunter House are still very important to pursue, and may be funded in part by the Friends as well as in the 19/20 budget. Other important larger projects include repair/restoration of the Allen House windows and restoration of the original shutters. These projects have already been determined to be appropriate for CLG funding, once the Allen House is registered with the SHPO. The next grant deadline is July.

Budget Preparation for 2019-2020- the budget is very similar to the last several years, with the exception of including costs for restoration of the Allen House windows and shutters.