



# Rochester Hills

## Minutes - Draft

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### Rochester Hills Museum Foundation

*Bryan Barnett, Steven Fite, James Mallon, Stephanie Morita, Vern Pixley,  
Katharine Rogers, Heather Sellick, Joe Snyder, Suzanne Wiggins;  
Staff Advisor Pat McKay*

**Foundation Mission:** *The mission of the Rochester Hills Museum Foundation is to further the educational programs and purposes set forth by the Rochester Hills Museum at Van Hoosen Farm.*

**Museum Mission:** *Because appreciation of the present is enhanced by understanding the past, the Rochester Hills Museum at Van Hoosen Farm interprets, preserves and collects the history of the greater Rochester area for present and future generations.*

**Vision:** *The Museum is the primary site for learning about and preserving the history of the greater Rochester area in Oakland County, Michigan, as a representative of similar communities throughout Michigan.*

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Friday, May 19, 2017

7:30 AM

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## CALL TO ORDER

*Vice Chairperson Suzanne Wiggins called the Rochester Hills Museum Foundation meeting to order at 7:36 a.m.*

## ROLL CALL

**Present** 5 - Steven Fite, Stephanie Morita, Heather Sellick, Joe Snyder and Suzanne Wiggins

**Absent** 4 - Bryan Barnett, James Mallon, Vern Pixley and Katharine Rogers

### Others Present:

*Pat McKay, Museum Manager*

*Maria Willett, Special Assistant to the Mayor*

*Mayor Barnett entered at 7:45 a.m.*

## PUBLIC COMMENT

*None.*

## APPROVAL OF MINUTES

**2017-0232** Approval of Minutes - Rochester Hills Museum Foundation Regular Meeting - February 17, 2017

**Attachments:** [021717 Draft Museum Foundation Minutes.pdf](#)  
[Resolution.pdf](#)

**A motion was made by Heather Sellick, seconded by Morita, that this matter be Approved as Presented. The motion carried by the following vote:**

**Aye** 5 - Fite, Morita, Heather Sellick, Snyder and Wiggins

**Absent** 4 - Barnett, Mallon, Pixley and Rogers

**Resolved**, that the Rochester Hills Museum Foundation approves the Regular Meeting Minutes of February 17, 2017 as presented.

**Mayor Barnett entered at 7:45 a.m.**

**Present** 6 - Bryan Barnett, Steven Fite, Stephanie Morita, Heather Sellick, Joe Snyder and Suzanne Wiggins

**Absent** 3 - James Mallon, Vern Pixley and Katharine Rogers

## MUSEUM UPDATE

### - Museum Staffing Level Update

**Pat McKay**, Museum Manager, reviewed staffing levels at the Museum, noting that Jenna Raschke has moved into a full-time Event Coordinator position, and the Museum is looking to fill a part-time event position.

He stated that for the last couple of years the City had contracted out custodial services. He explained that after concerns about training and security have been raised, it was determined that custodial duties will move from a contracted position to a paid part-time City position. He mentioned that the position has been posted and is expected to be filled in the next few weeks.

He mentioned that Patrick Endres, who served as the Environmental Educator, has left the City for another full-time position. He explained that Environmental Education will move away from the Museum and into the Parks Department.

**Council Vice President Morita** questioned whether the Environmental Education services will be moving back to City Hall.

**Mr. McKay** responded that the Parks Department is looking toward a reorganization including the creation of a Natural Resources division comprised in part of Environmental Education, Green Space and Deer Management. He noted that while the Museum will continue to host various environmental programs, Environmental Education will most likely be based out of Bloomer Park. He commented that once Environmental Education is moved to Bloomer, that staff member would no longer be on site and available to help with any Museum programs. He mentioned that a request to add a part-time position at the Museum will be taken to the Mayor and Council.

**Vice Chairperson Wiggins** commented that the reorganization could facilitate bringing more Michigan Department of Natural Resources grant monies to the Parks.

**Council Vice President Morita** commented that residents should be made aware of the availability of an environmental person to contact and suggested it be posted on the City's website.

**Mayor Barnett** commented that Parks Director Elwert has proposed a reorganization that will ultimately allow it to meet the demand for expanded programming opportunities for Environmental Education. He noted that the program was moved to the Museum during the 2009 recession when the City cut nearly 20 percent of its staff members. He stated that Lance DeVoe, Park Ranger II, manages most of the programs. He commented that wildlife issues in the community have skyrocketed. He stated that the proposal will be presented as a part of the 2018 Budget process.

**Mr. McKay** commented that information on the relocation could be incorporated into the Museum newsletter.

In response to questions regarding the part-time custodial position, he stated that the position will be a 24-hour per week part-time position. He commented that with all the personnel changes that the contracted custodial firm made, staff were uncomfortable providing keys and access to the Museum's various buildings.

**Mayor Barnett** pointed out that it is difficult for janitorial firms to fill low-wage positions, and commented that it is a challenge to find appropriate contracted employees that will protect the Museum's property and collections.

**Mr. McKay** pointed out that contracted custodial services are typically locked into a Monday through Friday schedule, while the Museum often needs custodial services on Saturday night or Sunday morning. He commented that a City staff position would provide flexibility to address that need at a lower cost than a contractual service rate.

- Exhibit Designer Update

**Mr. McKay** stated that the Museum's goal of interpreting the story of the Van Hoosen Family as well as local history has led to a contract with Flutter and Wow, a museum design firm, to both design and construct new exhibit space. He mentioned that while attendance for special programs and booked events hosted at the museum has increased, drop-in hours have lagged behind. He noted that the entire configuration of the Museum will be reviewed, from the museum store and reception area to the exhibits. He commented that a mobile museum store on carts could be implemented to allocate the current store area for more exhibit space. He stated that the Museum's exhibits have been in place for approximately 17 years and a redesign will include new technology, restructured spaces, and a new use for the silo area. He pointed out that the work will be funded through the Museum's unallocated funds at the Community Foundation and the goal is to have the work done before December.

- PBS Movie Award

**Mr. McKay** announced that Michele Dunham is in Petoskey to receive the 2017 Government Institution Award for the PBS Movie from the Michigan Historic Preservation Network. The film has also been nominated for the Leadership in

History Award from the American Association for State and Local History. He added that he received an email from movie director Oliver Thornton that the film received a Michigan EMMY nomination, and the winner will be announced June 10, 2017.

**Maria Willett** noted that the film will have an upcoming article featured in the Michigan Municipal League's MML Review.

- Calf Barn Floor Improvement

**Mr. McKay** explained that the concrete floor poured for the Calf Barn was initially designed for storage uses and not for special events open to the public. He noted that the floor will be cleaned of any stains and sealed, making it easier to keep clean.

- Schoolhouse Roof Replacement

**Mr. McKay** stated that it was determined that a frequent fire detector alarm at the Schoolhouse was caused by a roof leak. He commented that the roof has had multiple patches over the years; and once student programs are complete after June 5, the roof will be replaced.

- Change in School Programs in 2018-2019

**Mr. McKay** explained that students from Rochester Schools will not be using the Schoolhouse for the next school year. He noted that the District is changing the curriculum to include the Museum program for third grade students instead of second grade, resulting in a one year lapse. He added that a fourth grade curriculum unit on Michigan History will be refocused on the Underground Railroad for the next school year, and students will instead be visiting the Detroit Historical Museum. He noted that this is not unusual as curriculum changes occur every five years or so; and he commented that this will provide an opportunity to open the program up to other districts. He stated that Utica Schools has been interested in the Museum for several years; and up to now, the Museum has not been available for the dates they need. He commented that this will also provide an opportunity to complete some interior projects that have not been undertaken due to the constant use.

**Council Vice President Morita** questioned how much revenue the Museum receives from school groups and whether the revenues cover the Museum's staffing and expenses to run the program.

**Mr. McKay** responded that the Museum receives approximately \$8,000.00 per year. He noted that approximately \$4,000.00 is expended in paper and supplies. He explained that a staff member is not needed to be at the Schoolhouse as teachers have a key and are given a contact number in the event of an emergency or a building problem. He noted that the schoolhouse is cleaned each day when school groups are using the building. He mentioned that staff members operate the security system and are available at the Museum in the event of an emergency.

**Mayor Barnett** suggested that the price per student charged be evaluated prior to contracting with other Districts.

**Mr. McKay** responded that the charge is approximately \$4.00 per student; and he noted that the costs for other museums and sites are reviewed when setting the rate to keep the Museum competitive and encourage the schools to stay local.

## DEVELOPMENT COMMITTEE REPORT

### - Broomfield Leadership Development Program

**Vice Chairperson Wiggins** stated that the Development Committee is asking for the Board's help with its responsibilities for the Broomfield Leadership Development Program. She noted that volunteers are needed to form a Broomfield Leadership Series Committee, to secure a speaker and help with travel arrangements and other planning for the event. She commented that it is difficult to come up with suggestions of individuals who would be appropriate for the theme of the leadership presentation for each year. She stated that the Committee would most likely need to meet quarterly, and Mr. McKay would provide support.

**Dr. Sellick** volunteered.

**Mr. McKay** noted the past speakers for the Series, and suggested that individuals who take leadership seriously should be the focus of the Committee's efforts to find an appropriate speaker.

**Vice Chairperson Wiggins** commented that it is important to find someone who may have a draw in the community, or someone who the community has not heard speak before. She noted that the Committee would also be looking down the road to future years as speakers' schedules fill. She thanked Dr. Sellick for volunteering and noted that she would ask those not in attendance whether they would be interested in the serving on Committee as well.

**Mr. McKay** commented that the Leadership Program draws a crowd that differs from those attending other Museum programs and provides a chance to show that the Museum educates on all levels of life. He stated that the community takes leadership very seriously and the Museum wants to encourage these efforts. He pointed out that the lecture and the dinner that precedes it has a positive effect on the Museum and affords the Museum's major donors a chance to sit down and connect with the speakers.

**Mayor Barnett** noted that he will apply the full force of the City's efforts to use its connections to help secure a speaker.

Several possible speakers were mentioned by the members, and it was noted that a recognized name would attract more attendees. It was suggested that hosting the Program in September would provide less conflict with the Rochester Area Prayer Breakfast, and that Thursday nights are fairly open for scheduling the event.

- Bike Tour

**Vice Chairperson Wiggins** reported that the Museum has agreed to work with the Rochester Hills Public Library on a historical bike tour event set for Thursday, June 29, 2017. She commented that approximately 150 riders are expected, and volunteers are needed to participate at one of the tour stops to discuss the historic nature of that particular location with the riders. She explained that a commitment of approximately one-and-one-half hours was needed, and volunteers would be provided with a script.

**Mr. McKay** stated that the tour will include River Walk in Rochester, the Paint Creek Trail and the Clinton River Trail, and will begin at 6:30 p.m. and end at 8:00 p.m. He mentioned that Museum staff members have other commitments and were not able to provide manpower for the event. He stated that the Library has been a good partner to the Museum.

**Member Fite** stated that he would be able to volunteer.

- PBS Special Awards

**Mr. McKay** noted that Michele Dunham was in Petoskey to receive the Michigan Historic Preservation Network Award for the PBS Movie. He stated that the Museum asked for a second plaque to be passed on to Steve Taylor, the Museum's major donor for the movie.

- Equipment Barn

**Mr. McKay** reported that the Museum is still fund raising for the Equipment Barn, and approximately \$81,000 is still needed. He explained that the Barn is a part of the Capital Improvement Project for 2018, and fund raising efforts are ongoing in order to be able to secure an architect and begin design. He noted that while the formal approvals are still needed, the City of Rochester has acknowledged that they would be in agreement with allowing the Barn to be placed in its original footprint within the road right-of-way. He mentioned that the City's Purchasing Division has reported having difficulties finding bidders on smaller projects.

**Vice Chairperson Wiggins** stated that she, Mr. McKay, and Chairperson Mallon have an upcoming Development Committee meeting and will be able to provide the Board with more specifics on the strategy to raise the necessary funds at the next meeting.

## **BROOMFIELD CENTER FOR LEADERSHIP PROGRAM**

*Discussed above.*

## **ANY OTHER BUSINESS**

*None.*

## NEXT MEETING DATE

*Vice Chairperson Wiggins announced that the next Museum Foundation meeting is scheduled for Friday, August 18, 2017 at 7:30 a.m.*

## Upcoming Museum Events

*Mr. McKay announced the following upcoming events:*

*- Rochester Heritage Days - May 20-21, 2017*

*Mr. McKay noted that the Rochester Heritage Days will be held one week earlier this year.*

*- Vintage Base Ball - May 13, 20, June 4, 10, July 10, August 20, September 10, 2017*

*Mr. McKay noted that the Rochester Grangers will play a game on May 20 at Halbach Field as a part of the Heritage Days. The remaining games will be played at Van Hoosen Farm.*

*- Garden Walk - June 15, 2017*

*Mr. McKay stated that the Garden Walk is one of the Museum's top events. He noted that five gardens in the community will be featured. He commented that the Rochester Garden Club has done a phenomenal job taking over the event.*

*- Bicentennial Barn Dance - June 23, 2017*

*Mr. McKay stated that tickets for the Rochester Bicentennial Barn Dance are \$100 per person, or \$150 per couple. He commented that the goal is to raise \$30,000 that evening, which will be split between the Museum's Equipment Barn fund raising activities and the Downtown Development Authority.*

*- Tale of Two Trails Bike Tour - June 29, 2017*

*- Summer Camps, Wet and Wild Wednesdays*

*Mr. McKay noted that once school ends on June 7, the Museum will begin its summer camp programs.*

*He commented that weekends at the Museum are well booked, and he mentioned that there are more wedding ceremonies scheduled where the reception is also held at the Calf Barn, and fewer where the Museum is used only for the ceremony. He commented that the Museum makes significantly more money on a reception. He noted that Jenna Raschke, the new Event Coordinator, is looking at ways to maximize the amount of revenue that can be made from the building. He mentioned that the Museum will be reviewing its fee structure again.*

*He commented that it may be time to consider whether to build relationships with rental companies. He mentioned that there are some difficulties that have been encountered with groups that do not want to come in on Sunday and remove their items to allow for another event to be set up.*

**Council Vice President Morita** commented that she recently had the opportunity to review venues for her son's bar mitzvah and found that it would be easier to plan an event if a list of appropriate vendors was provided. She commented that it could allow the Museum to charge more as it would be a value added.

**Mr. McKay** added that it would help to have vendors that know how things work and what the requirements of the Museum would be. He commented that once relationships are finalized, it would take approximately a year for the effects to be felt as previously scheduled events would be grandfathered in. He commented that the Museum initially requested food vendors provide information and taste samples; however no vendors were selected as it was difficult to determine what the public would want as options.

**Mayor Barnett** commented that it could be possible for the Museum to receive a percentage from the vendors.

*He noted that he wished to share some of the success stories on the City's efforts to raise funding for the new Innovation Hills Park from private sector donations. He commented that the Museum should focus on individuals passionate about history and their roots in the city, and on companies and organizations that might not currently be on the Museum's radar that have funds to donate.*

## ADJOURNMENT

*There being no further business to discuss, Vice Chairperson Wiggins adjourned the meeting at 8:45 a.m.*

*Minutes prepared by Mary Jo Pachla.*

*Minutes were approved as presented/amended at the \_\_\_\_\_ 2017 Regular Rochester Hills Museum Foundation Meeting.*

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*James Mallon, Chairperson*