



# 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, February 17, 2017

7:30 AM

Rochester Hills Museum at  
Van Hoosen Farm - Dairy Barn

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### CALL TO ORDER

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

### ROLL CALL

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

**Absent** 3 - Vern Pixley, Katharine Rogers and Joe Snyder

### Others Present:

*Michele Dunham, Education and Program Coordinator  
Ken Elwert, Director of Parks and Forestry  
Samantha Lawrence, Museum Staff Assistant  
Pat McKay, Museum Manager  
Maria Willett, Special Assistant to the Mayor*

### PUBLIC COMMENT

*None.*

### CHAIRPERSON'S COMMENTS

*Chairperson Mallon had nothing to report.*

## APPROVAL OF MINUTES

2017-0050 Approval of Minutes - November 18, 2016 Rochester Hills Museum Foundation Meeting

Attachments: [111816 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** 6 - Barnett, Fite, Mallon, Morita, Heather Sellick and Wiggins

**Absent** 3 - Pixley, Rogers and Snyder

**Resolved**, that the Minutes of the November 18, 2016 Rochester Hills Museum Foundation Meeting are approved as presented.

## MUSEUM UPDATE

*- Digitizing Newspapers Project / PastPerfect Online Update*

**Pat McKay**, Museum Manager, introduced Samantha Lawrence, Museum Staff Assistant, and stated that she would be updating the Foundation Board on the digitizing of the Museum's newspaper collection and its availability on the web. He explained that the archives are available through the Oakland County Historical Resources and hosted on the Orion Township Public Library server at a cost of \$10 per year for an annual membership for the Museum. He noted that while the originals are going to be kept, many of the papers are brittle and falling apart as they are handled. The papers and microfilm are stored off-site in the DPS Facility.

**Ms. Lawrence** displayed the web page and demonstrated how the archives could be searched. She noted that the Rochester Era is currently online from 1873 to 1949; and the Clarion and Observer/Eccentric are being digitized from 1950 to early 2000.

**Mr. McKay** mentioned that when the Clarion and Observer/Eccentric was going out of business, they donated bins of microfilm to the Museum. The microfilm is being scanned for digitizing by the City's vendor, DocuStore.

He noted that the Museum's collections are also online, through the PastPerfect Online collection management software. He explained that Ms. Lawrence is responsible for ensuring that everything is entered into the PastPerfect system, and she is currently working on the backlog of items that had not been previously catalogued.

**Ms. Lawrence** demonstrated the PastPerfect software. She stated that the archive is best accessed through a link on the Museum's website.

**Ms. Morita** commented that it would be great to show the archival searches at the beginning of a City Council Meeting.

**Mayor Barnett** stated that the archives could be highlighted along with the promotion of the top stories of the last 200 years as a part of the area's Bicentennial Celebration that the City will be participating in along with the City of Rochester.

**Ms. Morita** suggested that perhaps the City's Media Team could develop a five-minute infomercial on how to search the website that could be shown at the beginning of a Council Meeting and would run over and over on the City's cable channel.

**Mr. McKay** commented that perhaps an "artifact of the month" or a "Throwback Thursday" item might be of interest.

He mentioned that Crittenton Hospital donated historical records to the Museum approximately six months ago. He noted that the Hospital is celebrating its 50th anniversary this year; and he stated that they have been out to the Museum to search their archives.

He commented that a Wayne State student studying archive administration is coming on board to help, and he noted that Ms. Lawrence came to the Museum through the same program. In addition, Rochester High School students and other volunteers have helped.

- Exhibit Designer Update

**Mr. McKay** reported that bids for exhibit design are currently being sought, with bids due next Wednesday. He mentioned that current plans are to transition the museum store to a smaller space and the lobby area and silo are being reviewed. He noted that at some point the Equipment Barn will be completed and would be open to the public.

- Bicentennial Programming

**Mr. McKay** stated that Michele Dunham, Education and Program Coordinator, has been working with the Rochester Downtown Development Authority on Bicentennial activities.

**Ms. Dunham** updated the Board on planned Bicentennial activities, including the following:

- Founder's Day set for March 12, 2017, hosted at the Museum's Calf Barn from 2:00 p.m. to 4:00 p.m. She noted that the PBS show *Under the Radar's* host, Tom Daldin, and his wife, Rochester's Mayor Cathy Daldin will be a part of the Founder's Day program. She explained that the Museum's Bicentennial exhibits will be unveiled at the event, and inductees to Rochester Hills' Hall of Fame will be announced.
- Rochester's Heritage Days will run this year on May 20-21, 2017 at the Rochester Municipal Park. The Grangers Baseball Club will be playing a game as a part of the Heritage Days activities.
- Barn Dance in the Calf Barn on June 23, 2017, from 7:00 p.m. to 11:00 p.m. This will be a fundraiser for the Bicentennial Committee and for the Equipment Barn.
- Homecoming in the Rochester Municipal Park on August 12, 2017, from 12:00 noon to 10:00 p.m.

- *Toasts with Ghosts, October 28, 2017, an evening Halloween program for adults. Times will be announced.*

*She noted that a walking tour of Main Street will feature costumed interpreters re-enacting stories of the past. Dates for those events will be forthcoming.*

*She stated that the Museum is part of Smart Towns, a brand new program provided by a committee launched including Oakland University, Meadow Brook Hall, Rochester College and the Rochester Hills Public Library that will be listed on a website page that is now up and running.*

**Mr. McKay** explained that each year a theme will be selected and the various organizations will be providing programming along the theme. This year the "Gilded Age" is selected. He commented that this is a great opportunity to sit in the same room with the various organizations and talk about joint programming.

## DEVELOPMENT COMMITTEE REPORT

- Equipment Barn Fundraising Strategy
- Community Foundation Fund Update

**Mr. McKay** stated that the Equipment Barn is funded in the City's Capital Improvement Program for 2018. He noted that the project may be able to be pulled ahead earlier if the Museum can pull together its funding match. He commented that while the PBS movie premiere event helped raise some funding, it is hoped that more funding can be obtained to allow the Museum to begin the process of getting an architect involved and obtaining permits.

He mentioned that the Purchasing Division has been encountering difficulties in encouraging bidders on the City's smaller projects, and he noted that the Equipment Barn is not considered a large project that would attract bidders.

**Vice Chairperson Suzanne Wiggins** reported that the Development Committee met a couple of times since January. She expressed her appreciation to the Board members for attending the Board meetings and Museum events. She noted that everyone's ability to help is different, and she would encourage members to consider ways that they can promote the Museum. She suggested that individual small groups of contacts could be given personal tours of the Museum, events could be held, or other ways of involvement could help build new relationships with the Museum to encourage individuals to become donors.

**Mr. McKay** commented that \$22,000 is dedicated for the Equipment Barn; and \$82,000 is still needed.

**Vice Chairperson Wiggins** stated that there is much capacity in the community, and the Committee discussed how the Board could approach individuals who already have a relationship with the Museum to ask for donations, along with contacting others who know about the Museum but perhaps do not have a relationship. She stated that a prospect list would be distributed where Museum

*Board Members could add some information about individuals on the list that might help the Committee in encouraging donations and help develop a relationship with the Museum. She commented that part of the strategy of requesting donations is knowing what amount to ask for, and background information is critical.*

**Mayor Barnett** stated that the purpose of the Museum Foundation Board is to try to extend the City's reach into different circles of influence. He noted that the City is challenged with raising money for various things that people have a passion for, such as parks and fireworks. He questioned if there would be a way to identify the Equipment Barn with something significant relative to Bertha Van Hoosen, and he noted that this could be a thread to tell a story that would encourage donors.

**Vice Chairperson Wiggins** mentioned that the Committee discussed the connection that the Museum has to the American Medical Women's Association and the possibility of creating a fund to help continue the interpretation of Bertha Van Hoosen's life and her relationship to the medical field for women. She stated that it could bring funds into the Museum from all over the country from female doctors and others interested in the medical field.

**Ms. Morita** suggested renaming the Equipment Barn might attract someone to donate to causes that celebrate women in history. She stated that the story might get a donor's attention and make them more inclined to donate.

**Vice Chairperson Wiggins** suggested that donations could be made a part of a bigger project, highlighting the strategic plan of the entire farm. She noted that there could be a way for a donor to be identified with a particular portion of the farm.

**Mayor Barnett** stated that the goal is to get the story of the farm in front of people to raise interest.

**Ms. Willett** suggested that artifacts could be sponsored as well.

**Vice Chairperson Wiggins** noted that these are all good brainstorming ideas. She suggested that anyone thinking of additional things to pass along could send a quick email to Mr. McKay or a Committee member to pass these ideas along.

## **BROOMFIELD CENTER FOR LEADERSHIP PROGRAM Review**

**Mr. McKay** reported that the Broomfield Leadership event will be taking place before the next scheduled Board Meeting, and noted that efforts to secure a speaker are moving forward. He stated that the Museum has reached out to Michigan State University's President as a possible speaker, who might talk about leadership and some of the things internationally that she has been involved in. He noted that if she is not able to speak, there is a list of names of others who could be approached. He commented that it is a challenge as only one invitation can be extended at a time. He stated that optimistically this event can be done in the spring; however, if a speaker isn't available, the event could be moved to the fall.

*Dr. Sellick questioned the status of the Broomfield Archives.*

*Mr. McKay responded that while the Museum knows that the archives are coming, there has been no official commitment on paper. He pointed out that the family has given a substantial amount of money to the Museum over the years, with much of the donated funding aimed toward the Calf Barn, the PBS movie, and other capital projects. He commented that the archives would give the Museum an exciting opportunity to tell the story; however, staff knows that it will entail much work. He explained that other congressional archives have served as a model of what our Museum might be able to do.*

*Mayor Barnett noted that he attended the dedication of Mike Rogers' Congressional Papers housed at Oakland University, and suggested that they be looked at for an example. He stated that his 12-years in Congress are represented in one room at the Kresge Library. He commented that a display case with rotating contents could be located in the Calf Barn.*

*He stated that the direction that the Calf Barn has taken has allowed many more people in the community to be exposed to the Museum. He noted that revenue and attendance are up, and many more new people have a connection to the Museum from events that they have attended.*

## APPOINTMENT OF OFFICERS FOR 2017

2017-0051 Nomination and Election of Chairperson for 2017

Attachments: [Chairperson resolution.pdf](#)

*Vice Chairperson Suzanne Wiggins nominated James Mallon to continue as Chairperson for 2017. She stated that he has done an outstanding job.*

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

**Aye** 6 - Barnett, Fite, Mallon, Morita, Heather Sellick and Wiggins

**Absent** 3 - Pixley, Rogers and Snyder

**Resolved**, that the Rochester Hills Museum Foundation appoints James Mallon as Chairperson for 2017.

2017-0052 Nomination and Election of Vice Chairperson for 2017

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

*Vice Chairperson Suzanne Wiggins stated that she would be willing to serve as Vice Chairperson for 2017.*

*Dr. Sellick stated that Vice Chairperson Wiggins has been excellent at leadership and keeping the Board on track with funding opportunities.*

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

**Aye** 6 - Barnett, Fite, Mallon, Morita, Heather Sellick and Wiggins

**Absent** 3 - Pixley, Rogers and Snyder

**Resolved**, that the Rochester Hills Museum Foundation appoints Suzanne Wiggins as Vice Chairperson for 2017.

**2017-0053** Nomination and Election of Secretary for 2017

**Attachments:** [Secretary resolution.pdf](#)

**Vice Chairperson Wiggins** nominated Katharine Rogers to continue as Secretary for the Foundation Board for 2017.

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

**Aye** 6 - Barnett, Fite, Mallon, Morita, Heather Sellick and Wiggins

**Absent** 3 - Pixley, Rogers and Snyder

**Resolved**, that the Rochester Hills Museum Foundation appoints Katherine Rogers as Secretary for 2017.

## ANY OTHER BUSINESS

**Mr. McKay** mentioned that a sign was installed in the roundabout at Washington/Tienken/Runyon Roads that was made by Images Unlimited, a Rochester company. He noted that he was asked to look over the placement of the sign in the roundabout, and he commented that the two craftsmen installing the sign told him they had grown up in the area and attended class at the schoolhouse when they were in third grade. He stated that it speaks to the reach that the Museum has in the community.

**Vice Chairperson Wiggins** commented that at the Development Committee Meeting last week, the Committee discussed the possible creation of an advisory committee of young professional individuals that could offer guidance on programming.

## NEXT MEETING DATE

- Regular Meeting, Friday, May 19, 2017 - 7:30 a.m.

## Upcoming Museum events

**Mr. McKay** listed several Friday movie events scheduled for February and March. He commented that there have been good turnout numbers for these events, and the premiere of an upcoming film, The Barn Raisers, is expected to have a great turnout.

## ADJOURNMENT

*There being no further business to discuss, Chairperson Mallon adjourned the meeting at 8:57 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*