



**CITY OF BIRMINGHAM
MUSEUM BOARD
JOINT FUNDRAISING COMMITTEE
MEETING MINUTES
Wednesday, March 19 2015
4:30 PM**

Members Present: Russ Dixon, Marty Logue, Holly Izbicki, Karen Battersby
Members Absent: Gretchen Maricak
Administration: Museum Director, Leslie Pielack

Mr. Dixon called the meeting to order at 2:58 PM.

Approval of the Minutes

Minutes of November 19, 2014 were approved by consensus.

New Business

Ms. Logue and Mr. Dixon summarized their meeting with two members of the Birmingham School Board to discuss the bell fundraising campaign. The school board members were enthusiastic about the opportunities to embark on a fundraising project that would be a friendly competition between Groves and Seaholm High Schools. The fall would be the best time of year to do that.

Ms. Logue summarized the donations for the bell project to date as approximately \$2,000 to date, with additional donations arriving daily. She is very pleased with the interest and stated that the donations ranged from \$10 to \$500.

The committee discussed additional waves of promotion for the campaign. The next logical effort would be to send an email version of the bell letter out. The email addresses of the Friends and that have been collected at the museum would need to be organized and input, and then a general email sent. The only cost would be the time involved in creating the email list.

The committee also discussed the upcoming Birmingham Hometown Parade and how the Museum Board and Friends Board could use it as an opportunity to bring awareness to the project. Additional ideas would be to incorporate the fundraiser or the bell somehow with school tours; to make a visual 'thermometer' to display progress on the donations; to have an event that features a performance, such as a bell choir, especially if made up of students.

A special event in the fall that would raise funds for the bell as well as accentuate the theme of the exhibit might be a family-friendly "Old Woodward Walk." Tickets could be purchased ahead of time, and participants would go from site to site in downtown, perhaps getting a punch on a special "DUR" card, receiving a history sheet on the site, and then proceeding to the next site, concluding with a reception at the museum. The

Village Players may be willing to participate, perhaps in costume. The early Fall was mentioned as a good time for this kind of event.

Unfinished Business

None.

Miscellaneous Communication

None.

Matters Not on the Agenda

None.

Mr. Dixon adjourned the meeting at 4:15 p.m. The next meeting will be on April 15 at 4:00 PM.