



**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, March 5, 2015
6:30 PM**

Members Present: Russ Dixon, Marty Logue, Gretchen Maricak, Kate Montgomery

Members Absent: Tina Krizanic, Jeff Wilmot

Administration: Museum Director Pielack

Guests: None

Mr. Dixon called the meeting to order at 6:36 PM.

**Approval of the Minutes
Minutes of February 5, 2014**

MOTION: by Montgomery, seconded by Maricak:
To approve the minutes of February 5, 2015, as amended

VOTE: Yeas, 4
Nays, none

Public Comments

None.

Unfinished Business

- A. The Joint Fundraising Committee has mailed the Hill School Bell campaign letter to voting households from November's election (list as provided by Clerks office) and donations have begun to come in, totaling \$1,420 as of March 5. This represents about 10% of the target amount for the campaign. There is a concern that many residents did not receive a mailing, either because they were not on the voter list or because of error. A second mailing may be important at some point. In addition to the mailing, notice has been posted electronically via Facebook (museum and Friends page), the city's Twitter account, on the museum website, and through an electronic article with the Birmingham Eagle and with the City of Birmingham's Around Town eNewsletter. The Joint Fundraising committee will be meeting to determine next steps and strategize regarding the project.
- B. Director Pielack clarified that future agendas will be streamlined so as to be less confusing and better reflect proper procedures. She summarized the recent partnerships that have come together in the upcoming Woodward Exhibit. Partners include the Little Traverse Bay Band of Odawa Native American Tribe, Cranbrook Institute of Science, the Royal Oak Historical Society, and the Detroit Golf Club—all participating regarding the Native American story of the Saginaw

Trail (Woodward Avenue) with artifact loans and/or to coordinate public programs and events. Mr. Dixon suggested a fundraiser regarding the oak's acorns could be considered. Local history museums in southern Michigan do not ordinarily provide this level of exhibition quality and collaboration with Native American tribes. This is expected to bring an elevated awareness in both the museum field and the public. Birmingham artist Victor Pytko is helping the museum by designing an important part of the Native American display, also. In addition, the Detroit Historical Museum will be lending artifacts and possibly coordinating a car-related event, which the museum is hoping could occur in the week or two ahead of the Cruise in August. These partnerships are great ways to connect to new audiences as well as create a better exhibit. Director Pielack suggested that the Museum Board could make a great show of support by getting a table to the Festive Tables event on April 25. Also, the parade is coming up May 17 and that is another way to be visible to the public. Ms. Montgomery suggested the bell theme could be incorporated by ringing bells and handing them out to the crowd. The museum is planning some kind of kids' photography display/event related to the exhibit to occur after the parade. Regarding the pond invasive control, a consultant will be visiting the site in the next couple weeks and developing an action plan for short and long term control of invasives and improvement of the park's natural areas.

By consensus, the Board agreed to move discussion of **New Business, item B., Reception for the Woodward Exhibit**, to the next order of business.

The Museum Board agreed to plan and hold a reception to celebrate the Woodward exhibit. One logical date would be the same as the parade, May 17; the museum becomes very busy during the school tour period thereafter until June. Concern was raised regarding family-focused activities that are usually held after the parade and whether that would interfere with a reception. Also, whether the reception should be family-focused or adult-focused. Family focus would help expand into desirable new audiences. A Fall event was also mentioned. The Museum Board will take this up at the next meeting when the parade schedule details are available.

Unfinished Business, continued.

- C. Members reviewed general goals based on Museum Board discussions in January and February and combined, re-characterized and reduced the list to include 1) Name Change/(public) Presentation, 2) Marketing/Promotion/Community Awareness and New Audiences, 3) Education, and 4) Preservation. Discussion of the priorities and implications continued, and two motions were proposed and voted, as follows:

MOTION: by Montgomery, seconded by Maricak:
To survey residents of the City of Birmingham regarding the need for a name change for the Museum.

VOTE: Yeas, 2

Nays, 2

MOTION: by Dixon, seconded by Montgomery:
To begin a process to determine if the best interests of the Birmingham Historical Museum & Park are served by changing its name.

VOTE: Yeas, 2
Nays, 2

The Board agreed to defer the decision about 2015 priorities to the next meeting in April.

New Business, continued.

- A. Mr. Dixon proposed that a letter be composed on behalf of the Museum Board to request a change in the demolition permit rules to require photographs of more views than just the building façade, so that the photographic record contains more information on the demolished building. Mr. Dixon agreed to write the letter.

MOTION: by Montgomery, seconded by Maricak:
To prepare a communication to the City Manager, City Commission, Director of Community Development, the staff representative to the Historic District commission, and the chair of the Historic District Commission that would include the (1) approved minutes of the Museum Board reflecting the comments and proposal of Robert Gibbs, and (2) the Museum Board's endorsement and support of his proposal.

VOTE: Yeas, 4
Nays, none

Miscellaneous Business and Communication

- A. Mr. Dixon suggested that in light of new members of the Museum Board and as a review for all members, a board manual should be developed and a board orientation held. The matter will be added to the April agenda.

Matters Not on the Agenda

None.

Mr. Dixon adjourned the meeting at 8:18 p.m.