



**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, September 1, 2016
6:30 PM**

Members Present: Russ Dixon, Judith Keefer, Tina Krizanic, Marty Logue

Student Members Present: Nahri Carman

Members Absent: Gretchen Maricak, Caitlin Rosso

Administration: Museum Director Leslie Pielack

Guests: None

Mr. Dixon called the meeting to order at 6:35 PM.

Guests and Museum Board members introduced themselves.

Election of Chair

Mr. Dixon called for nominations. Ms. Krizanic nominated Mr. Dixon. There were no other nominations.

MOTION: by Krizanic

To nominate Russ Dixon as chair for the Museum Board

VOTE: Yeas, 4
Nays, 0

**Approval of the Minutes
Minutes of June 2, 2016**

MOTION: by Logue, seconded by Krizanic:

To approve the minutes of June 2, 2016 as amended.

VOTE: Yeas, 4
Nays, 0

Minutes of June 22, 2016

MOTION: by Krizanic, seconded by Logue:

To approve the minutes of June 22, 2016 as amended.

VOTE: Yeas, 4
Nays, 0

Unfinished Business

A. The Museum Board reviewed objectives for Goals III and IV of the revised 2017-2020 Strategic Plan.

MOTION: by Keefer, seconded by Krizanic:

To approve the following objectives for Goal III of the 2017-2020 Birmingham Museum Strategic Plan:

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

Objectives for Goal III:

- A. As a collaborative effort of the Museum Board and Museum Friends, develop a comprehensive fundraising plan for the Birmingham Museum that increases contributions to both operations and the endowment fund.
- B. Support board development by clarifying expectations and further developing the skills of the Museum Board, and seek new members with complementary skills.
- C. Increase the personnel capacity of the Birmingham Museum by increasing professional staffing, engaging volunteers, and utilizing partner organizations.
- D. Explore grant-writing efforts in conjunction with the Museum Friends to identify opportunities for collaboration.

VOTE: Yeas, 4
Nays, 0

MOTION: by Logue, seconded by Keefer:

To approve the following objectives for Goal IV of the 2017-2020 Birmingham Museum Strategic Plan:

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.

Objectives for Goal IV:

- A. Identify and utilize free and low-cost marketing resources maintained by specific target audiences, such as city publications, local schools, senior groups, and other community organizations.

- B. Identify our target audiences, and explore and enhance the image the Museum presents to the public through independent and collaborative projects and partnerships that strengthen our ties to the community.
- C. Explore and assess the museum's brand and marketing needs and identify qualified consultants in accordance with City requirements.

VOTE: Yeas, 4
 Nays, 0

B. Ms. Logue summarized the committee plan for the Bell Dedication on October 1. The event will include speakers representing various stakeholders, a reception with light refreshments, free museum admission, and complementary souvenir bells. Ms. Geri Rinschler has agreed to speak for the school board. Mr. Dixon will speak for the Museum Board. The city manager and commission have been made aware of the event and the mayor or commissioner invited to speak.

New Business

A. Director Pielack announced that there is some interest in the business owner position on the Museum Board, and she has provided information about the application process and city deadlines to the individuals expressing interest. The next deadline for board applications is noon on September 7 for commission review on September 12.

Communication and Reports

- A. Director Pielack presented the Director Report.
- B. Mr. Dixon emphasized that if the chair is absent, the proper procedure is for the Museum Board to appoint a temporary chair at the outset of the meeting.
- C. There were no public comments.

Mr. Dixon adjourned the meeting at 7:35 p.m.