



**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, June 4, 2015
6:30 PM**

Members Present: Russ Dixon, Tina Krizanic, Gretchen Maricak, Shawn O'Rourke,
Jeff Wilmot

Student Members Present: Ellie Benson

Members Absent: Marty Logue, Kate Montgomery

Administration: Museum Director Leslie Pielack

Guests: George Stern

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

**Approval of the Minutes
Minutes of May 7, 2015**

MOTION: by Krizanic, seconded by Maricak:

To approve the minutes of May 7, 2015, as amended.

VOTE: Yeas, 5
Nays, 0

Unfinished Business

A. Museum Director Pielack presented a summary of museum re-branding efforts in the field generally and in local historical museums specifically. The larger culture is changing and impacting audiences, driven largely by millennials and the need for a higher level of interactivity and use of technology. Millennials are more social-network oriented and want a personal cultural experience. Museums are rebranding to better address these audiences, and the museum's brand needs to communicate these values readily. Recommended steps to follow for evaluating the Birmingham Historical Museum & Park's brand include looking at its mission statement and revising as needed before considering how to present its name and brand. The board agreed to re-evaluate the mission statement at its next meeting to ensure it is aligned with the museum's vision and potential re-branding.

B. The CREEM commemorative sign was finalized. The sign will be installed on an existing Principal Shopping District parking deck signage bracket outside the original CREEM offices at 187 S. Woodward.

New Business

A. The siding on the Allen House will need replacement and city staff are investigating both cedar and cedar shake fiber cement options, but cost proposals are not yet available.

Communication and Reports

- A. Mr. Dixon summarized that the bell campaign was good community exposure for the museum.
- B. Museum Director Pielack shared that the annual school tours were successful, with 560 students and 140 adults in attendance. The multi-modal plan recommendations that were adopted by the City Commission will mean traffic changes on Maple during the six month study. A plan for reducing invasive plants is now available for the park. Funds for public Wi-Fi for the park will be requested at the June 17 meeting of the cable board. Oakland County's annual heritage conference (September 18) will be focusing on Woodward Avenue and including our museum exhibit as one of only two stops for its attendees. The endowment distribution for June is \$19,205.50. An article on CREEM written by Director Pielack will be appearing in the July/August issue of Michigan History, due out late June. The City will be holding a workshop for all its board members Thursday, September 24 and Thursday, December 1. All board members are encouraged to attend. There will be no Museum Board meeting in July. The Museum Board needs to elect a chair at its August meeting.
- C. Mr. Wilmot reported that ml Spirits has agreed to donate wine to a future reception sponsored by the Museum Board.

Mr. Dixon adjourned the meeting at 8:28 p.m.