



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.*

Friday, November 18, 2016

7:30 AM

Rochester Hills Museum at Van Hoosen
Farm - Dairy Barn

CALL TO ORDER

Chairperson Mallon called the Rochester Hills Museum Foundation meeting to order at 7:37 a.m.

ROLL CALL

Present 6 - Steven Fite, James Mallon, Stephanie Morita, Katharine Rogers, Joe Snyder and Suzanne Wiggins
Absent 3 - Bryan Barnett, Vern Pixley and Heather Sellick

Others Present:

*Ken Elwert, Director of Parks and Forestry
Michele Dunham, Museum Program Coordinator
Pat McKay, Supervisor of Interpretive Services
Maria Willett, Chief Assistant to the Mayor*

PUBLIC COMMENT

None.

CHAIRPERSON'S COMMENTS

Chairperson Mallon noted that 2016 metrics on the Museum's performance were distributed for the Board's review, and he commented that they are outstanding. He noted that revenues, engagement and educational programs, and the PBS Movie premiere led to a really remarkable 2016. He expressed his congratulations to Mr. McKay and the Museum staff.

Pat McKay introduced Joe Snyder, Chief Financial Officer (CFO) for the City, and he stated that following Keith Sawdon's retirement, and after a nationwide search, Mr. Snyder was selected to fill the CFO position. He noted that in the organization of the Board's structure, the Finance Director/CFO serves on the Museum Foundation Board.

Mr. Snyder stated that he was happy to be a part of the Foundation Board, as he loves history and especially local history.

Mr. McKay commented that the City's Financial staff quietly help the Museum determine how the Capital Improvement Plan, City funding, donated funds, Community Foundation monies, and grants all fit together to ensure that the Museum's goals are met.

APPROVAL OF MINUTES

2016-0468 Approval of Minutes - Rochester Hills Museum Foundation Meeting - August 19, 2016

Attachments: [081916 Museum Foundation Draft Minutes.pdf](#)
[Resolution.pdf](#)

A motion was made by Wiggins, seconded by Fite, that this matter be Approved as Presented. The motion carried by the following vote:

Aye 6 - Fite, Mallon, Morita, Rogers, Snyder and Wiggins

Absent 3 - Barnett, Pixley and Heather Sellick

Resolved, that the Minutes of the Rochester Hills Museum Foundation Meeting of August 19, 2016 are approved as presented.

MUSEUM UPDATE

PBS Movie Premiere:

Pat McKay highlighted the results of the successful PBS movie premiere this past Wednesday evening. He expressed his appreciation to the Board Members who were able to attend, and he commented that it was a great evening with much energy generated. He noted that the program will be broadcast on Detroit PBS on Tuesday, December 6, 2016. He commented that it is hoped that copies of the DVD will be available for the Museum to offer for sale prior to the holidays. He stressed that while donations will be solicited during the PBS broadcast, donors should be aware that those donated funds will be going to Detroit PBS and not to the Museum.

He stated that 251 tickets were sold, along with a number of complimentary tickets for the various sponsors. He gave credit to Maria Willett of the Mayor's Office who was able to garner the donation of two theaters by Emagine. He noted that a huge team from City Hall helped with promoting the event on social media, securing tables and linens, and making it a red carpet experience for attendees.

Vice Chairperson Wiggins questioned whether the December 6 PBS premiere of the film will bump attendance over the holidays.

Mr. McKay responded that Museum Staff are hoping so and are preparing for a potential spike in drop-in hours and walking tours of the farmhouse. He commented that holiday hours typically spike due to the train show. He noted that in the last two weeks all wood floors in the farmhouse were refinished, and two lamps were restored by local jeweler Paul Haig.

Ken Elwert questioned whether the event costs were known.

Mr. McKay responded that there were some funds expended for the cost of pop and popcorn, along with printing costs for mailing invitations.

Maria Willett noted that all of the reception food was donated by Kosch Catering and RiverCrest Catering.

Michele Dunham stated that the Museum purchased the cake served at the reception.

Mr. McKay stated that he did not have final numbers of what was expended as yet; however, it was minimal considering the success of the fund raiser.

Equipment Barn:

Mr. McKay reported that a sign now highlights where the Equipment Barn will be located along with listing a website where donations can be made. He commented that focus right now is on the Annual Appeal and he stated that he is planning a capital campaign for the Equipment Barn that will be undertaken after the first of the year. He asked Mr. Snyder to review the Capital Improvement Plan (CIP) and what the Equipment Barn's target date of 2018 represents.

Mr. Snyder explained that the CIP is a target board of projects and when they might be expected to be undertaken. He noted that the Equipment Barn is in the CIP for 2018 as a place holder for the City's 75 percent share of the project. He stated that anytime dollars are requested, Council must authorize the expenditure.

Mr. McKay explained that while the Calf Barn Project was able to be broken into phases, the Equipment Barn is a one-phase project. He commented that while existing funds could be used to begin architectural and engineering for the building, any risk of delays could cause approvals and permits to expire. He stated that the Museum would like to secure more funding before beginning the approval and permit process.

Mr. Elwert stated that Council will be asked for their approval prior to expending any funds on the project.

Vice Chairperson Wiggins noted that at the last Board Meeting, she and Chairperson Mallon made preliminary personal donations to the Equipment Barn project. She commented that prior to going out to ask for major gifts from donors, the Board as the closest entity to the Museum should be the most vested in the Museum and its success. She encouraged Board Members to make their donation, whether it be several smaller gifts or a large donation, noting that it would be great to have 100 percent participation at whatever level the members could give. She mentioned that an annual fund gift could be designated to the Equipment Barn.

Ms. Morita questioned how the City's portion of the project is determined.

Mr. McKay responded that part of the Equipment Barn will be used to house City equipment, such as trucks, the gator, the golf cart, and other storage items. The portion of the barn used to protect the City's assets will be apportioned to the City similar to the DPS garage or other Parks storage buildings.

Ms. Morita questioned whether the City was constructing another garage in one of the City's parks.

Mr. Elwert responded that the garage portion was removed from the budget prior to its approval. He pointed out that Council approved securing the maintenance yard and renovating the house at Borden; however, it is not constructing any garage.

Ms. Morita questioned the cost of the garage portion of the Borden project that was removed.

Mr. Elwert responded that it was approximately \$300,000.

Ms. Morita commented that when presenting the Equipment Barn to Council, it should be noted that the garage portion of the Borden Project had been removed, stressing that there is a need for storage at the Museum.

Mr. McKay explained that fire suppression for the building is optional; however, he noted that once constructed, it is often difficult to retrofit and find funding somewhere down the road.

Ms. Morita stated that she would like to see a fire suppression system remain as a part of the project.

Digitizing Newspapers Project:

Mr. McKay reported that he is hoping that the digitizing project will be completed prior to the next time that the Board meets. He explained that funding is available through December 31, 2016. He stated that the Rochester Era newspaper from 1872 to 1949 were digitized last year; and the remaining step is to digitize the Rochester Clarion, Rochester Eccentric and Rochester Clarion/Eccentric from microfilm. He pointed out that once digitized, the documents will become PDF-searchable. He mentioned that the Museum is using the Oakland County

Historical Resource website, shared by libraries, historical societies, and Museums in Oakland County for a minimal cost per year. He noted that while the Museum will still retain hard copies of the newspapers, they have been moved off-site to storage.

Vice Chairperson Wiggins questioned whether there might be funding available to have a computer terminal on-site where someone could sit and view the papers.

Mr. McKay stated that the Museum's goal is to have its entire collection online. He explained that the Museum uses a software program called Past Perfect, and hopes to someday have a terminal where the collection could be searchable by the public. He commented that discussions also considered the possibility of adding a terminal at City Hall, the Older Persons' Commission, or the Library. He pointed out that searches could be done from home via a website.

Ms. Morita questioned whether the Museum has looked into data degradation over time. She suggested that a call be placed to MIS Director Bob Grace to ensure that nothing else needs to be done such as resaving the data every ten to 15 years.

Mr. McKay stated that the MIS Department has been involved in knowing how to store the information on the server. He noted that digitization does not have a track record like microfilm does. He mentioned that the 200th anniversary of the community is coming up in 2017, as Rochester was founded in 1817 as the core of the community.

Ms. Willett questioned when the 200th anniversary events officially will begin.

Mr. McKay responded that March 4th is a target date for having some new and revamped exhibits on the Van Hoosen Family. He noted that the Museum will be open for tours that day and will have a member/donor event scheduled for that evening. He commented that the Bicentennial Committee will host a Founder's Day event, set for March 13th. He pointed out that the Museum will host the event.

DEVELOPMENT COMMITTEE REPORT

Vice Chairperson Wiggins stated that the Development Committee has met a few times since the Board's last meeting in August. She noted that the Broomfield Center for Leadership will take place in the spring, and she asked the Board to submit any recommendations for potential speakers to present on a topic of leadership and how it relates to their specialty. She noted that prior speakers discussed various topics such as leadership in medicine, leadership in history and leadership in the media.

Mr. McKay stated that the Museum has extended invitations to various individuals in the past and was not able to secure their participation. He commented that the Museum would like to bring in a well-known individual who can really tell a story to challenge the community to be excellent leaders.

Vice Chairperson Wiggins stated that the event is scheduled for sometime in May, taking into consideration the Prayer Breakfast as another main event occurring that month. She noted that the actual date is flexible based on the speaker's availability.

Mr. McKay commented that weekends are avoided as the Calf Barn is heavily scheduled. He noted that a Wednesday or Thursday evening usually works best.

Vice Chairperson Wiggins commented that the Museum Members' holiday event is coming up on December 9th. She encouraged Board Members to attend. She added that she would encourage Board members to consider a museum membership as a great gift for teachers, neighbors, grandparents, or anyone else. She stated that museum membership is a very easy way to help expose other people in the community to what the Museum does.

Mr. McKay commented that right now the Museum has 290 to 300 members. He stated that growth of membership is key.

Ms. Morita suggested that she could display a membership flyer during a Council meeting. She commented that the meeting is broadcast over and over again, allowing for more exposure. She requested that a suitable flyer be sent to her so she could display it during the December 5th meeting, noting that this is a date where many holiday shoppers are nearing completion of their gift purchases. She added that Ms. Willett would be able to ensure that the information be included on the City's website and on social media.

Mr. Elwert commented that he would encourage everyone on the Board to secure five new members.

Mr. McKay added that the Museum's donors typically start out at the member level, and move up to contribute to the annual appeal, and then to the capital campaign.

ANY OTHER BUSINESS

Upcoming events:

Mr. McKay noted the following:

- Santa's Visit on Saturday, December 3rd is very popular, running from 9:00 a.m. to 4:00 p.m. Three of the hours are already sold out.
- The Members and Donors Night is set for December 9th from 7:00 p.m. to 9:00 p.m..
- The Old Fashioned Christmas will be on Saturday, December 17th, from 1:00 p.m. to 4:00 p.m. All of the buildings will be open and there will be dramatic presentations, singing and dancing.
- Setup begins for the train show this coming Monday. The Calf Barn will host its last wedding of the year this coming weekend.

He stated that the Calf Barn has brought many people to the site to enjoy the Museum and its beautiful park setting. He commented that everyone has a story, whether they visited the Museum for their senior pictures, a wedding, anniversary, birthday party, or other event. He noted that the Museum wants to tell its own stories in a positive way and would like to have new exhibits ready for public viewing in March, 2017.

***Mr. Elwert** explained that a class project for Oakland University for an MBA-level class is to analyze the Museum's registration system to identify areas that can save staff time. He commented that oftentimes the time spent by a staff member securing a rental includes several hours with a bride, bride's mother, or other individuals, prior to a decision being made to book the facility. He mentioned that the Mayor's media staff are going to be working on developing video tours that will go in depth to try to answer some of the questions that take staff time.*

***Mr. McKay** commented that this is something that the Museum staff did not have to worry about two years ago; however, the increasing popularity of the venue has resulted in the majority of the phone calls coming into the Museum being inquiries of the Calf Barn's availability for weddings. He noted that anything that can help get the information out quicker and hopefully lead to faster decisions will help.*

***Mr. Elwert** noted that every staff member has had significant involvement at some level with the registration process, and he stated that as the Parks Department, including the Museum, goes through its strategic planning process, there will be ways sought to manage this involvement.*

***Mr. McKay** expressed his appreciation to the Board Members for their participation on the Board this year, and for their efforts in attending these early meetings and many events, and providing the support to push and drive staff with their ideas.*

NEXT MEETING DATE

- Friday, February 17, 2017 - 7:30 a.m.

ADJOURNMENT

There being no further business to discuss, Chairperson Mallon adjourned the meeting at 8:24 a.m.

Minutes prepared by Mary Jo Pachla.

Minutes were approved as presented/amended at the _____ [year] Regular [Committee] Meeting.

James Mallon, Chairperson