



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, February 4, 2016
6:30 PM**

Mission Statement: The Birmingham Historical Museum & Park 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. Roll Call

2. Introduction of Guests

3. Approval of the Minutes

A. Minutes of January 7, 2015

4. Unfinished Business

A. Museum Name Change

B. Agenda Structure & Review of Ethics Board Presentation Video

5. Communication and Reports

A. Director Report

B. Member comments

C. Public comments

6. 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.

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CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, January 7, 2016
6:30 PM

Members Present: Russ Dixon, Tina Krizanic, Marty Logue, Gretchen Maricak, Kate Montgomery, Caitlin Rosso, Jeff Wilmot

Student Members Present: Ellie Benson

Members Absent: none

Administration: Museum Director Leslie Pielack

Guests: none

Mr. Dixon called the meeting to order at 6:30 PM.

**Approval of the Minutes
Minutes of November 5, 2015**

MOTION: by Maricak, seconded by Logue:

To approve the minutes of November 5, 2015.

VOTE: Yeas, 7
Nays, 0

Announcements

- A. The March 2016 Museum Board meeting will be held on March 3, not on March 10 as was erroneously noted on the meeting schedule reviewed on November 5.

New Business

- A. The Board reviewed the contact list for members to be posted on the city website and made corrections as needed.
- B. The Board discussed Mr. Dixon's suggestions regarding possible agenda structure and also Mr. Dixon shared his summary of the Board of Ethics presentation of 9-24-2015. Director Pielack also shared her perspective. As there were lingering questions about proper procedure and appropriate communication between members, Museum Board members agreed to review the videotape, especially remarks made by city attorney Tim Currier and parliamentarian Coco Siewert. Director Pielack will forward an email notice with the link to the video. The matter will be included in the agenda for the February meeting. If additional concerns remain, Director Pielack will pursue options to bring either Mr. Currier or Ms. Siewert to an upcoming Museum Board meeting.

Unfinished Business

A. Director Pielack shared the results of the online survey regarding the museum name and messaging. There were 201 total respondents (including businesses and community stakeholders) who learned about the survey through direct email, Facebook, local media articles, the city's e-newsletter, or the city's Twitter messaging. 85 respondents were residents. Responses of Birmingham residents and the larger group were markedly similar. The preferred name for the museum was **The Birmingham Museum** (35% of residents; 32% of all respondents), followed by The Birmingham Heritage Center (26% residents; 27% all respondents). In addition, there was strong support for doing more marketing of the museum. Respondents reflected households with children of all ages, young adults, single adults, and seniors, and were equally male and female. Only 20% of all respondents were current or former members of the Friends, and only about half had visited the museum, which suggests that the data reflects potential and new audiences as well as those familiar with the museum. The Museum Board discussed a final recommendation of the name change to **The Birmingham Museum**, which will be placed on the February agenda for formal action. This will give the Friends and members of the general public the opportunity to attend. The Friends board will receive the same survey results at their next meeting, scheduled for January 14, 2016.

Communication and Reports

A. and B. Director Pielack shared updates to the Director Report and the Long Range Planning meeting being held by the City Commission on January 16. Mr. Dixon suggested that Museum Board members in attendance can be introduced to new commission members. Ms. Logue reported that funds now in the Bell Project account total \$40,484, thanks to a final donation by the Rosso Family Foundation. The foundation has also provided funds for developing a landscape design for the pond area of the park, totaling approximately \$7,800. Director Pielack clarified that the Bell project would be going out to bid early in the construction season. As the property is owned by the City of Birmingham, the project will follow the city's usual procedures and requirements for bidders. Mr. Wilmot suggested that some local contractors may be able to utilize volunteer help or reduce costs in other ways. Director Pielack suggested any interested contractor can bid on the project and reflect in their proposal any cost reductions. She will inform the Board when the RFP (Request for Proposal) is prepared. Director Pielack discussed the proposed budget for 2016-17, which is largely unchanged except for funds requested for a consultant to help guide the board in the completion of re-branding and new signage to reflect the name change. Also, funds were requested to expand staffing with a 10-hour a week position for social media and program support.

C. Mr. Wilmot inquired as to the process of the Collections Committee and policy. Director Pielack explained that a list of items valued at greater than \$2,500 needs to be completed and capitalized, which would be attached to the final draft collections policy before going before the City Commission in the coming months.

D. There were no public comments.

Mr. Dixon adjourned the meeting at 7:40 p.m.

DATE: February 4, 2016
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Museum Name Change

As part of the process of reviewing the museum's brand, the Museum Board has explored and gathered data relating to a name change for the museum.

The Museum Board reviewed the issues and impact of a name change and discussed possible alternative names during the latter part of 2015. The Friends of the Birmingham Historical Museum Board were also involved in the discussion. A survey was developed and conducted for four weeks in December, 2015, to collect input from Birmingham residents, museum stakeholders, and the general public regarding their name preferences.

The preferred name that has consistently been identified is *The Birmingham Museum*, which is well aligned with the museum's mission and audience.

SUGGESTED RESOLUTION:

To approve a recommendation to the City Commission to change the name of the museum from *The Birmingham Historical Museum & Park* to *The Birmingham Museum*.

DATE: February 4, 2016
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Director Report

Long Range Planning Session—At the Long Range Planning session on January 16, the City Commission was informed that a primary focus of the museum this year will be a review and renewal of the museum’s Strategic Plan. The Commission also asked about the survey results on the name change, and informed of the preference for The Birmingham Museum.

Park Wi-Fi Improvements, Invasive Removal and Landscape Design—A brainstorming meeting was held on January 28 to discuss the various issues relating to using native plants in landscape design for the pond area. The meeting included the Birmingham Parks manager, a local native plant grower, a land conservancy representative, and members of Martha Baldwin Park’s board who are knowledgeable about native plants.

Archives room— The staff are still working on organizing storage and the archives for the Archives room. Additional work has opened up more storage space in another unused room upstairs in the Allen House, adding another 90 square feet of storage. It is planned that the new space will house shelving with media storage.

Bell Project— The completion of the fundraising for the bell was announced in a memo to the City Commission on January 25. The Rosso Family Foundation was recognized as a key supporter of the project, as well as other museum projects, such as the pond landscaping. City staff is working on finalizing the RFP. The architect, H2A Architects, will be available for the mandatory pre-bid meeting and to provide assistance on the project during construction. It is anticipated that the RFP will be ready to post toward the end of February and the final bids due in late March. The architect anticipates that 60 days should be enough time to complete the construction, once we have awarded the bid.

Staffing Change—The museum has hired a part time Museum Assistant for the open hours at the museum. Caitlin Donnelly has a strong background in museum education and visitor services and is a welcome addition to our staff.