



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: *To enhance understanding of the past through interpreting, preserving and collecting the history of the greater Rochester area for present and future generations.*

Friday, February 15, 2019

7:30 AM

Rochester Hills Museum at Van Hoosen
Farm - Dairy Barn

CALL TO ORDER

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

ROLL CALL

Present 9 - Bryan Barnett, Steven Fite, James Mallon, Stephanie Morita, Vern Pixley, Katharine Rogers, Heather Sellick, Joe Snyder and Suzanne Wiggins

Others Present:

*Pat McKay, Museum Manager
Michele Dunham, Museum Program Coordinator
Maria Willett, Chief Assistant to the Mayor*

PUBLIC COMMENT

None.

APPROVAL OF MINUTES

2019-0066 Approval of Minutes - November 16, 2018

Attachments: [111618 Museum Foundation Draft Minutes.pdf](#)
[Minutes resolution.pdf](#)

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

Aye 9 - Barnett, Fite, Mallon, Morita, Pixley, Rogers, Heather Sellick, Snyder and Wiggins

Resolved, that the Rochester Hills Museum Foundation hereby approves the minutes of their November 16, 2018 Regular Meeting as presented.

ELECTION OF OFFICERS

2019-0067 Nomination and Election of Chairperson for 2019

Attachments: [Chairperson resolution.pdf](#)

Chairperson Mallon opened the floor for nominations.

Vice Chairperson Wiggins nominated James Mallon to continue as Chairperson.

Seeing no further nominations, **Chairperson Mallon** closed the floor for nominations.

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

Aye 9 - Barnett, Fite, Mallon, Morita, Pixley, Rogers, Heather Sellick, Snyder and Wiggins

Resolved, that the Rochester Hills Museum Foundation appoints James Mallon as Chairperson for 2019.

2019-0068 Nomination and Election of Vice Chairperson for 2019

Attachments: [Vice Chairperson resolution.pdf](#)

Chairperson Mallon opened the floor for nominations.

Chairperson Mallon nominated Suzanne Wiggins to continue as Vice Chairperson.

Seeing no further nominations, **Chairperson Mallon** closed the floor for nominations.

A motion was made by Mallon, seconded by Rogers, that this matter be Approved. The motion carried by the following vote:

Aye 9 - Barnett, Fite, Mallon, Morita, Pixley, Rogers, Heather Sellick, Snyder and Wiggins

Resolved, that the Rochester Hills Museum Foundation appoints Suzanne Wiggins as Vice Chairperson for 2019.

2019-0069 Nomination and Election of Secretary for 2019

Attachments: [Secretary resolution.pdf](#)

Chairperson Mallon opened the floor for nominations.

Chairperson Mallon nominated Katharine Rogers to continue as Secretary.

Seeing no further nominations, **Chairperson Mallon** closed the floor for nominations.

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

Aye 9 - Barnett, Fite, Mallon, Morita, Pixley, Rogers, Heather Sellick, Snyder and Wiggins

Resolved, that the Rochester Hills Museum Foundation appoints Katharine Rogers as Secretary for 2019.

MUSEUM UPDATE

Pat McKay, Museum Manager, reported that the construction in the Dairy Barn has started now that the extremely busy holiday season is over. The museum store and log cabin room are being removed, electrical plugs will be relocated, and exhibits will begin arriving the week of April 29. He noted that it was decided in November to fund the Native American and Early Settler exhibit, and he reported that the contract was signed yesterday for that exhibit which is expected to take ten months to construct. He noted that this will make it challenging to plan a date for the grand opening.

He explained that the building was designed in 1927 with no center supports; however, walls added for the conference and adjacent rooms have become structural support for the HVAC system located in the attic. Shelving and decking in the attic that was added for storage has been removed. He stated that it was determined that an analysis will be requested from the City's on-call structural engineers to determine whether additional structural support will be needed.

Mr. Snyder questioned where the items that were stored in that space have been relocated.

Mr. McKay responded that it has been a challenge. Some artifact-related items will be stored at the DPS facility, pop-up exhibits will be relocated, and every single building will need to be reorganized to accommodate more storage. He pointed out that the weather has made it difficult to move these items in an open pickup truck, and available manpower to do so has presented a challenge as well.

He explained that the Museum is traditionally closed in January and February; however, he is not certain that it will be ready to reopen for March 1. He stated that an exhibit on Women in World War I from the American Medical Women's Association will be on display in the Calf Barn during March's Women's History Month.

He mentioned that the Museum is collaborating with a number of organizations for its 40th birthday programs, including the Rochester-Avon Historical Society, Rochester Historical Commission, Rochester Hills Public Library, Neighborhood House, American Medical Women's Association, Michigan State University, University of Michigan, and Rochester College.

Michele Dunham reported that the Museum is seeing high attendance at the Friday February Film Festival showings. She mentioned that the Museum will welcome Jamon Jordan on February 28 to speak about the Underground Railroad during Black History Month. March is Women's History Month, and the Museum will also feature the Cabin Feature Lecture Series.

EQUIPMENT BARN

Mr. McKay expressed his appreciation to Council Member Morita for her support as the Museum went before Council on Monday for approval to engage architect Jackie Hoist to update costs for the Equipment Barn. He mentioned that permitting will need to go through the City of Rochester's Zoning Board of Appeals and their Planning Commission as the structure will be in the road right-of-way. He commented that it is hoped to begin construction in 2020. He mentioned that unallocated funds in excess of \$100,000 at the Community Foundation were diverted toward the exhibit project, and the Equipment Barn funding is short by approximately \$111,000 and fund raising will still be needed.

Vice Chairperson Wiggins noted that she, Mr. McKay and Chairperson Mallon met last week to discuss fund raising and hoped to have a fund raising plan to present at the next Board meeting. She commented that the City has been very generous with funding for this project and stated that the rest must come from private support from the community. She hoped that the Foundation Board would take the lead in raising these needed funds.

Mr. McKay stated that updated numbers should be available for presentation at the next Board meeting.

BUILDING IMPROVEMENTS

Mr. McKay reported that the window shades have been installed in the Farmhouse to protect all contents and interior finishes from damage from sunlight. He mentioned that the shades are to National Park Service specifications and are the same as are installed in Abraham Lincoln's house. He pointed out that the project was privately funded.

BROOMFIELD LEADERSHIP EVENT

Mr. McKay announced that the Broomfield Leadership Event is slated for Tuesday, May 21, 2019.

Maria Willett noted that the event will feature Tony Michaels, President and CEO of the Detroit Parade Company, and Tom Wilson, CEO of Olympia Entertainment. She noted that a special private VIP reception will be scheduled before the lecture will be held in the Calf Barn.

Mr. McKay noted that the Museum has not charged for the event in previous years; however, it had been discussed to charge \$40, making it a fund raising event. He requested the Board's feedback, noting that the goal would be for 150 attendees and to connect the fee to the Museum's 40th Anniversary this year.

Vice Chairperson Wiggins stated that this is a great opportunity for the Board members to serve by not only attending the event but spreading the news and inviting guests. She asked Board members to bring at least one additional

person to support the Museum and to attend the presentation on leadership and how it can impact the community.

Mayor Barnett stated that both individuals live nearby, and will present their involvement in the story of the rebirth of the City of Detroit. He noted that Mr. Michaels is involved in the America's Thanksgiving Day Parade, the Woodward Dream Cruise, and the Detroit Fireworks, and he stated that it is a unique mix of two individuals who have an appreciation for the Museum and a great perspective on the region. He noted that the presentation will have some visuals and behind the scenes stories about what is happening in Detroit and how it impacts this area, and mentioned that there has already been media interest in the event.

Discussion ensued regarding a ticket price of \$40 to attend. It was noted that attendees will hear two speakers, food will be provided, and the Museum will have a chance to talk about the new exhibits and the Equipment Barn.

Mayor Barnett stated that there will be a ticketed component, a sponsorship as in the past for a VIP experience, and the opportunity for a passionate discussion at the end for engagement of the attendees. He commented that this will be one of the stronger opportunities to raise funds throughout the year. He pointed out that the speakers are not charging for the event.

Mr. McKay noted that the event brings relevancy to the Museum as it will highlight current leadership making impacts in their community.

Vice Chairperson Wiggins stated that the event will be promoted at the Friday Night events and at events in March and April.

Mr. McKay noted that the next Board meeting will be right before the event.

BRAINSTORMING AND DISCUSSION

Mr. McKay requested the Board discuss what the Museum should be doing to attract new families and neighbors.

Vice Chairperson Wiggins stated that the Museum's programming and how it serves the community is fabulous. She noted that every single nonprofit strives to expand its reach to new individuals who are not aware of what it can offer.

Ms. Rogers suggested approaching organizations outside of Rochester Hills to promote the rooms available for meetings and events.

Mr. McKay noted that the Natural Resources Division held a Reptile Roundup which brought a new large crowd that perhaps would not have come to a history museum.

Dr. Sellick questioned whether business membership numbers were increasing, and suggested an intensive outreach to businesses which could have a trickle-down effect.

Mr. McKay responded that the business membership numbers have been the same for a very long time. He mentioned that the Museum has begun presenting business members with a certificate to show that they are a proud business supporter. He commented that the Museum has the capability of reaching out to businesses through the Chamber of Commerce.

Dr. Sellick suggested reaching out to the Downtown Development Authority.

Mr. McKay responded that the Museum has good participation with the Scarecrows downtown, and mentioned that approximately two-thirds of the participants for what has become a marketing tool are downtown businesses. He suggested that the newsletter could have a larger page to feature its sponsors.

Mayor Barnett noted that Ms. Willett has an idea regarding engaging youth and new families moving in. He commented that his office is creating a list of the new families moving in and suggested sending a letter to introduce them to the Museum and inviting them to contribute.

Dr. Sellick questioned how many businesses are in Rochester Hills, and suggested that this is a target area.

Mayor Barnett noted that this is a very generous community, and people are constantly contributing to things. He stated that the City has been successful in grants and donations for Innovation Hills, raising \$1.7 million in the past seven months. He noted that it remains a challenge how to get people to connect with the Museum and hoped that the Board can help make that connection.

Ms. Willett explained the idea of creating a young leaders' circle to cultivate the next generation to engage with the Museum, noting that the Detroit Institute of Arts and the Detroit Symphony Orchestra have similar programs. She stated that many people 21 to 30 years of age want to be engaged but do not know how. She suggested that a group such as this can learn more about the Museum and share that information with the rest of the community.

Mayor Barnett mentioned that the Chamber of Commerce has a young professionals group consisting of small business owners launching their careers, starting families, and putting down roots. He stated that this would be a great place to begin focus, and he suggested that perhaps there would be a way to capture that group and build lifelong members.

Council Member Morita mentioned that after a review of fund raising activities, the Older Persons' Commission opted to not have a Gala this year as it found it did not make large amounts of money on the event. She explained that the business sponsors of the Gala have been encouraged instead to sponsor individual events. She mentioned that the OPC has a contract with an individual whose only job is to go out and act as a professional fund raiser to approach businesses and gain sponsorships for events.

Vice Chairperson Wiggins commented that there is much staff time and overhead involved in staging fund raising events. She noted that it is difficult for Mr. McKay to do everything he needs to do and also to be a full-time fund raiser for the Museum. She stated that the Foundation Board was assembled to be the fund raising arm of the Museum and suggested that offering a sponsorship of an event or a promotion of sponsorship on social media would help. She urged that members to pass on information on potential sponsors to Mr. McKay.

Council Member Morita suggested hiring someone to fund raise and commented that Council should lend support knowing that their cost would be covered by the funds they raised.

Mayor Barnett noted that the OPC has a strong built-in community connection with its volume of seniors coming in each day and network of natural support, and stated that the fund raisers the City has dealt with eventually looked to the City to generate leads. He suggested that the Board's key fund raising component is designed to help connect with people. He thanked each Board member for their help in connecting with people and personally advancing the mission of the Museum.

Mr. McKay stated that the Museum is proud that every major event has financial sponsors.

Dr. Sellick questioned whether the Museum board has a Youth Council liaison.

Mayor Barnett responded that appointing someone available to attend a 7:30 a.m. meeting would be difficult.

Council Member Morita suggested that a Youth Council member could participate in Museum events.

Mayor Barnett commented that a Museum event could gain a new young audience by the way it is presented to the public. He stated that, for instance, an event on communication in the late 1890s could be presented with a current spin, relating communication then to the online communication avenues of today. He noted that there are many young professionals in Rochester Hills that are looking to grow in leadership avenues, and he expressed his thanks to Ms. Willett for taking the lead to suggest their involvement.

ANY OTHER BUSINESS

Mr. McKay mentioned that he gave each Board member a number of blank notes, along with an article to read. He noted that he attended a conference in Kansas City last fall which presented the idea that every donor should be contacted six times. He requested that the Board members pen a brief note thanking those on their list for their support of the Museum. He commented that the Community Foundation acknowledges gifts over \$75; however, they do not acknowledge lesser gifts. He suggested that he would be asking the Board members to write these brief notes while at or just after the Board meetings.

NEXT MEETING DATE

- Friday, May 17, 2019 - 7:30 a.m.

ADJOURNMENT

There being no further business to discuss, Chairperson Mallon adjourned the meeting at 8:47 a.m.

Minutes prepared by Mary Jo Pachla.

Minutes were approved as presented/amended at the May 17, 2019 Regular Museum Foundation Board Meeting.

James Mallon, Chairperson