



**CITY OF BIRMINGHAM  
MUSEUM BOARD  
SPECIAL MEETING MINUTES  
Thursday, January 17, 2018  
6:30 PM**

Members Present: James Cunningham, Russ Dixon, Lori Eaton, Tina Krizanic, Marty Logue, Caitlin Rosso

Friends Board Members Present: George Getschman, Leslie Mio, Jay Shell, (Marty Logue)

Student Members Present: None

Members Absent: Judith Keefer

Administration: Museum Director Leslie Pielack

Guests: Bill Dow, Major Gifts Officer, Beaumont Health System, Jenny Roush

Ms. Krizanic called the meeting to order at 6:32 PM. Guests and Museum and Friends board members introduced themselves.

**New Business**

A. 1. Mr. Dow shared several concepts and points to help the Museum Board and Friends in planning fund-raising efforts for the landscape and also beyond. He emphasized:

- Be prepared to engage potential donors-describe mission, history, programs, visitation, private facility tour
- Hold a small, private/unpublicized initial event or reception with specific invitees that have already shown an interest in the project or are likely to have interest and may be able to make a substantial contribution to it before launching a major publicized campaign. This will help determine the appeal of the project or perhaps identify other major gift donors (for greatest benefit)
  - Initial event may help identify a lead donor
  - Could hold series of events 'parlor meetings' with focused groups of 10 or more possible donors
  - Special groups might be neighbors, past supporters, commissioners, 'friends & family'
- Clarify/identify/zero-in on specific projects or opportunities for contributions (may also get consultant feedback for)
  - Projects for donation could include physical elements such as benches, trees, pathways
  - Naming opportunities, e.g., 'healing garden'

- Many donors express interest in programmatic donations, such as educational or interpretive programs rather than physical elements
  - Thematic connections, such as polio history; bring in speakers as a special event
  - Important for board members to establish that they have contributed to the project (100%)
  - Friends are an important component as the 501c3 organization for charitable contributions
  - Maintain relationships with donors through ongoing communication, special donor events, and other ways to keep them engaged
  -
2. Mr. Dow also discussed the basics to developing a major/comprehensive fundraising campaign, such as to build the endowment or other ongoing capital campaign beyond the landscape funding
- Issues relating to working with a consultant
    - Cost
    - Feasibility study
    - Identified goals
  - Consideration of video promotion
  - Campaign signage and publicity
3. Mr. Dow gave some suggestions for improving the fundraising case statement

Mr. Dow indicated that he would be available to help the museum board and Friends board further refine their approach in the future and offered assistance in seeking a consultant, if needed.

B. The Museum Board considered a proposal to expand the scope of work by Mr. Devlin for the Heritage Zone landscape design, to include the following additions, totaling \$960:

- \$320 for an additional 3-D elevation view of the area of the intersection and showing the Allen and Hunter Houses in relation to the design
- \$640 for additional options and locations for signage,

**MOTION:** by Dixon seconded by Eaton:

To accept the proposal of Brian Devlin of Nagy Devlin Land Design for additional services, to include an additional 3-D elevation view of the of the intersection and showing the Allen and Hunter Houses in relation to the design, and for additional options and locations for signage for the Heritage Zone, for a total not to exceed \$960.

**VOTE:** Yeas, 6  
Nays, 0

There were no public comments and no board comments.

Ms. Krizanic adjourned the meeting at 8:04 PM.