



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, May 17, 2019

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 7:36 a.m., Michigan Time.

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:

*Pat McKay, Museum Manager
Ken Elwert, Director of Parks and Natural Resources
Michele Dunham, Museum Program Coordinator*

Dr. Sellick entered at 7:40 a.m.

PUBLIC COMMENT

None.

APPROVAL OF MINUTES

2019-0222 Approval of Minutes - Rochester Hills Museum Foundation Meeting - February 15, 2019

Attachments: [021519 Draft Museum Foundation Minutes.pdf](#)
[Minutes Resolution.pdf](#)

A motion was made by Wiggins, seconded by Morita, 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 Sellick

Resolved, that the Rochester Hills Museum Foundation Board approves the minutes of the Regular Meeting held February 15, 2019 as presented.

Dr. Sellick entered at 7:40 a.m.

Present 7 - Steven Fite, James Mallon, Stephanie Morita, Katharine Rogers, Heather Sellick, Joe Snyder and Suzanne Wiggins

Absent 2 - Bryan Barnett and Vern Pixley

MUSEUM UPDATE

Pat McKay gave a Museum Update, noting the following:

- The Museum hosted a memorial service in honor of the late former Congressman William S. Broomfield on April 29, 2019. The service was well-attended by representatives of a number of elected officials, and the Broomfield family was pleased. After Congressman Broomfield's death in February, a memorial service was held in Maryland prior to the service here at the Museum.
- The Museum hosted a large tour from the Saginaw area. The group spent the day at the Museum and enjoyed a catered lunch, and then attended a play at Meadow Brook Theatre.
- Members of the Adams High School Lacrosse Team did their annual garden cleanup at the Museum.
- The Museum hosted the Rochester Community Schools Art Show. Both buildings were utilized for the Monday through Thursday show, which was highly attended.

Council Member Morita questioned whether the Museum received any revenue from hosting the event. She suggested that the Museum might be able to charge for parking.

Mr. McKay noted that many individuals visited that had not been to the Museum before. He mentioned that charging for parking would result in traffic backups. He stated that one of the art teachers involved brought a middle school class to the Museum for a paid-program which will result in an art project for their school. He commented that it has been difficult to engage middle school students.

Mr. Elwert stated that the district has asked to come back for a future show, and negotiations have started regarding a fee. He commented that the staff time required is being considered.

Mr. McKay reported that the exhibits arrived the following Monday after the Broomfield memorial event, culminating in an opening for the exhibits last Friday evening. A good crowd attended the presentation, and moved on to view the new exhibits.

He stated that the component regarding the area's diversity and the American Indians planned for the silo will begin next week, and staff will begin meeting with the exhibit designers to review what will be included. That exhibit is scheduled for completion in November, 2019.

Council Member Morita noted that as Council Liaison to the Mayor's Committee on Diversity, Equity and Inclusion, she will report back to the Committee.

Mr. McKay reported that engineers were engaged to review the roof structure in the Dairy Barn. He noted that storage and equipment that had been located in the attic have been removed. He commented that recommendations by three of the four engineering firms that had been up in the attic were received and were varied, but noted that work was required. He commented that they were waiting for the fourth firm to return their recommendation. He stated that this is not a budgeted item. He noted that while there is no danger of catastrophic collapse, the concerns resulted in an emergency wall being built to stay in place until the analysis is complete.

Discussion ensued regarding the installation of security cameras throughout the Museum grounds to protect the Museum's many assets.

Mr. McKay noted that Webber Security is expected to respond with prices that can be used for budget purposes in the 2020 Budget.

Mr. Elwert commented that he and Mr. McKay have been discussing security and the significant displays that the Museum has. He noted that parties in the Calf Barn and around the grounds area are relatively unsupervised as well where the cameras could be warranted.

Mr. McKay commented that there is currently one camera inside the Calf Barn that staff can use to determine whether a party is breaking up; however, it does not record. He added that cameras can be beneficial for risk management as well. He commented that determining whether a camera installation could be phased in over the course of a couple of years was being explored.

BROOMFIELD LEADERSHIP EVENT

Mr. McKay noted that the Broomfield family had some travel issues at the last minute and would not have been able to attend the event. Furthermore, ticket sales were sluggish. He commented that the event experienced the same scenario with tickets sales for the last three years in a row. He noted that the date had been moved from fall to spring as well; and even though excellent speakers have been secured, it is a struggle to gain attendance.

Vice Chairperson Wiggins suggested that choosing a date to lock in for each year would allow for advertising ahead of securing a speaker. She commented that without a firm date it is hard to give the event the marketing push that it needs.

Discussion ensued regarding selecting a date in November.

Mr. Elwert commented that after a three-year struggle, it is perhaps time to re-evaluate the purpose of the event and whether it should be retooled to make it better.

Dr. Sellick noted that many of the targeted individuals for an event such as this are of an age that they do not have knowledge of Congressman Broomfield and how his actions affected people in the area. She commented that there is a disconnect between the leadership event and who he was.

The Board briefly discussed Congressman Broomfield's archival papers. It was mentioned that the Museum may wish to work in concert with Oakland University, Michigan State, or another organization better-equipped to be a repository of his collection.

Vice Chairperson Wiggins reminded the Board that a motion was passed by the Board a few years ago agreeing to take on responsibility for the Broomfield Leadership Event. She stated that she wanted to ensure that the Museum staff was not devoting more time than it should to making that event a success.

Council Member Morita stated that the date should be set a minimum of five months ahead of time. She suggested that the name be retooled to make it more engaging to those individuals in and aspiring to leadership positions. She commented that if the Board is looking to expand the audience it might consider a less specific title for the event, such as the Broomfield Speaker Series. She suggested that Mondays, Tuesdays, and Thursdays should be avoided if Council's support is needed, as those nights are often devoted to other meetings.

Dr. Fite suggested that affiliating with the business school at Oakland University could provide additional exposure and may yield inroads to getting speakers.

Vice Chairperson Wiggins suggested that any other Board members who wanted to join with herself, Dr. Sellick, and Chairperson Mallon to discuss possible speakers and the details of putting the event together should let them know.

EQUIPMENT BARN

Mr. McKay stated that the Board members were provided with updated estimates for the Equipment Barn from the Museum's architect, and noted that prices have gone up by almost six figures. He noted that the Museum will have to go through two meetings of the Rochester Planning Commission, one in August and one in September, to gain approval. He explained that constructing the Equipment Barn in the road right-of-way on its exact footprint will require their approval. He commented that architect Jackie Hoist will be at a meeting this coming Tuesday and the discussion will include whether there are ways to phase in the project similar to the Calf Barn.

Council Member Morita suggested that a line item be included for security cameras. She stated that cameras should be included during the initial construction rather than retrofit at a later date. She noted that once approval is granted, the Equipment Barn construction must commence within one year as that is dictated by Rochester's Planning Commission approval process.

Mr. McKay explained that the project would be bid out in the wintertime, for construction in 2020.

Vice Chairperson Wiggins commented that when the community knows the timeline and the goal, it helps bring money in faster.

Discussion ensued whether the City would be willing to contribute more than a 75 percent share.

Council Member Morita commented that her personal position is that the Equipment Barn is more of a necessity than an extra, and Council might be amenable to moving some General Fund dollars toward a project that is a necessity and taking it from something seen as an extra. She noted that Council will be changing in the next few months with the upcoming election, and suggested that adequate funding be placed into the budget as a placeholder now while the support of Council might be known. She questioned whether grant funding might be sought.

Vice Chairperson Wiggins suggested that a Michigan Council for Arts and Cultural Affairs Capital Improvement Grant might be sought.

BRAINSTORMING AND DISCUSSION

Mr. McKay stated that the Museum strives to redefine what the word "museum" means, noting that it is multi-sensory with lots of different activities. He questioned what the Board's input would be on the direction the Museum is taking. He stated that its priorities are to first take care of its buildings, second to do educational programs and community engagement events, and third to maintain community archives.

Vice Chairperson Wiggins suggested that as the Museum already provides so many wonderful programs, it should focus on quality not quantity. She commented that the Museum should not do new and different things, but should perfect what it has and let the Board channel its energy toward getting the Equipment Barn. She stated that once new buildings are open and can be interpreted, that is the time that the Museum should be asked to create new things.

The Board discussed that the quality of the programs is very good.

Mr. McKay noted that the Museum has big crowds for every lecture and had great attendance for the film series and other events. He commented that prom nights bring many young adults to the Museum grounds.

Council Member Morita suggested that the Museum could gain revenue by charging visitors to the grounds for parking.

Mr. Elwert commented that the primary mission for the Department is to build connections, and he stated that a huge connection is built when people come to the grounds. He stated that if the Museum were to start charging for parking or accessing the grounds, people would just go elsewhere.

It was suggested that a parking donation box be placed with an easel noting the desire to raise funds for the Equipment Barn.

ANY OTHER BUSINESS

None.

NEXT MEETING DATE

- Friday, August 16, 2019 - 7:30 a.m.

ADJOURNMENT

There being no further business to discuss, Chairperson Mallon adjourned the meeting at 8:40 a.m.

Minutes prepared by Mary Jo Pachla.

Minutes were approved as presented at the August 16, 2019 Rochester Hills Museum Foundation Meeting.

James Mallon, Chairperson