



# 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.*

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Friday, November 17, 2017

7:30 AM

Rochester Hills Museum at  
Van Hoosen Farm - Dairy Barn

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### CALL TO ORDER

*Chairperson Mallon called the Rochester Hills Museum Foundation Meeting to order at 7:32 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:

*Bryan Barnett, Mayor (entered at 7:40 a.m.)  
Michele Dunham, Education and Program Coordinator  
Ken Elwert, Director of Parks and Forestry (entered 7:40 a.m.)  
Samantha Lawrence, Museum Archivist  
Pat McKay, Museum Manager  
Joe Snyder, Chief Financial Officer  
Maria Willett, Chief Assistant to the Mayor (entered 7:36 a.m.)*

### PUBLIC COMMENT

*None.*

### APPROVAL OF MINUTES

**2017-0537** Approval of Minutes of the Rochester Hills Museum Foundation Board Meeting of August 18, 2017

**Attachments:** [081817 Museum Foundation Board Meeting Minutes.pdf](#)  
[Resolution.pdf](#)

**A motion was made by Wiggins, seconded by Rogers, 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 18, 2017 are approved as presented.

*Maria Willett entered at 7:36 a.m.*

*Mayor Barnett entered at 7:40 a.m.*

*Ken Elwert entered at 7:40 a.m.*

**Present** 7 - Bryan Barnett, Steven Fite, James Mallon, Stephanie Morita, Katharine Rogers, Joe Snyder and Suzanne Wiggins

**Absent** 2 - Vern Pixley and Heather Sellick

## MUSEUM UPDATE

**Pat McKay**, Museum Manager, presented the Museum Update, noting that the Christmas decorations would be going up this afternoon, and the model train exhibit would be installed for the season next Monday, Tuesday and Wednesday.

- Exhibit Design Update:

**Mr. McKay** reported that Flutter and Wow, the Ann Arbor firm selected to perform exhibit design services, was out at the museum on Thursday, Friday and Saturday of last week going on the Museum tours, talking to stakeholders in the area, and watching how visitors come into the building and use the site. He noted that on Tuesday, November 28, 2017, Flutter and Wow personnel would be meeting with stakeholders from the Rochester-Avon Historical Society, the Rochester Historical Commission and the Rochester Hills Historic Districts Commission, to receive input from these groups as to what types of exhibits they would like to see in the building and what story the Museum should tell. He pointed out that there are two competing ideas for the Museum's focus in its limited space, including telling the Taylor-Van Hoosen Jones story and telling a local history story. He explained that the Museum staff told the consultants that the Museum is focusing on innovation, and is looking toward how technology can be incorporated into the exhibits. He stated that Flutter and Wow would attend the Board's February meeting to make a presentation and consult with Board members on what they would want to see as a part of the exhibit design. He encouraged any Board Members who might be available to attend next Tuesday's meeting to share their input.

**Mr. Snyder** questioned the amount of \$75,000 allocated for the contract work.

**Mr. McKay** responded that the \$75,000 was the project total, which was split into two different phases with approximately \$22,000 needed for design. He noted that after the design was reviewed, a new contract would be negotiated with Flutter and Wow to help oversee construction. He pointed out that membership money has been building up and there will be some extra funds available to put toward the exhibit construction. He commented that he would not venture to guess what the fabrication stage would cost until the design was complete.

- Archive Update:

**Samantha Lawrence** reported that focus is on reorganizing the archive room at the Dairy Barn. She noted that the archive room holds most of the Museum's archival materials including photographs and paper documents, and she commented that there are many items that have not been processed in 15 years. She explained that volunteers are helping with the reorganization and assisting in getting more of the Museum's newspaper collection online. She noted that a Central Michigan University student along with a Rochester High School student have been putting in approximately eight to ten hours per week this semester; and next semester another set of interns will be on site. She stated that the Museum is also receiving a number of requests for reviewing archival materials.

**Mr. McKay** commented that Sarah Van Hoosen Jones did not realize that her own home would become a historical museum someday. He noted that because Bertha graduated from the University of Michigan, many of Bertha's records were donated to U of M, and most of Sarah's records went to Michigan State University where she was on the Board of Trustees. He commented that their archives will help the exhibit designer as well.

**Ms. Lawrence** noted that the Museum plans to develop a collections magazine to be published once a year, along with having its archival material available in different ways. She mentioned the Smithsonian's Museum Live event that the Museum participated in, and explained that the conference room was opened up to the public with archival materials on display. She added that archival material was also brought out for a lecture on fire protection in the community. She stated that panels are also on display at the Rochester Hills Public Library, as well as utilizing the Museum's cases for various exhibits.

She stated that the Museum applied for a grant with the Questers which would replace the roller shades in the farmhouse. She pointed out that use of the roller shades will protect furnishings from sun damage. The shades would be left down except during open hours.

**Mr. McKay** mentioned that the National Park Service leaves the shades drawn all the time at Abraham Lincoln's home in Springfield. He stated that the Museum staff have noticed fading on some of the fabrics inside the building; and he noted that even though the windows have ultraviolet protection, it is not enough to prevent the fading.

He commented that an average of 96 to 100 hours of volunteer help per month is being invested in archive work, and he noted that this conference room is used all day long by researchers.

**Vice Chairperson Wiggins** expressed her appreciation for the staff's hard work.

**Ms. Lawrence** responded that it has been great working with the volunteers as they have been very passionate.

**Mr. McKay** noted that it is not often that volunteers are found who want to move into careers as archivists. He mentioned that with the addition of Jenna Raschke as Museum Events Coordinator, Ms. Lawrence's focus can be fully directed to archives rather than to working at private events.

- Equipment Barn Update:

**Mr. McKay** reported that the Museum received a donation from Morris Place Jr., whose father worked on the farm for 38 years. He commented that his father had many opportunities to leave the farm; however, he stayed as he knew his departure would have negatively affected Sarah Van Hoosen Jones. He mentioned that all five Place children somehow received a full-ride scholarship to Michigan State University, most likely with the influence of Sarah Van Hoosen Jones.

He noted that the equipment barn will be highlighted in the Museum's November-December newsletter. He stated that design most likely will be done and bids taken to determine whether the estimate of costs is accurate. The buildout should take approximately nine months. He commented that fund raising efforts are approximately \$117,000 under what is needed. He mentioned that the Place family stated that the structure was always called the truck garage. He added that more displays will be placed in the Calf Barn for use during the many programs the building hosts during the week. He mentioned that the City's Fire Department used the Calf Barn for their strategic planning, the Building Department hosted a large event in the facility, and Rochester Area Youth Assistance held an event there on Monday morning. He noted that for events such as those it would be good to have panels on display.

Mr. McKay noted that a gentleman who grew up in Midland and now resides in Arizona has approached the Museum about accepting the donation of a 1949 John Deere Model BW tractor. He explained that DPS was approached to determine whether they could maintain the tractor should it need repair, and DPS staff volunteered to store the tractor in their climate-controlled facility. He noted that the tractor is currently located in St. Paul, Minnesota, and is in a warehouse that will be accessible in May. He stated that the donor will be covering all the costs to deliver the tractor to the Museum. He commented that utilizing the tractor to pull wagons will allow the Museum to capture a different feeling. He stated that Sarah Van Hoosen Jones was one of the last farms to switch from horses to tractors, and 1949 was near the time that the farm finally mechanized. He commented that the Museum had a tractor it tried to use to pull the wagon; however, that tractor was not strong enough to pull the wagons up any steep grades.

## **BROOMFIELD CENTER FOR LEADERSHIP EVENT - November 21, 2017**

**Mr. McKay** noted that plans were not yet finalized in August when the Board had its last meeting for the Leadership event. He reported that Paul Glantz will be the featured speaker; and the event, to be held at the Emagine Theater, has about 40 individuals who have purchased tickets to attend. He noted that the theater holds 220, and the goal is to have it at least half full for the event.

**Mayor Barnett** stated that he has been working with Paul Glantz and needs the help of the Board Members to fill the new EMax theater for the special event. He noted that tickets are a very reasonable \$25. He commented that Mr. Glantz should have a decent draw, especially in the prime movie-going age. He pointed out that the film that will be shown after his talk, *Justice League*, is a great family movie.

He mentioned that Ezra Miller, playing *The Flash* in the movie, was one of the actors who shot a film in Rochester Hills several years ago in conjunction with then-Governor Granholm's Michigan-based tax credits. Miller, along with Ellen Barkin, Ellen Burstyn, George Kennedy and Demi Moore filmed in the city, and several of the actors visited City Hall.

He encouraged the Board Members to commit to inviting family members or friends to attend as it will be a fun movie in a unique environment.

**Vice Chairperson Wiggins** reminded the Board that two years ago it was voted and agreed that the Board would take leadership of and champion this particular event. She noted that several Board Members have not committed to participate yet and stated that she would be sending an email reminder to those not in attendance to urge their support.

**Mayor Barnett** noted that Paul Glantz will be talking about entrepreneurship and what it takes to be a leader. He stated that Mr. Glantz has a financial business as well, along with launching a very successful movie business. He explained that as attendees arrive, the screen will feature a half-hour of films about the City and about the Museum; and will inform attendees how they can get involved with the equipment barn. He stated that the Museum will use every minute from the time individuals walk in to try to engage them in the Museum's message, and to find a new and unique way to engage a slightly different audience than it typically sees.

**Mr. McKay** noted that approximately one year ago the PBS movie was unveiled at the Emagine Theater, and he would like to see the momentum keep going. He commented that it is a great way to show the impact that a local history museum can have, as it promotes entrepreneurship, history, and the remarkable leaders and entrepreneurs that the City has today. He commented that the timing worked out perfectly, as the Museum did not want to lose another year not hosting this series. He stated that the Broomfield Family was appreciative that the Museum continues to move forward; however, because of travel obligations for Thanksgiving, they will not be able to attend. He commented that these events have effects on the relationships that the Museum has with its donors that will go way beyond an hour-and-a-half movie.

**Vice President Morita** noted that she would not be able to attend as she is scheduled to attend a Planning Commission meeting that night.

**Mr. McKay** commented that previous announcements for the lecture did not include the movie name, as it was not known at the time; however, he would be

*sending out information today. He pointed out that everything will be going through the Community Foundation with funds allocated toward the equipment barn. He encouraged Board Members to attend to help greet attendees and act as ambassadors at the event.*

## **ANY OTHER BUSINESS**

*Mr. McKay mentioned several upcoming Museum events, reiterating that Flutter and Wow, the museum exhibit design firm, will be at the Museum next Tuesday. He noted that a member volunteer appreciation night will be held on Friday, December 8, 2017, and Board Members are encouraged to attend. He stated that beginning on Monday, the train exhibit will be put together for display during the holidays.*

*He added that the Museum will be open Saturdays and Sundays in December, and perhaps on Wednesday and Thursday after Christmas.*

*He commented that the Pumpkin Festival fell on a very rainy day, and was attended by approximately 650 people. He noted that even though the weather was not favorable, all planned activities took place.*

*He expressed his thanks to the Board Members for their time given to the Museum's efforts. He noted that much has been accomplished thus far. He mentioned that the Board was instrumental in the Museum's acquisition of a generator to prevent any power interruptions from affecting events in the Calf Barn.*

*He noted that since the August Board Meeting, Staff members Michele Dunham and Samantha Lawrence gave presentations at the Michigan Museum Association Conference in Lansing, and many museums the same size as Rochester Hills sent attendees to see how they could do some of the things that this museum is doing, including community collaborations.*

*Mayor Barnett congratulated Stephanie Morita for her successful re-election to City Council for another four years.*

*He reported that the City held an event for its employees and their families at the Museum that was very well attended, with employees participating in hayrides and tours of the grounds and all the buildings.*

*He reiterated that the City needs help with the upcoming Broomfield event next Tuesday as it is striving to introduce the Museum to a different group of people than it typically sees. He encouraged everyone to purchase tickets and spread the word. He noted that VIP ticket holders will be escorted into a separate area where Paul Glantz will be mingling with the attendees prior to the event.*

*Maria Willett commented that the special event that the Museum hosted for employees was absolutely amazing as it allowed the opportunities for many employees who had never visited the Museum to enjoy the facility.*

*Mr. McKay commented that the Broomfield event would be promoted to City staff as well.*

## NEXT MEETING DATE

*Chairperson Mallon noted that the next Museum Board Meeting would be held on Friday, February 16, 2018 - 7:30 a.m.*

## Upcoming Museum Events:

- Broomfield Center for Leadership, Tuesday, November 21
- All Aboard! Model Train Show - November 24-December 30
- Santa's Visit - Saturday, December 2
- Museum Float in Rochester Christmas Parade - Sunday, December 3
- Members and Volunteers Night - Friday, December 8, 7-9 p.m.
- Old Fashioned Christmas - Saturday, December 16, 1-4 p.m.

## ADJOURNMENT

*There being no further business to discuss, Chairperson Mallon adjourned the meeting at 8:23 a.m.*

*Minutes prepared by Mary Jo Pachla, CMMC.*

*Minutes were approved as presented/amended at the February 16, 2018 Regular Rochester Hills Museum Foundation Meeting.*

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*James Mallon, Chairperson*