



CITY OF BIRMINGHAM  
MUSEUM BOARD  
MEETING MINUTES  
THURSDAY, March 3, 2016  
6:30 PM

Members Present: Russ Dixon, Tina Krizanic, Marty Logue, Gretchen Maricak, Jeff Wilmot

Student Members Present: Nayri Carman

Members Absent: Kate Montgomery, Caitlin Rosso

Administration: Museum Director Leslie Pielack

Guests: None

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

**Approval of the Minutes  
Minutes of February 4, 2016**

**MOTION:** by Wilmot, seconded by Maricak:

To approve the minutes of February 4, 2016.

**VOTE:** Yeas, 5  
Nays, 0

**Unfinished Business**

A. The Museum Board took up the matter of the Agenda structure and some modifications suggested by Mr. Dixon. By consensus, it was agreed that adding a **Call to Order** item, an **Announcements** item, and a **Next Regular Meeting** item would be beneficial to the board.

**New Business**

A. The existing 2013-2016 Strategic Plan goals were reviewed to determine if they should be continued in the 2017-2020 Strategic Plan.

**MOTION:** by Wilmot, seconded by Maricak:

To approve the following Goals for the 2017-2020 Strategic Plan, as recommended by the Museum Board:

**Goal I:** Enhance community access, appeal, and engagement, resulting in increased utilization of BHMP and broader appreciation for its cultural contribution to the region

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

**Goal III:** Increase funding to assure financial stability and sustainability, and increase the capacity of BHMP to serve its mission through fundraising, board development, and building relationships and volunteer resources.

**Goal IV:** Define a unified message and marketing plan by using a variety of marketing media to further develop the museum's brand and to increase awareness, interest, and attendance.

**VOTE:** Yeas, 5  
Nays, 0

B. The Museum Board reviewed the emerging issues relating to the landscape of the park and the need for a long-term strategy going forward.

**MOTION:** by Maricak, seconded by Krizanic:

To establish an overall strategy for a preliminary Master Plan for the museum park that incorporates identification and protection of its historic and natural resources, that integrates planning with city goals and other public access requirements, and that is aligned with the museum's mission and ongoing Strategic Plan implementation.

**VOTE:** Yeas, 5  
Nays, 0

## **Communication and Reports**

A. Director Pielack shared updates to the Director Report. The RFP for the bell project is scheduled to be posted on Friday, March 4. The expected timeline is that the pre-bid meeting with the architect will be held March 23 and the bids will be due on April 13. The bidders will be reviewed using the city's standard process and must meet all the city requirements; the architect will also review the recommended contractor, and the Museum Board will be asked to hold a special meeting on Thursday, April 21 to review and approve the bidder. If approved, the Museum Board's recommendation would then go for final approval by the city commission at its May 9 meeting, which would allow a tentative start date for the project of May 15. The anticipated schedule for the project is 2-3 weeks, weather permitting. The final step would be installation of the brick pavers in the concrete around the bell structure. A program for raising additional funds through engraved pavers has been approved by the Friends and the Rosso Family Foundation, is reviewing as well. It would also allow for recognition of the school superintendents. The

projected fundraising program would begin around the middle of March, closing around May 1. There would be options for additional future paver fundraisers.

B. Ms. Krizanic suggested that there might be an advantage to advertising in the program book for the upcoming Ice Show event May 15 at the Ice Rink. This would help raise awareness of the bell project, the museum's pending name change, and reach a different audience. The Friends will take the matter up at their next meeting to consider funding an ad.

C. Mr. Dixon pointed out that there is now a quorum for the Historic District Study Committee, and therefore would not be a need for the Museum Board to form a subcommittee to look into a cemetery book or similar matters. In regards to the historic features survey for the museum park, he feels an outside consultant with special expertise may be needed.

D. There were no public comments.

Mr. Dixon adjourned the meeting at 8:20 p.m.