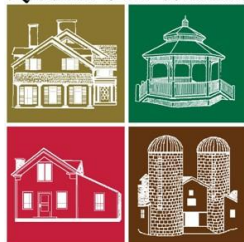


# *The Rochester Hills Museum at Van Hoosen Farm*

*Division Plan  
2026 - 2030*



*Rochester Hills Museum*



*at Van Hoosen Farm*

April, 2026

# Acknowledgements:

## City of Rochester Hills – Mayor

Bryan K. Barnett

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Jason Carlock, Council President  
Theresa Mungioli, Council Vice President  
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## Rochester Hills Museum Foundation Board

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Dr. Heather Sellick, Vice Chair  
Kathie Rogers, Secretary  
Bryan K. Barnett, Mayor  
Diana Mannino, City Council

Dr. Stephen Fite, Member  
Joe Snyder, Chief Financial Officer  
Vern Pixley, Member  
Julie Granthen, Member

## Rochester Hills Museum Young Leaders Circle

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Site Images



# Introduction

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The Rochester Hills Museum at Van Hoosen Farm is a Division of the Parks and Natural Resources Department within the City of Rochester Hills. The Parks and Natural Resource Department has four divisions – Parks, Natural Resources, Grounds, and Museum. This *Division Plan for the Rochester Hills Museum at Van Hoosen Farm, 2026 - 2030* will serve as a five-year plan to guide the Museum operations.

The Rochester Hills Museum at Van Hoosen Farm has a bold vision for the future which will ensure its continued impact in our community for generations to come.

The role of the Rochester Hills Museum has transitioned from preservation, interpretation, and displays at the Van Hoosen Farm site, to a dynamic educational community center that welcomes guests to our location for a wide variety of cultural, educational, and recreational programs, as well as for private rental.

The Museum also provides off site interpretive panels in our community, with sidewalk interpretive panels in downtown Rochester (*Back in the Day - 21 signs*), along the River Walk trail (*6 signs*) that connects the Paint Creek and Clinton River trails, Mastodon sign along the Clinton River Trail, along the route of the Clinton-Kalamazoo Canal – *12 signs*, and various interpretive panels in Rochester Hills Parks.

We are excited to respond to the community needs for expanded programming, preserved historical buildings, easily accessible archival material, and facilities to use for private family and community events.

The Rochester Hills Museum at Van Hoosen Farm is honored to serve the people of our regional community.

# Museum Overview

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Located in Stoney Creek Village, and listed in the National Register of Historic Places, the Rochester Hills Museum at Van Hoosen Farm is a 16-acre Museum complex that was home to the Taylor and Van Hoosen families dating back to 1823. The site features structures original to the property from 1840 to the early 20th century.

The Museum presents exhibits in the adaptively reused 1927 Dairy Barn highlighting the Taylor-Van Hoosen families and the settlement, agriculture, industry, and cultural evolution of the Greater Rochester Hills community. The Van Hoosen Farmhouse, Red House, Bull Barn, Milk House, and Stoney Creek Schoolhouse provide guests with a rich experience in authenticity to the period of each building. The 1927 Calf Barn is adaptively used to allow the Museum to connect to our community through educational, cultural, and recreational programming, as well as through private event rentals.

The Museum serves as the primary repository for artifacts and archives related to the greater Rochester area and offers access for research.

## **Division Plan History & Vision**

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In 1979, 1989, 2006, 2014, 2021, and 2026 the Rochester Hills Museum staff identified the need to update the *Facility Preservation and Master Use Plan* for the Rochester Hills Museum at Van Hoosen Farm. Several different architectural firms have collaborated with the Rochester Hills City Council and Mayor, Museum staff, Rochester Hills Parks and Natural Resources Department, and the Rochester Hills Museum Foundation Board to identify Museum needs, challenges, and opportunities made possible through the upgrades of Museum buildings and facilities.

The Rochester Hills Museum Division Plan 2026 – 2030 takes a broader look at the Museum operation to include a plan that focuses on facilities, programs, staffing, finances, and more. We appreciate the input we have received from collaborations with donors, volunteers, teachers, community organizations, elected officials, artifact donors, fundraisers, Museum Foundation Board members, and Museum members.

## **Division Plan Projects Completed and Opportunities**

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Previous master plans for the Rochester Hills Museum helped to complete and introduce the following projects:

### *Projects Completed*

- Completed upgrades and prepared the Van Hoosen Farmhouse for public tours and visitation.
- Completed Master Renovation and Use Plan for the Van Hoosen Dairy Farm and buildings after acquisition.
- Prioritized building restoration needs focusing on the acquisition of the Red House, Stoney Creek Schoolhouse, the adaptive reuse of the Calf Barn, and the reconstruction of the Equipment Barn.
- Established a fundraising relationship with Community Foundation of Greater Rochester
- Added a full-time archivist.
- Added a full-time groundskeeper.
- Added a Seasonal Program Assistant – Events and Rentals.

### *Projects and opportunities introduced with this plan*

- Need for additional staff resources in archives and education.
- Programming and collaborations to provide a stronger Museum impact in the community.
- Endowment and fundraising goals to offset City financial support and to stabilize long term funding for the Museum.
- Reconstruction of The Big Barn.
- Reconstruction of a park type pavilion on the former tool shed location.
- Adding additional paved parking.

# **City, Department, and Museum Guiding Principles**

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## **The Rochester Hills City Council:**

**Vision Statement:** The Community of Choice for Families and Business

**Mission Statement:** Our mission is to sustain the City of Rochester Hills as the premier community of choice to live, work, and raise a family by enhancing our vibrant residential character complemented by an attractive business community.

## **The Rochester Hills Parks and Natural Resources Department:**

**Mission Statement:** We build connections in our community – Neighbor to Neighbor; Neighbor to Nature; and Neighbor to History. We do this by preserving our history, conserving our green infrastructure, and engaging our community in the outdoors.

## **The Rochester Hills Museum at Van Hoosen Farm:**

**Mission Statement:** 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.

### **Core Responsibilities:**

- 1) Maintain and preserve our historic buildings and grounds listed on the National Register of Historic Places.
- 2) Provide a broad range of exceptional and innovative educational, cultural, and recreational programs.
- 3) Collect, protect, and share community archives and collections and make them available to everyone.
- 4) Promote community engagement by providing Museum buildings and spaces that support residents' interests and activities through private rentals.

# A Brief History of this Historic Site

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## *Our Story .... Our Community*

In 1823, 31-year-old Elisha Taylor led his 60 family members on a journey from New York State to the Territory of Michigan. Purchasing 160 acres of land at \$1.25 an acre, the family founded a log cabin community they named *Stoney Creek Village*. By the mid-1800s, Stoney Creek Village was one of the largest communities in Oakland County, boasting three mills, a tavern, distillery, Baptist church, school, post office, and blacksmith.

The routing of the railroad through Rochester in 1872 resulted in both the decline and preservation of this 19th century village. Today, many of the original homes and buildings stand as reminders of the Taylor legacy.

The 1840 Van Hoosen Farmhouse was built by the Taylor Family and housed four generations of the Taylor-Van Hoosen families. In 1854, **Sarah Taylor** married her childhood sweetheart, **Joshua Van Hoosen**, upon his return from gold prospecting in California. The success of his prospecting ventures enabled him to purchase this home and the Taylor farm where Joshua and Sarah raised their two daughters, Alice and Bertha.

A progressive individual, Joshua Van Hoosen favored higher education for women and men alike. His daughters were early women graduates from the University of Michigan in the late 1800's. Before her marriage to Joseph Comstock Jones, **Alice** utilized her education by teaching Greek and Latin.

**Bertha**, however, shocked her family by pursuing a medical career. During her 61-year career, she traveled to universities and hospitals around the world lecturing and demonstrating the medical techniques she developed and perfected. Her list of accomplishments includes the development of *Scopolamine Morphine*, an anesthesia for use during childbirth, the button-hole appendectomy, the founding of the American Medical Women's Association, and the use of sterile conditions during surgery.

**Sarah Van Hoosen Jones** was born to Alice Van Hoosen and her husband Joseph Comstock Jones in 1892. Her love of the land and of her ancestral heritage led her to a successful career in agriculture and dairy management. In 1916, she earned a master's degree in Animal Husbandry, followed by a doctorate in Animal Genetics from the University of Wisconsin in 1921. Under Sarah's direction, the Van Hoosen Farm was the most productive dairy farm in southeastern Michigan in the 1930s and 1940s and was the first farm in southeastern Michigan to produce certified milk. Sarah's accomplishments in farming earned her national recognition in 1932 when she was named a Master Farmer, one of only two women in the United States to hold this title. She was the first woman in the United States to be named a Premier Breeder of Holstein cattle, a position which she held for nine years, seven years in succession. From 1944-1955 Sarah was an elected member of the State Agricultural Board (Board of Trustees) at Michigan State University (MSU).

In 1954, Dr. Sarah Van Hoosen Jones donated the Van Hoosen Farmhouse, ten of the surrounding residential homes, and her family's 350-acre farm to MSU.

In 1977, several local chapters of The Questers, initiated a community-wide effort to preserve the Van Hoosen Farmhouse and collected signatures petitioning MSU to donate the Van Hoosen Farmhouse to our community.

The Avon Township Supervisor, Earl Borden, supported the effort and MSU donated the Van Hoosen Farmhouse and surrounding 3 acres to Avon Township (Rochester Hills) in 1979. The remainder of the property was sold to private developers.

The City of Rochester Hills purchased the Van Hoosen Farm and 12 acres from a private developer in 1989 and MSU donated the Red House to the City in 1996.

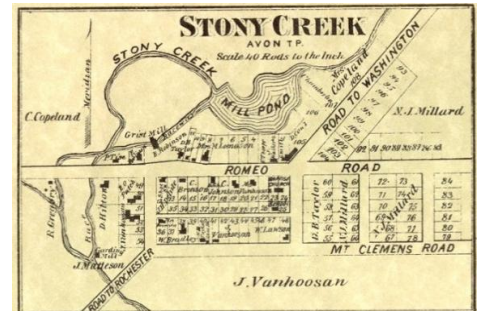
In 2010, the Rochester Community Schools donated the 1848 Stoney Creek Schoolhouse to the City of Rochester Hills, allowing its rich history to be preserved.

## Institutional Timeline - Rochester Hills Museum at Van Hoosen Farm

The City of Rochester Hills has been visionary and effective at acquiring, renovating, preserving, adaptively reusing, and creating public/private fundraising partnerships to preserve and enhance the Van Hoosen Farm. The following timeline provides a brief snapshot of the site's family history and site development work:

Our community and its historical and cultural features are located on the traditional homeland of the Council of Three Fires - Ojibwe, Odawa, Potawatomi.

- 1823** Taylor Family arrives with 60 family members and establishes Stony Creek Village
- 1854** Sarah Taylor married Joshua Van Hoosen
- 1855** Alice Van Hoosen born in Stony Creek Village
- 1863** Bertha Van Hoosen born in Stony Creek Village
- 1889** Alice Van Hoosen marries Joseph Comstock Jones
- 1892** Sarah Van Hoosen Jones born in Stony Creek Village
- 1894** Death of Joshua Van Hoosen
- 1921** Death of Sarah Taylor Van Hoosen
- 1951** Death of Alice Van Hoosen Jones
- 1952** Death of Dr. Bertha Van Hoosen
- 1954** Dr. Sarah Van Hoosen Jones, granddaughter of Sarah Taylor and Joshua Van Hoosen, donates her family estate to Michigan State University and remained living on the property with a life lease
- 1972** Death of Dr. Sarah Van Hoosen Jones
- 1979** **Michigan State University donates the Van Hoosen Farmhouse and 3 acres to Avon Township (City of**



**Rochester Hills) – establishing the Avon Township Museum at Van Hoosen Farm**

- 1983** Master Plan, Phase 1 for Van Hoosen Farmhouse completed
- 1985** Avon Township incorporates as the City of Rochester Hills and the Museum name changes to the Rochester Hills Museum at Van Hoosen Farm.  
Exterior renovations completed on the Van Hoosen Farmhouse
- 1986** Interior renovations completed on the Van Hoosen Farmhouse
- 1988-2013** 25-year archaeological dig starts throughout Museum site finding 125,000 artifacts
- 1989** City of Rochester Hills acquires Van Hoosen Barns and 12 surrounding acres, Master Plan created for restoration of Van Hoosen Farm buildings and site
- 1989-1991** Van Hoosen Farm buildings stabilized and site cleanup
- 1990** Dairy Barn roof and mortar tuck-pointing repairs completed
- 1993** New electrical and security systems added to the Dairy Barn
- 1995** New roof added to the Milk House
- 1996** Michigan State University donates the Red House to the City of Rochester Hills
- 1997** New roof added to the Bull Barn
- 2001** \$1.2 million adaptive reuse of the Dairy Barn completed
- 2001** New permanent exhibits installed in the Dairy Barn
- 2006** *Rochester Hills Museum at Van Hoosen Farm Adaptive Reuse Master Plan* created by THA Architects Engineers
- 2010** City of Rochester Hills acquires Stoney Creek Schoolhouse as a gift from the Rochester Community Schools.
- 2012** \$100,000 in private funds complete interior updates at Schoolhouse; \$100,000 in private funds placed in an endowment fund to support the operation of the Schoolhouse.



**2014** Rochester Hills Museum at Van Hoosen Farm Adaptive Reuse Master Plan Update by H2A Architects  
\$808,000 in private funds raised for the Calf Barn Adaptive Reuse Project

**2016** PBS movie premiere – *Pioneer Family – On Van Hoosen Farm*.  
Project financed with private funds.

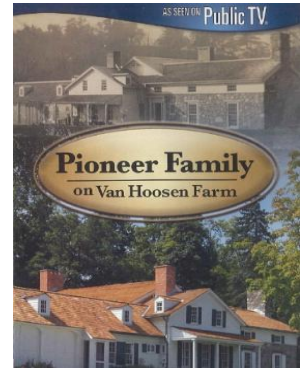
**2019** New permanent exhibits installed in the Dairy Barn

**2020-** Roof replacement for the Van Hoosen Dairy Barn (\$2.5 million)  
**2021** and Rebuild of the Equipment Barn (\$1 Million)  
Museum Division Plan Update (2021-2025)  
Covid Pandemic starts March, 2020

**2023** New permanent exhibit added – *Stoney Creek Village - Live. Work. Grow. 1823 – 2023*  
New shingles added to Red House roof

**2024** Red House basement wall waterproofed and entrance decking rebuilt.

**2025** Three new bridges constructed across the mill race  
New light fixtures, two new drop-down screens, and two new projectors installed in the Calf Barn



# Community Demographics

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The following information has been gathered from the Southeast Michigan Council of Governments (semcog.org) and the American Community Survey – ACS - (census.gov/programs-surveys/acs) from 2020 census information.

## *Overview*

The City of Rochester Hills, comprises of 32.2 square miles, is situated in the east central portion of Oakland County with a population of approximately 70,000. The Museum is also partially located in the City of Rochester, comprised of 3.8 square miles.

Rochester Hills is a zoned community and has a Master Land Use Plan, which has been implemented for its orderly development. A wide variety of industries, such as computer technology, electronic research, development and manufacturing, plastic injection molding, tool and die, precision machine tool fabrication, structural engineering, warehousing and distribution have chosen Rochester Hills as their corporate headquarters.

## *Demographic Conclusions*

- Our community is highly educated with 96% of our population graduating from high school and 78% having some college.
  - *We believe this makes our Museum's presence, educational programs, and archives highly valued and appreciated by our community.*
- The largest age groups are those in the range of 25-64 with the age group 65-84 the next largest. Population growth has leveled off.
  - *We believe that our activities should focus mostly on students, families, and senior citizens.*
- Over 72% of homes are owner occupied. Our residents remain in their homes for several years.
  - *We believe our residents stay in our community for extended periods and have a richer appreciation for the history of their community.*
- The largest job sectors are Healthcare, Information and Financial Activities, Manufacturing, and Retail.
  - *We believe the occupations in our community are diverse and well paying creating a supportive community who place a high value on cultural facilities.*
- Our community's largest two race origins are white with 71%, a 8.7% drop since 2010 and Asian with 14.5%, a 4% increase since 2010.

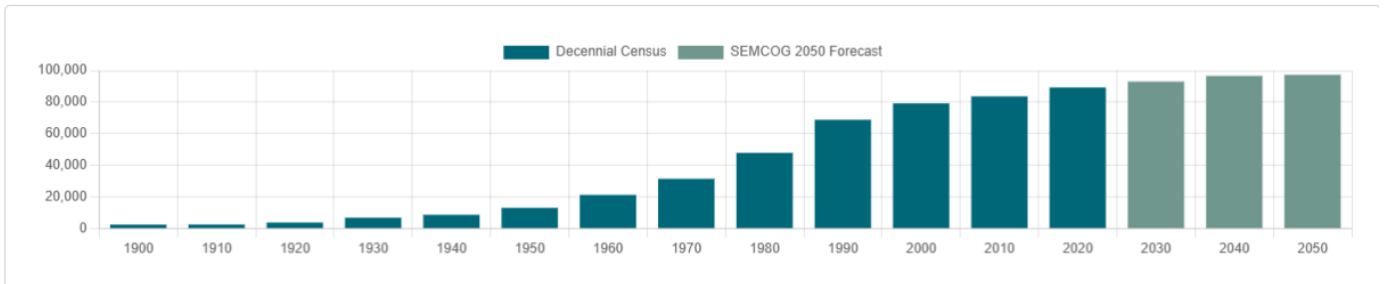
## *Educational Opportunities*

Rochester and Avondale Community Schools provide quality K-12 education. Local college curriculum is available at Rochester Christian University, Oakland University and Oakland Community College. All educational levels through doctoral programs are available.

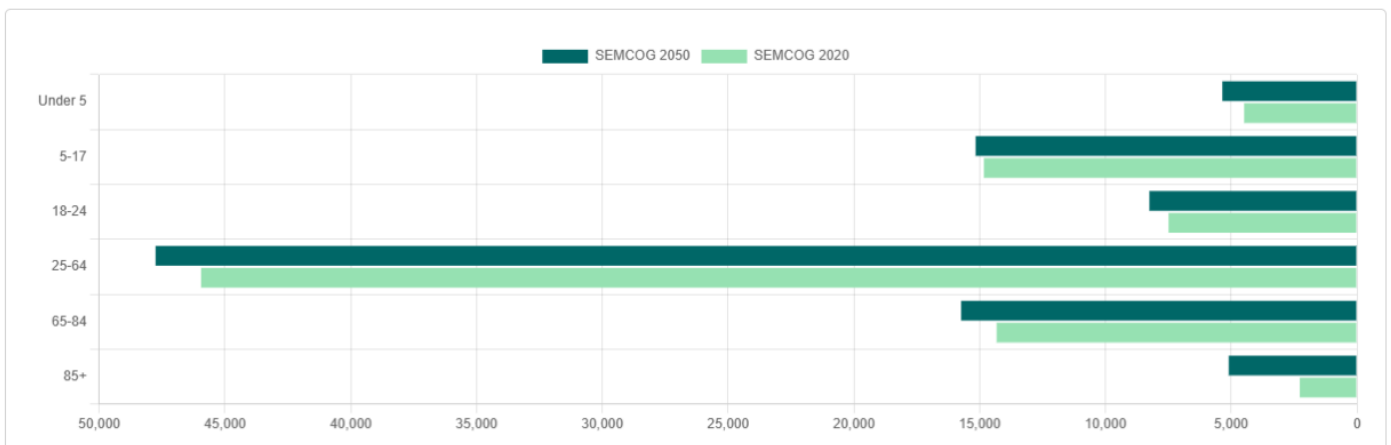
# Combined Demographic information for the City of Rochester Hills and the City of Rochester

- Area: 36 square miles
- 2020 population: 89,355
- 2030 estimate: 93,066

## Population Forecast <sup>①</sup>



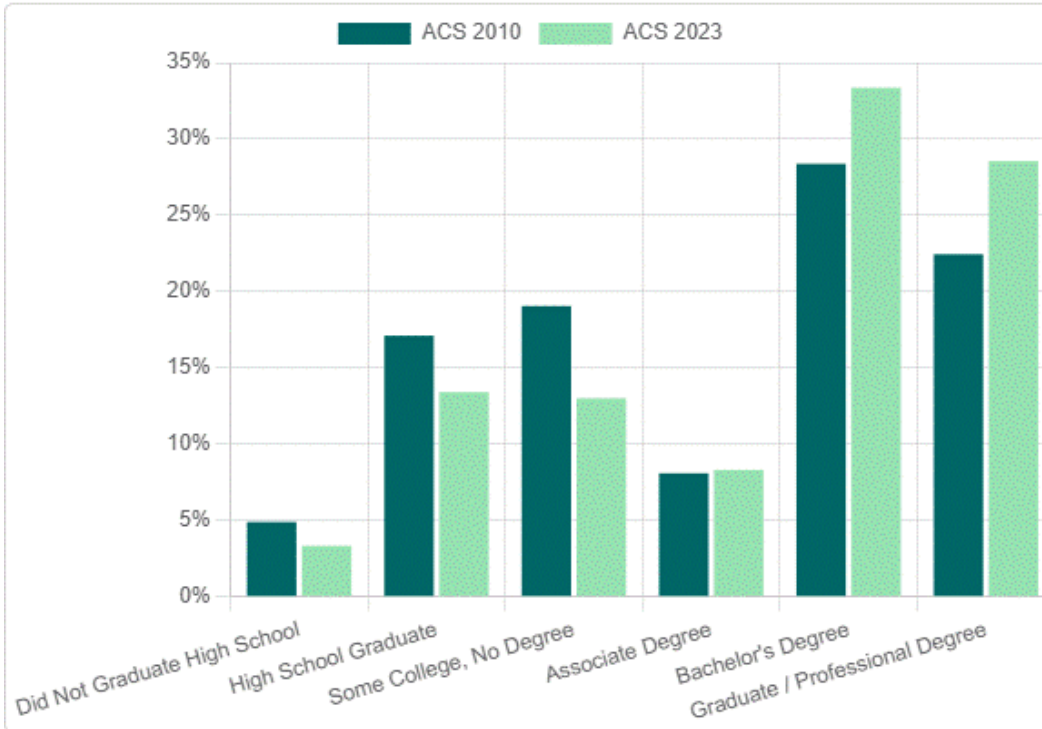
## Forecasted Population Change 2020-2050 <sup>①</sup>



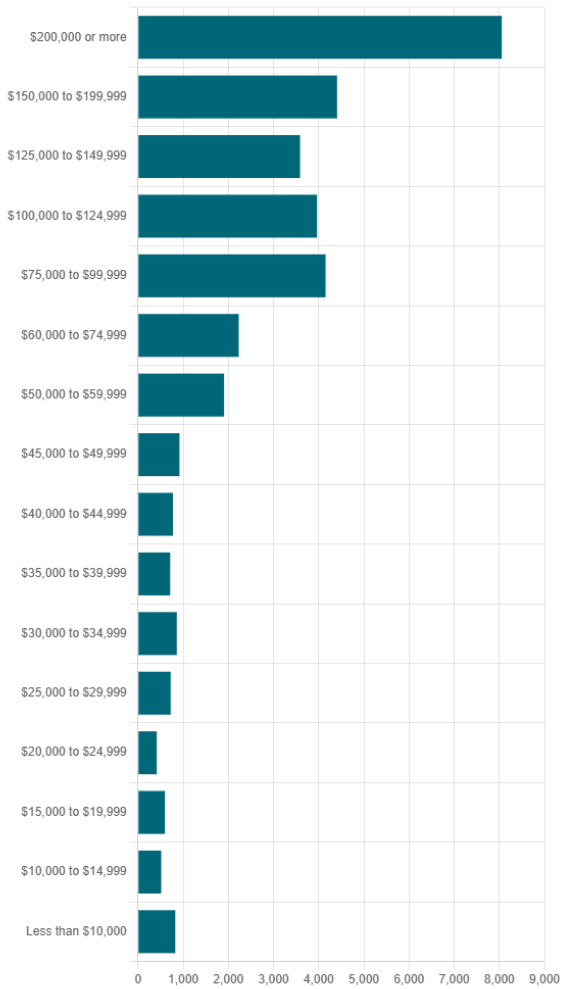
## Race and Hispanic Origin <sup>①</sup>

Race and Hispanic Origin	Census 2010	Percent Of Population 2010	ACS 2023	Percent Of Population 2023	Percent Change 2010-2023
Non-Hispanic	81,181	97.0%	85,065	95.6%	-1.4%
White	67,855	81.1%	66,404	74.6%	-6.5%
Black	3,635	4.3%	2,851	3.2%	-1.1%
Asian	8,147	9.7%	11,243	12.6%	2.9%
Multi-Racial	1,340	1.6%	4,204	4.7%	3.1%
Other	204	0.2%	271	0.3%	0.1%
Hispanic	2,525	3.0%	3,960	4.4%	1.4%
<b>Total</b>	<b>83,706</b>	<b>100.0%</b>	<b>89,025</b>	<b>100.0%</b>	<b>0.0%</b>

## Highest Level of Education Obtained by Our Residents



## Income Levels



# Museum Budget and Revenue Sources

The long-term success and stability of the Rochester Hills Museum will rely on creating stable, consistent, and multiple revenue streams.

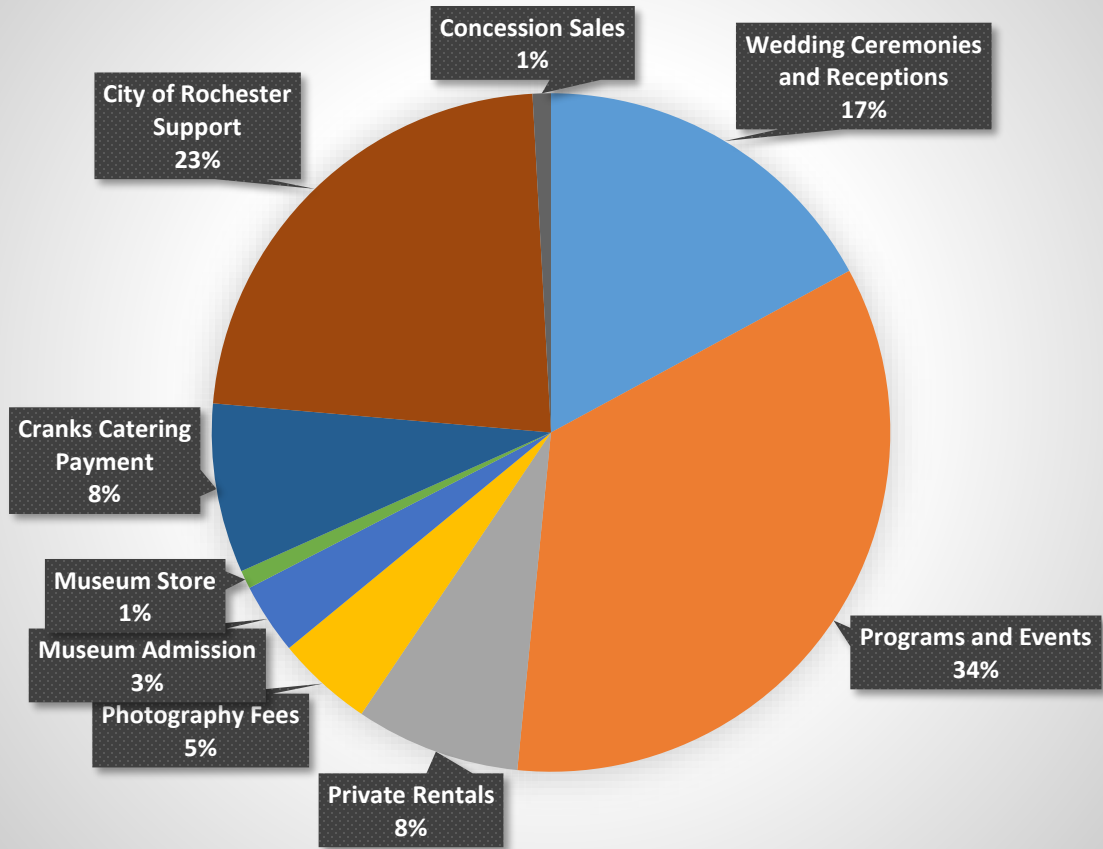
The Rochester Hills Museum provides a wide range of programs that create various revenue sources, as well as numerous donor programs such as memberships, capital campaigns, and annual appeals. These sources of income include:

<b>Revenue Source</b>	<b>Future Strategy</b>
Rochester Hills General Tax Support	This will remain the largest source of income for the Museum operation and remains stable as long as the local economy and political climate remain stable. One option to improve financial stability is to seek a voter approved operating millage to more clearly provide long-term funding stability.
Community Collaborations – City of Rochester	The City of Rochester has recognized the Museum efforts to preserve and promote community history and provides \$40,000 annually as part of a 3-year contract, 2024 – 2026.
Grants	Nearly all grants received by the Museum have been for capital improvements and not for operations. Grants that provide funding for operations are very limited and not available for long-term support.
Private Donations	Private donations are accepted in numerous ways and collaborations with the Community Foundation of Greater Rochester and the establishment of the Museum Foundation have created the appropriate structure for accepting private donations. The challenge remains engaging donors in a significant way to support the general operation of the Museum and increasing funding to the Museum Endowment fund as a source for long-term funding support.
User Fees and Rental Revenue Sources	This will be a significant opportunity to increase Museum revenue to offset operating costs. Fees have to be carefully set to help generate revenue while also making the Museum available and accessible to all members of our community.
Cultural, Educational, and Recreational Programs	A robust program schedule provides the greatest revenue source to support Museum operations. The Museum will continue to provide high quality programming using Museum and community resources and speakers.

## *Rochester Hills Museum Annual Budget allocation from the City of Rochester Hills*

<b>Year</b>	<b>Budget Amount</b>
2021	\$ 939,895
2022	\$ 1,050,049
2023	\$ 1,236,691
2024	\$ 1,281,814
2025	\$ 1,546,910
2026	\$ 1,686,070

## 2025 Earned Revenue Amounts



Museum Revenue Sources	2021	2022	2023	2024	2025
Wedding Ceremonies and Receptions	\$18,750	\$22,750	\$31,650	\$22,575	\$30,050
Museum Programs and Events	\$57,303	\$59,058	\$59,315	\$73,840	\$60,614
Private Rentals	\$7,040	\$12,365	\$13,279	\$15,025	\$13,795
Photography Fees	\$11,325	\$9,600	\$12,175	\$9,600	\$8,100
Museum Admission	\$4,761	\$4,610	\$6,252	\$5,857	\$5,950
Museum Store	\$2,165	\$1,939	\$1,796	\$1,246	\$1,531
Concession Sales (Pumpkin Festival)	\$2,125	\$2,737	\$0	\$2,463	\$1,531
Cranks Catering Commission	\$9,537	\$9,377	\$22,577	\$17,743	\$14,186
City of Rochester Compensation	\$10,000	\$10,000	\$10,000	\$40,000	\$40,000 Through 10/31/26
<b>Totals</b>	123,006	132,436	157,044	188,349	175,757

# Private Donation Fund Management

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## *Community Foundation of Greater Rochester*

The Rochester Hills Museum has maintained charitable funds at the Community Foundation of Greater Rochester since 1991. Community foundations are one of the fastest growing sectors of philanthropy in the United States. They build and strengthen communities by enabling many donors to create permanent endowment funds to meet charitable needs now and long into the future. For a small percentage of our donated funds, the Community Foundation of Greater Rochester provides acknowledgment letters to donors and an investment strategy. On behalf of, and to support the Museum, the Community Foundation can accept gifts of various sizes and types from private citizens, local corporations, other foundations and government agencies, as well as receive financial gifts of real estate, publicly traded and closely held stock, artwork, and life insurance.

More than a million charitable dollars, supporting numerous charitable projects, have been donated to the Rochester Hills Museum through the Community Foundation of Greater Rochester to support our operation and to lessen our dependence on public funds. The Rochester Hills Museum maintains the following funds:

- **Endowment Fund** was established in 1991 and allows only the interest on our investments to be used by the Museum. Since this fund was established, all earned interest has been rolled back into the principal in our attempt to create a more substantial financial return. It is our intention that the interest from this fund will provide long term financial support for the Museum operation in the future. Donors to this fund receive a federal tax credit and a Michigan tax credit.
- **Non-Endowed Income Fund** was established in 1991. This fund allows donors to support projects where the Museum can use the full amount of the donated funds. Donors to this fund receive a federal tax credit but do not qualify for the Michigan tax credit because this is not an endowed fund. The amount in this fund varies from year to year as the Museum identifies projects, accumulates savings, and then expenses the funds.
- **Membership Fund** was established in 2005. All membership funds are invested in an income fund allowing the full amount of the funds to be used to support museum projects, events, and operations.
- **Collections Fund** was established in 2006 and receives funds specifically to support the Museum archives and collections.

## Community Foundation of Greater Rochester Year End Fund Amounts

<i>Year</i>	<i>Endowment</i>	<i>Operations</i>	<i>Membership</i>	<i>Collections</i>	<i>Big Barn</i>
2021	544,187	62,146	32,171	6,310	0
2022	459,520	87,220	48,705	11,898	0
2023	515,408	100,096	62,755	12,540	0
2024	694,819	282,714	27,935	15,427	500
2025	934,771	245,088	26,640	45,069	500

### ***The Rochester Hills Museum Foundation***

In addition to the Community Foundation of Greater Rochester, the City of Rochester Hills has established the Rochester Hills Museum Foundation. This Foundation was established in 2012 to allow the Museum to be eligible for various grants from private charitable sources that require the Museum to be affiliated with a charitable foundation outside of the Community Foundation of Greater Rochester. The Museum Foundation Board was established by the Rochester Hills City Council as a nine-member Board to operate and oversee this Foundation:

- 3 Members appointed by their position –
  - Mayor, City Council Representative, City Chief Financial Officer
- 3 Members appointed by City Council
- 3 Members appointed by the Mayor

### ***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.

### ***Purpose***

The Foundation shall raise funds to promote and assist in the development of the Museum’s educational activities and programs and include the development of broad public, private and volunteer support, identify and make grant applications, and shall aid in the securing of gifts supportive of the Museum’s educational programs, exhibits, events, and collections.

The Foundation shall also seek to make the Museum’s resources more accessible to the public and to promote historic preservation in Rochester Hills and the surrounding area that benefit from the Museum’s educational operation.

# The Museum Site

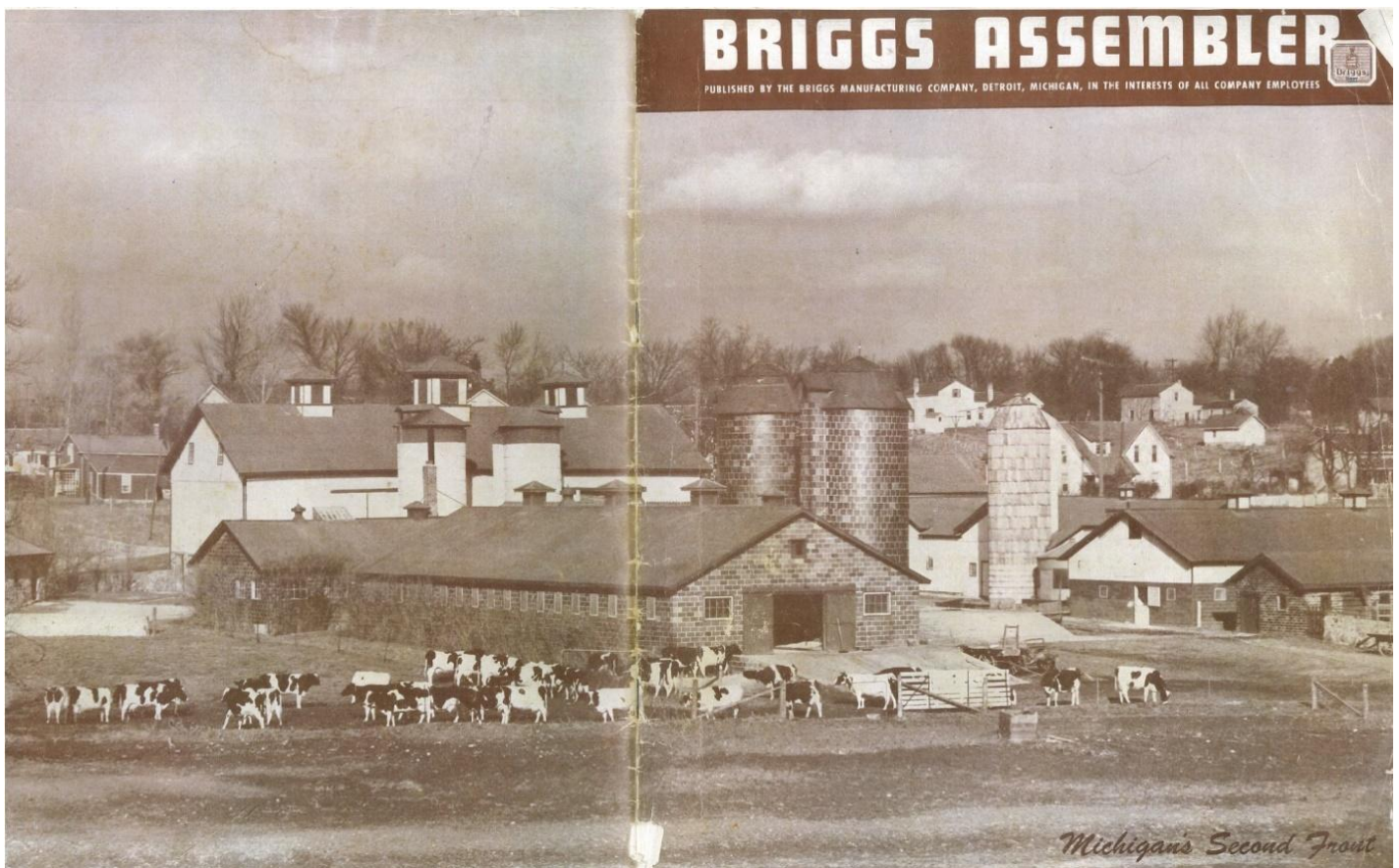
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- *National Register of Historic Places*
- *Michigan State Historic Site*
- *Rochester Hills Historic District*

The Rochester Hills Museum at Van Hoosen Farm will strive to recreate the accurate depiction of the Van Hoosen Farm at its peak production utilizing a photograph when it was featured on the cover of *Briggs Assembler* Magazine in November 1942 (see below). The long-range objective is that each of the buildings in this image will be built on the original location and with the same architectural features in order to provide visitors with a contextual relationship of each building on this world-class farm. This is consistent with all previous long-range master plans for this historic site.

This Division Plan will serve as a guide towards the development of the Museum complex by creating facilities that are:

- Historically accurate
- Functionally sound and operationally flexible in supporting the Museum operation
- Contribute to the broad goals of providing educational, cultural, and recreational programs to our community
- Preserve Stoney Creek Village Historic District – listed on the National Register of Historic Places, listed on the Michigan Register of Historic Sites, and locally designated through the Rochester Hills Historic Districts Commission



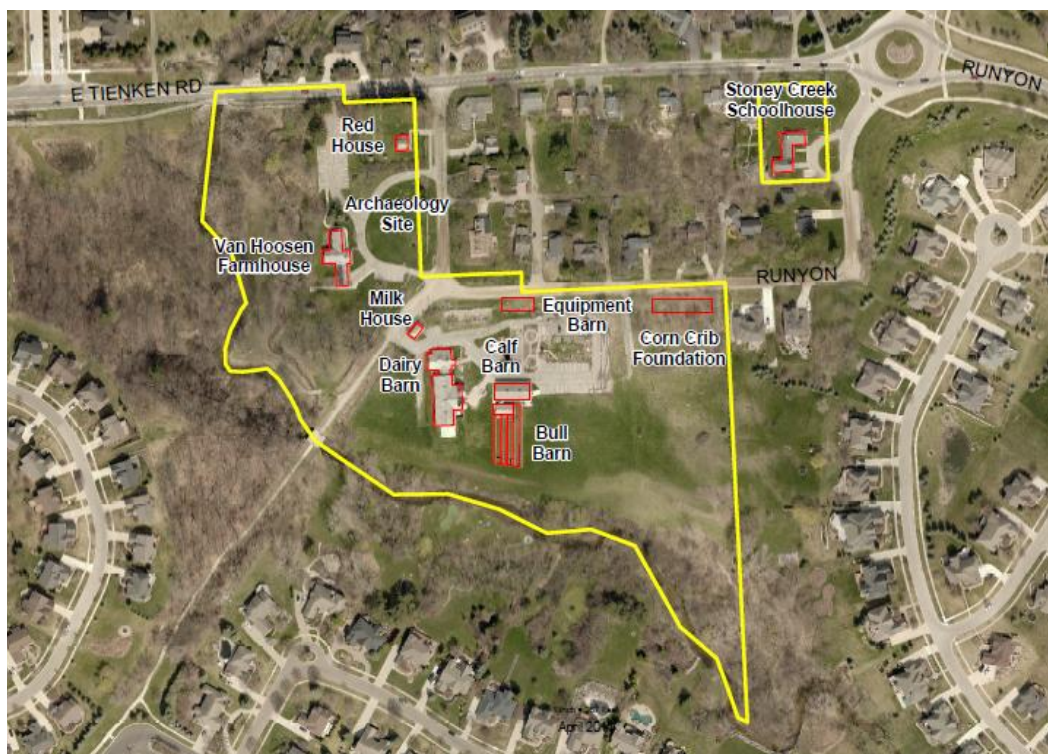
## ***How do these original buildings fit together?***

The original buildings at the Van Hoosen Farm site were constructed and placed with specific forethought between 1870-1930. The buildings were planned and constructed by the Taylor-Van Hoosen families and that planning is part of their historic significance. They create a specific contextual relationship and influence a visitor's experience of the Farm and its operation during the 1920s-1950s.

The accurate reconstruction of the original buildings in their original locations with similar building materials is strongly encouraged. This practice is consistent with the Secretary of the Interior's Standards for Rehabilitation. Conformance with these standards is critical in attracting and/or using federal and state funds and attracting private donations and support.

The introduction of non-original buildings and landscape changes should be strongly discouraged.

However, we also acknowledge our introduction of paved parking lots and a Children's Garden to this site.



## ***How important is the re-creation of the Van Hoosen Farm?***

The Van Hoosen Farm is a unique facility that has significant history in our community, in the State of Michigan, the Midwest, and in the United States. Listed on the National Register of Historic Places since 1972 as part of the Stoney Creek Village Historic District, it is a story of five generations that combines two families, with nationally significant accomplishments by two women scientists. The existing buildings have been adaptively reused, embraced by the community, and are located in one of the most picturesque settings in southeast Michigan. In a community that has lost nearly all of its ties to its strong agrarian past, the Van Hoosen Farm presents an opportunity to tell many stories, through many different uses of primary sources, original buildings, technology, and media to inspire guests, and to contribute to the uniqueness of the Rochester Hills community.

This proposed Division Plan is an attempt to accurately recreate the Van Hoosen Farm buildings and setting

while addressing and anticipating community needs for educational, cultural, and recreational programming, archives and collections management, and community events and private rentals.

This need is in keeping with the needs identified in the 2015-2020 City of Rochester Hills Parks and Recreation Master Plan that focuses on several critical areas:

- *Seek a balanced approach toward developing active and passive, indoor and outdoor recreational options within the community (pg. 73)*
- *Link parks, historic sites (Rochester Hills Museum at Van Hoosen Farm), and schools within the system of pathways (pg. 73)*
- *Adhere to Historic Preservation Policies as stated in the Master Land Use Plan for the optimum use of historic properties operated for public use by the City of Rochester Hills (pg. 74)*

## ***Existing Historic Buildings - Features & Current Use***

### **1. The 1840 Van Hoosen Farm House**

**Concern – This is a wood framed building with fire detection/smoke alarms but no fire suppression system.**

- Use: Archives - The garage has been converted into a collection's storage and processing space. Closet spaces throughout the building are also used to store family artifacts, all locked without public access. The basement serves as a collection storage space.
- Use: Exhibits - On display is much of the original family furnishings. Images taken by family members are used to arrange the furniture in a historically accurate manner. Quotes and images are displayed in minimalist fashion to provide a deeper appreciation of the family and house history. A family tree and a scale model of the Farmhouse construction are on display in the entryway.
- Use: Educational Programs – The Farmhouse provides space for children and adults to relate to the past by means of summer camps, tea programs, Santa visits, general tours, 3<sup>rd</sup> grade field trips, and more. The basement serves as storage for program materials.

### **2. The 1850 Red House**

**Concern – This is a wood framed building with fire detection/smoke alarms but no fire suppression system.**

- Use: Archives - The basement currently houses the archaeology collection. These artifacts date back to the Native American presence in Oakland County, and were part of a 20-year dig at the Van Hoosen Farmhouse original homestead site. The basement also houses printed panels and recreated photographs ready to reuse for parades, offsite presentations, and school programs.
- Use: Exhibits - Portions of the educational collection are on display in the Red House. This

allows the space to be entirely interactive and hands on, compared to the Van Hoosen Farmhouse that contains original artifacts.

- Use: Educational Programs - The Red House is the site of 1<sup>st</sup> grade field trips, is used for general tours, as well as any first-person interpretive programs such as Candlelight Walking tours. It is set with interactive activities that teach fiber arts, culinary trends, and home life in 1800s.

### **3. The 1911 Milk House**

- Use: Exhibits - This building houses an exhibit on milk production, regulation, and distribution. It highlights the importance of the Van Hoosen Farm to the local community and challenges the visitor to look at historic buildings through the eyes of a researcher.
- Use: Educational Programs - The Milk House is small, but included in the general public tour, and lends itself to a location for first-person interpretive programs.

### **4. The 1927 Bull Barn**

- Use: Exhibits - This building houses an exhibit panel about the science of Dairy Breeding, and fights the general assumption that farmers were simple people. It displays research from Michigan State University archives, where Sarah Van Hoosen Jones originally donated some of her paperwork. Sarah was on the Board of Trustees for MSU.
- Use: Educational Programs - The Bull Barn is small, but included in the general public tour, and lends itself to a location for first-person interpretive programs.

### **5. The 1848 Stoney Creek Schoolhouse**

- Use: Exhibits - This building consists of several small exhibits on the history of the Schoolhouse and general education in Michigan. The main 1848 section is furnished like an old classroom, with donated books and school utensils of the period. The 1950s addition holds an interactive artifact exhibit, as well as an interactive iPad exhibit exploring music, clothing, household items, etc. that show changes over time.
- Use: Educational Programs - The Schoolhouse is used for 3<sup>rd</sup> grade field trips, and is rented out by homeschool families and private schools as well. It lends itself to a location for first-person interpretive programs and full day educational experiences. It contains a small sink, refrigerator, and has heat but no air conditioning or ventilation.
- Use – Interpretation - The Schoolhouse provides a location to interpret the role of education in our community and the evolution of one-room schools to the current public, private, and alternative educational school systems that serve our community today.

### **6. The 1927 Van Hoosen Dairy Barn**

- Use: Exhibits - This building houses the Museum's main permanent and rotating exhibits on the Greater Rochester area. It includes a video room, where guests can watch history clips, the hour-long PBS documentary, and an orientation video for tours. The building is climate

controlled and has a backup generator.

- **Use: Educational Programs** – The exhibits provide a way for kids to explore primary and secondary sources and learning research skills. The space is used for general programming and tours. The floor is cleared for field trips, and sometimes cleared to setup PowerPoint Presentations.
- **Use: Office Space** – All of the Museum staff offices are housed in one room in this building.
- **Use: Archives** – The archivist has a separate room for an office, where interns are also present. A small closet/room off the back is used for paper archival storage.
- **Use: Private Rentals** – This building houses the conference room, which is flipped between exhibit space and meetings when needed. The exhibit main floor is also flipped for rentals and weddings as needed. It is the rain backup space offered to brides for indoor wedding ceremonies.

## **7. The 1927 Calf Barn**

- **Use: Private Rentals** - The building's main use is private rentals. Adaptively reused, with two screens, two projectors, full audio system, WI-FI, and closet storage and tables/chairs for 120 people. The building is climate controlled and has a backup generator.
- **Exhibits** – This building has pull down panels and window pane exhibits that tell the history of the building, its renovation, and the community philanthropists that provided funding.
- **Use: Educational Programs** – This space is used for all types of programming, especially for larger events, lecture series, and documentaries.

## **8. The Equipment Barn**

- **Use: Maintenance & Workshop**- The upper level of this building houses all grounds and building maintenance equipment and stock. It has a workshop for the maintenance position that is heated.
- **Use: Storage for Programs** - The upper level of this building houses the outdoor A-Frame signs, yard signs, and slide-ins.
- **Use: Exhibits** – The lower-level displays farm equipment and has various interpretive panels about Sarah Van Hoosen Jones and her scientific research.
- **Use: Educational Programs** – This space can host small gatherings of guests.

## **9. The Corn Crib**

- **Use: Educational Programs** – This space is used as an outdoor classroom supporting the Children's Garden.

**10. Sixteen Acres** Includes gardens, gazebo, pasture, open space, and building foundations bordered by Stoney Creek. The Museum is a park within the Rochester Hills Parks and Natural Resources Department and the grounds are open year-round at no charge.

- Use: Educational Programs – Large annual events use the field as parking, hillside for a slip and slide, Stoney Creek for programs, etc.

## **Proposed Facility Upgrades and Construction**

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### ***Short Term Priorities (2026 – 2030)***

- ***Provide climate control in the Van Hoosen Farmhouse for the entire building***  
(CIP Project No. **TBD**)

Replace numerous window air conditioning units with a central monitored heating, ventilating, and air conditioning system. Currently, only the small garage wing of the building has climate control. Window AC units provide minimal climate control and pose a significant security risk.

- ***Replace asphalt at existing paved parking lots/driveways*** throughout Museum site  
(CIP Project No. FA-10B)

Engineering for this project is planned for 2027 with work proposed for 2028.

Add 25 car paved parking lot on the west side of the Dairy Barn.

***Remove asphalt and add a more accurate and aesthetically pleasing stamped concrete or exposed aggregate surface from the entrance driveway to Van Hoosen Farmhouse*** to retain original appearance of the Van Hoosen Farmhouse and historic landscape. (See images in the appendix)

- Relocate handicapped parking at the Van Hoosen Farmhouse.
- Rework entrance/exit to Van Hoosen Farmhouse through the exit driveway.
- Maintain circle driveway to accommodate busses.

- ***Provide new wayfinding to the Museum site by replacing three signs***  
(CIP Project PK27)

Two signs located on Tienken Road entering Stoney Creek Village along Tienken Road, and one located at the Museum entrance - planned for 2026.

### ***Long Term Priorities (beyond 2030)***

- ***Reconstruct the 1872 Big Barn originally constructed by Joshua Van Hoosen.*** (See images in appendix)  
(CIP Project No. PK-03)

This building will become the main feature and Welcome Center for the Museum complex. It will house the Museum administrative offices, exhibit space, a visual arts theater, and restrooms on the lower level, and a multipurpose community space and archival storage on the second level.

- ***Dairy Barn – New Interior Space Use***  
(CIP Project No. PK-03)

Permanent exhibits at the Rochester Hills Museum at Van Hoosen Farm focus on changes over time in

the community. As a community that shifted from an agricultural economy to a suburban community, there are many important themes of development. The permanent exhibits aim to embrace these patterns over time by engaging topics such as agriculture, land use, water powered mills, industry, architecture, schools and education, and local families.

In addition, the Museum staff want to take advantage of temporary exhibits that we can host that reflect the interests of our community and enrich the visitor's experience.

As the Big Barn is reconstructed, the Dairy Barn floor plan is proposed to change on the north end of the building to add exhibits to the current conference room space. The existing archive space will be converted to a mechanical space. The existing office space could convert to classroom and exhibit space that addresses the history of the Rochester region. Themes about commerce and industry will remain consistent, with the ability to swap out artifacts. This in essence, makes it a temporary exhibit as well, allowing Museum staff to highlight various artifacts that align with monthly themes, current events, and fundraising initiatives.

The main exhibit in the Dairy Barn, titled *Pioneer Family - On Van Hoosen Farm*, will remain to tell the story of the Taylor/Van Hoosen family that settled Stoney Creek Village and lived on this site. It aims to highlight the strong women leaders in the family, as well as various community connections. The family was not only a pioneer in the geographical sense, they were also pioneers in the world of medicine and agriculture. This is a powerful story - the Museum aims to add more artifacts and interactives to make this exhibit appealing for all ages and interests.

- ***Rebuild the tool crib as an outdoor picnic shelter/educational center located next to the Children's Garden.*** (See images in appendix)

Not currently included in the City Capital Improvement Plan

Maintain architectural features sensitive to the original structure at this location.

The Museum site has evolved into a popular park like setting where guests enjoy the grounds without attending Museum programs and events. This structure acknowledges this long-term trend by creating a facility that has amenities such as ADA access, restrooms, gardens, shade, and outdoor classroom space for various educational uses and private rentals.

- ***Reconstruct the Stoney Creek Baptist Church Building (See images in Appendix)***

Faith in our community is a significant part of our historical story and this new construction would recognize the significance of faith in our community 200 years ago through today. Originally located on the vacant lot next to the Schoolhouse. We have no images of this building. The congregation moved to downtown Rochester in 1857 and constructed a church at 401 Walnut Street. Today, the congregation is located at 6377 Orion Road as the First Baptist Church of Rochester Hills. Original size and location would have to be determined through archeological excavation and further historic research.

This structure can provide an opportunity to provide interpretation on the churches built throughout our community and their significant roles in our community.

- ***Rebuild summer tea house in the front yard of Farmhouse to replicate the one shown in archival images*** – This will restore the original landscape and broaden interpretation possibilities. It provides physical space to interpret other cultures explored by the Van Hoosen family, their willingness to expand community perspectives, and highlight the power of travel and tourism.(see appendix for image).

## Museum Staffing

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With new facilities and new/additional programs comes the need for additional staffing – this allows the Museum to remain excellent stewards of our historic resources and to provide high quality programs.

### ***PROPOSED NEW POSITION      Part time Archival Assistant (28 hours/week)***

– this position will allow the Museum to continue preserving the archival resources in the Museum collection, follow the Museum collections plan, and encourage archival preservation among many community organizations in a more strategic manner.

## Proposed Exhibit Plan

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As a 16-acre complex, the Rochester Hills Museum aims to offer the public both permanent and temporary exhibits that cohesively weave together the story of the Greater Rochester region. These exhibits will engage different learning styles, follow the Americans with Disabilities Act (ADA) guidelines, and integrate with the evolving digital environment.

### ***Interior Exhibits in the Dairy Barn***

As the Dairy Barn is reused to accommodate the construction and operation of the Big Barn, new exhibits will be constructed for the former conference room and office space. The Museum is suggesting using a private exhibit design/fabrication contractor to review existing interior exhibits throughout the Dairy Barn and construct exhibits that capture the remarkable history of our community while providing flexible programming spaces for temporary exhibits and educational programs.

### ***Exterior Interpretive Signs – on site***

The Museum acknowledges that not all visitors are on our site to learn history, but rather, they visit to enjoy other amenities of our site. We aim to engage these visitors, whether they are photographers, runners, dog walkers, neighbors, or students walking home from school. Permanent exterior signs will be consistent with other interpretive signs in the Rochester Hills Parks and Natural Resources Division.

- **Then vs. Now Panels:** As a way to engage the more passive visitor, the Museum proposes a series of panels of historic scenes of this Farm, its buildings, and the people that worked here. These simplistic panels will feature changes/lack of changes over time and highlight our historic preservation efforts.
- **Chicken Coops Interpretive Sign(s):** Dr. Sarah Van Hoosen Jones started her agricultural operation at the Van Hoosen Farm by raising 1,000 single comb, white leghorn chickens. One of her research papers was *The Silkiness of Fowl*. The chicken coops were located along Runyon Road and portions of the concrete foundation are still present. The chicken raising portion of the Van Hoosen Farm was a significant part of the operation and the foundation ruins need to be preserved and interpreted. The interpretation can discuss how this farm business evolved and changed with changes to the food chain, profit margins, and long-term profitability.

## ***Exterior Interpretive Signs – Off site***

- Add exhibits to *The Granary* as a collaborative project with Mocerri Development utilizing the Rochester Elevator. This building will be used by the Museum staff as an interpretive space and a refuge stop during walking tours for schools and public tours providing restroom facilities and shelter from weather.
- Add exhibits to *The Graham* as a collaborative project with the Rochester Downtown Development Authority. This building will be part of the Rochester Farmer’s Market and will be used by the Museum staff as an interpretive space and a refuge stop during walking tours for schools and public tours providing restroom facilities and shelter from weather.
- Add interpretive panels throughout our community – including parks, trails, green spaces, and the Village of Rochester Hills interpreting the Detroit Silver Fox Farm, the Hampton Subdivision for various plantings and buildings related to the Ferry-Morse Seed Company, and more.

## **Proposed Membership Plan**

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The funds from the Museum Membership program serve as an important revenue stream to support Museum operations. It also identifies long term and major donors to support the Museum.

The Museum Membership program started in 2005 and its tax-deductible membership fees are deposited at the Community Foundation of Greater Rochester. Museum Members receive:

- Free daily admission
- Complimentary copies of the annual *Found in Collection* newsletter
- Complimentary copy of five issues per year and any of our special issues of *The Museum*
- *Visitor* newsletter
- Early enrollment for special events
- Monthly email updates regarding Museum events
- Museum store discount

### **Membership Levels Include:**

Individual: Unlimited general admission for one adult.

Individual Plus: Unlimited general admission for one adult and one guest.

Family: Unlimited general admission for two adults and all children under the age of 18 living at home.

Grandparent: Unlimited general admission for two adults and grandchildren under the age of 18.

Traveler: All the benefits of Family and Grandparent membership, plus reciprocal benefits to 985 other arts, cultural and historical institutions through affiliation with NARM.

Business Partner: Advertisement in *Museum Visitor*, scarecrow at Pumpkin Festival and 10 passes for public open hours.

Activity in this membership program has been as follows:

Year	Number of members	Revenue Generated
2021	413	20,690
2022	433	18,565
2023	434	18,670
2024	442	18,492
2025	440	18,380
2026 Estimate	453 Estimate	19,086 Estimate
2027 Projected	467	19,657
2028 Projected	481	20,247
2029 Projected	495	20,854
2030 Projected	510	21,480

The Museum membership program reflects an aging demographic as more expensive family memberships are reduced to individual memberships and members prefer our three-year, affordable renewal option.

This Division Plan identifies the potential for annual, sustainable growth in our membership program up to **3%** annually for each of the next five years with a goal of 510 members by 2030 generating \$21,480 in annual revenue. Our programs and events have built a loyal following. Our price breaks for members and nonmembers will make an annual membership appealing for those who want to attend our programs and to financially support the Museum. In addition, the Museum is an excellent source of information to community residents who want to learn more about our community’s fascinating past.

This annual increase in membership will allow the Museum to connect to more residents and supporters, in turn creating a source of private funds to support the Museum operation. We will expand membership perks through public programming and we will create an Ambassador/Legacy type membership for large donors. Our Museum members are also key contributors to our annual appeal, capital campaigns, archives, and other special fundraising efforts.

## **Proposed Educational, Cultural, and Recreational Program Plan**

Programs at the Rochester Hills Museum aim to highlight and expand the topics presented by both permanent and temporary exhibits.

### ***School Programs***

The Museum has an excellent working relationship with Rochester Community Schools that allows every first, second, and third grade student to experience our community classroom collaborations.

**Our current staffing level of paid and volunteer staff is at maximum capacity for providing these programs.** We currently host 5,064 students each year (2025).

*With additional part time paid and volunteer staff, we could reach out to neighboring school districts, as well as private and home school students to round out the school calendar and to fully utilize the Stoney Creek Schoolhouse. We could also reach out to middle schools and high schools to allow the Museum to provide onsite programs in the schools with either in-person or virtual programming.*

*While our site has the capacity to host these students, Museum staffing levels will have to increase in order to meet this opportunity.*

### ***Public Program Offerings***

The Museum currently hosts a wide range of public programs that allows us to attract a broad range of interests, provide information on a wide variety of topics, and provide programming that can address current events and relevance in our community. Our aim is to maintain a diverse offering, while adding events for young adults. A sampling of current programs and attendance is as follows:

February Film Festival (120)	Wet & Wild Wednesdays in July (5,000)
Cabin Fever Lecture Series (120)	Children's Garden Programs (100)
Rochester Grangers Vintage Base Ball Matches (500)	Stone Wall Pumpkin Festival (1,000)
Gardening in collaboration with the Rochester Garden Club	A Visit with Santa (250)
Summer Camps (100)	Old Fashioned Christmas (150)
	Bike Tours of Rochester (100)

*We will be able to maintain this programming level but will not be able to expand program offerings unless we add paid and volunteer staff to help coordinate and safely staff programs and events.*

### ***Outreach Program Development***

The Museum provides a wide range of local history topics that are available for off-site learning experiences for community service groups and classrooms. Topic offerings will continue to be expanded and updated allowing us to connect to a wide audience in our regional community.

*With additional staff, outreach programming can expand to create connections at local fundraisers, fairs, and community celebrations and events. Extra staffing allows us to connect to a broader community audience.*

### ***Expand Open Hours***

In an effort to be as publicly accessible as possible, the Museum is currently open for drop-in hours on Fridays and Saturdays from 12 -3 pm.

*With additional staff, we can expand our open hours for drop-in tours.*

### ***Volunteer Program***

The Museum aims to build the pool of volunteers that support our operation and provide assistance with all aspects of public programming and Museum operation. This includes developing educational opportunities and programs for educating and entertaining volunteers. We want to offer unique learning experiences year round through staff led tours and presentations. We will continue to seek educators from the retired teachers in the Rochester Community Schools and market our needs and opportunities throughout the community.

Over the past three years, we average over 4,000 volunteer hours each year.

*A vibrant volunteer program is crucial in allowing us to meet the opportunities we have proposed. Our volunteer base will be a crucial link in supporting our staff and determining the extent of the ideas proposed in this plan that can be implemented.*

## Private Rentals Hosted at the Museum

The Museum hosts a wide variety of private rentals for our community. These include paid customers such as private businesses, and private events (weddings/receptions/memorial services/baby showers/retirement/birthday and anniversary celebrations). These events connect the Museum to a broad part of our regional community and introduces them to our site.

The Museum also hosts complimentary programs for organizations that partner with the Museum and meet a crucial community need.

This use of the Museum buildings is at capacity - limited by space, staffing, and parking.

Year	Wedding Ceremonies	Receptions	Wedding Revenue	Private Events	Private Event Revenue	Community events – No Charge	Crank’s Catering Revenue	Total Private Events	Total revenue
2021	11	5	\$18,750	13	\$7,040	64	\$9,537	93	\$35,327
2022	13	6	\$22,750	23	\$12,365	122	\$9,377	164	\$44,492
2023	14	10	\$31,650	34	\$13,279	121	\$22,577	179	\$67,506
2024	10	8	\$22,575	28	\$15,025	109	\$17,743	155	\$55,343
2025	10	9	\$30,050	35	\$13,795	124	\$14,187	178	\$58,031



# Proposed Archives and Collections Plan

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## *2026-2030 Projects*

- Organize and improve the Upper Collections Room (garage) in the Van Hoosen Farmhouse to create a more functional workspace as well as storage area for small objects and textiles.
- Organize the Lower Collections Room in the Farmhouse into a functional storage area for the Education Collection.
- Organize and rehouse all items in the DPS storage area to create a better storage environment.
- Recall all items stored in the City's offsite storage area – review, sort and relocate all items to the Museum site or at DPS storage.
- Review and organize reference file cabinets in an effort to consolidate files and make material more usable and free up space.
- Conduct an inventory and updated condition reports on all items on display in the Van Hoosen Farmhouse, Red House and Schoolhouse every 3 years.
- Create a group of volunteers to serve as our *Collections Care Team* to assist with cleaning and to complete preservation projects several times a year.
- Complete the following preservation projects:
  - Repair of the original Van Hoosen Farm signage
  - Conservation of the Vandeventer Sleigh
  - Repair of selected items in the Van Hoosen Farmhouse
- Continue cataloging and digitizing the Museum's Collections:
  - Archival Photos Collection
  - Archival Materials Collection
- Transition the Museum's digitized collections to the Luna Imaging platform and continue making the Museum's collections accessible online
- Share collections and local history through the archive's annual newsletter, *Found in Collection*
- Develop 2-3 *Tea in the Farmhouse* programs annually to highlight and share the Museum's Collections
- Switch out collection items in the 4 rotating display cases in the Dairy Barn exhibit area every year to highlight new stories and material

# Rochester Hills Museum Evaluation and Accreditation

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The Rochester Hills Museum will continue to seek evaluation of its operation including the following:

- Standards and Excellence Program for History Organizations (STEPS) through the American Association for State and Local History (AASLH)
- Museum Assessment Program (MAP) and Museum Accreditation Program through the American Alliance of Museums (AAM)

## Conclusion

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The 2026-2030 Rochester Hills Museum at Van Hoosen Farm Division Plan provides short and long-range goals for the continued evolution and development of the Rochester Hills Museum complex. There are parts of this plan that can be accomplished by the existing Museum staff – while other portions will take partners, collaborations, coordination, private and public funding support, and planning that will be years in the making.

Forty-six years ago, the Museum existed as just the Van Hoosen Farmhouse and the surrounding 3.5 acres.

Now, with support from a broad section of our community, this Museum welcomes over 60,000 guests per year, including over 5,000 students and hosts a wide range of cultural, educational, and recreational programs.

Our goal is to provide a positive and powerful Museum experience for every single resident and visitor to our site – from an exhibit that provides fascinating information, to a story that provides inspiration and hope, concluding at a mill site that was once part of Stoney Creek Village. The Museum site will be the catalyst for historic preservation in our community.

The Van Hoosen story is about life, it's about death, it's about hope, it's about dreams, it's about taking risks, it's about having faith, it's about family, it's about community, and it's about supporting one another.

It is a relevant story even today.

This Division Plan challenges us to meet the needs of our community for generations to come. It is an exciting opportunity.

Bold ideas attract bold people.

Let's get started.

# Appendix

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## *Proposal for Improvement –*

### *Improve the appearance of the Van Hoosen Farmhouse Driveway during asphalt replacement*

The Van Hoosen Farmhouse driveway was historically a very narrow driveway consisting of a pea pebble material. Over the years, the driveway was asphalted and handicapped accessibility added in front of the house detracting from the appearance and historic nature of the site as you consider the narrow opening in the stone walls.

This Plan suggests removing the asphalt from the driveway in front of the house and returning it to its narrow appearance based on archival images. Also, remove the lower parking lot asphalt and the concrete sidewalk and bollard lighting leading to it. Create a meadow for pollinators where the parking lot used to be and maintain an asphalt pathway through the area for bike riders and pedestrians. Move handicapped parking to the north side of the driveway. Determine a location that does not conflict with the appearance of the house from the roadway.

Address handicapped accessibility issues for those walking to the house from the Van Hoosen Farm side of the property. Prevent cars driving through the south entrance to the Farmhouse, except for special circumstances.





## ***What are we trying to accomplish with the reconstruction of the Big Barn?***

### ***1) Complete the original appearance of the Van Hoosen Farm recognizing the national significance of this farm and the location of each building.***

We will utilize this significant addition to the Museum site to improve our efficiency by:

- having dedicated space for meetings, events, and programs allowing less time preparing and changing spaces for the next meeting, rental, or program. This would also allow staff to efficiently handle multiple rentals at the same time and to have facilities that will meet future community needs and trends.
- Create additional office space for collaborations and security.
- Create archival space with environmental controls allowing more archival material to remain onsite.
- Create space for volunteers to remain an integral part of the Museum operation.

### ***2) Improve and expand archival use, storage, and management***

The Museum archival material continues to expand and the responsibilities for the effective management of archival materials includes annual assessments, digitizing, organizing, repairing, and use for research. The Museum has never been able to meet the accreditation standards for archival management. This new building will create a secure and safe storage environment for the community archives.

### ***3) Create additional exhibit space and ability to use multimedia interaction.***

The Big Barn lobby creates nearly 1,000 square feet of additional space to exhibit community history and creates a 300 square-foot interaction area for multimedia productions that will be used to interpret our community's fascinating history.

### ***4) Support community needs and future growth***

In the last 10 years, there has been a significant increase in requests by local organizations, businesses, and community members to host meetings, and to host community, private, and family events at the Museum. The proposed layout for the Big Barn would include permanent meeting rooms, secure staff offices, secure archival storage space, and increase and improve our ability to efficiently host smaller events, alongside larger events, in the Calf Barn.

### ***5) Increase visitation with additional permanent and rotating exhibits***

Increasing the exhibit space by 1,000 square feet in the Big Barn and by 1,350 square feet in the Dairy Barn would allow additional space for both permanent and rotating exhibits and collection items on loan from other museums, organizations, residents, and currently in storage in our own collections.

This new exhibit space comes from eliminating the existing conference room, staff offices, and possible storage closet(s) in the Dairy Barn.

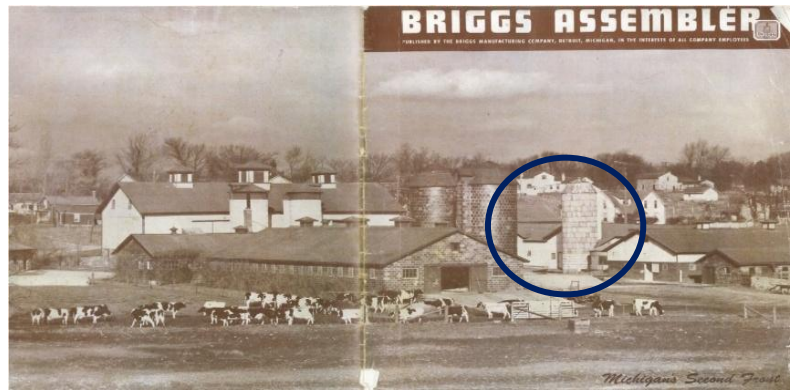
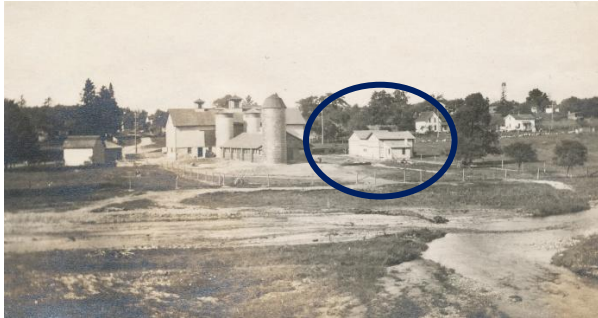
### **6) Encourage continued visitation**

With space for rotating exhibits, and capabilities to host simultaneous meetings, we are providing our community with additional opportunities to engage with the Museum site and allowing the Museum to collaborate with additional guests and organizations.

### **Proposal for Improvement –**

#### ***Rebuild the tool crib as an outdoor picnic shelter/educational center located next to the Children’s Garden***

#### ***Tool crib historic location on the Van Hoosen Farm***



### **Proposal for Improvement –**

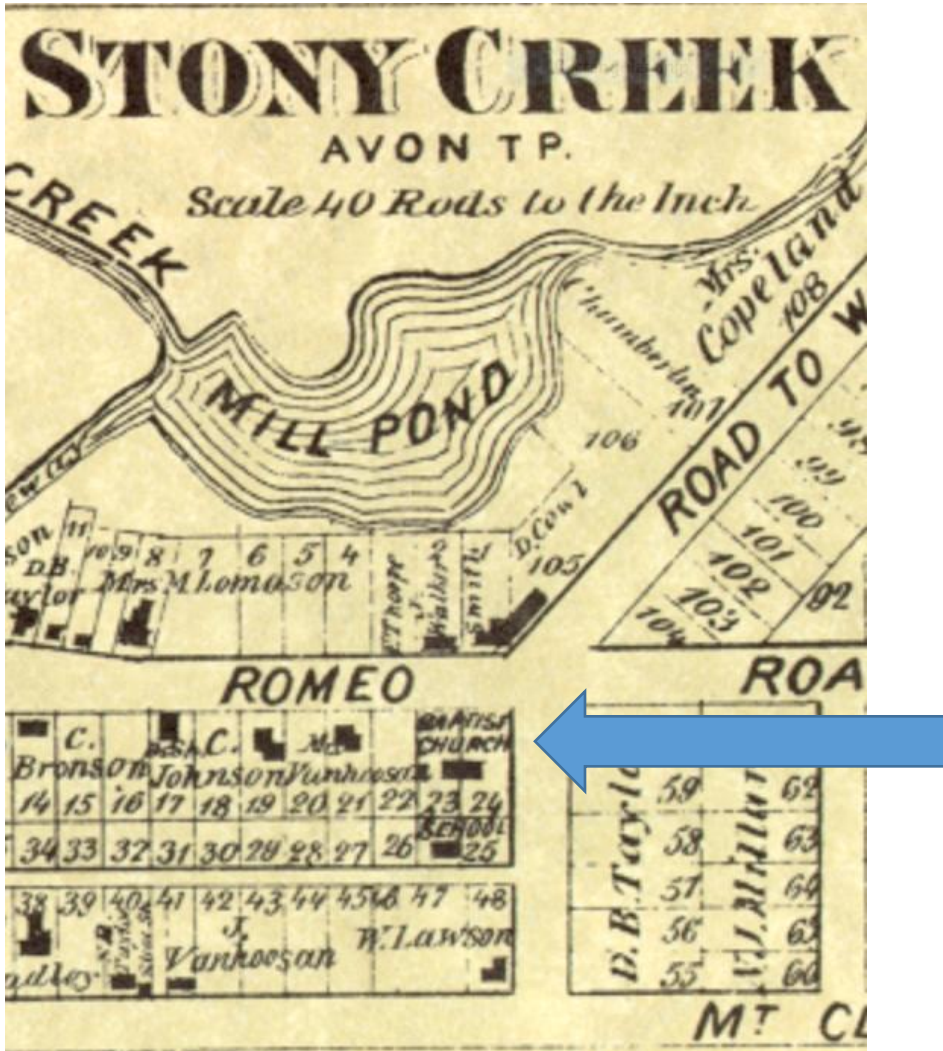
#### ***Rebuilding the Stoney Creek Baptist Church***

“Religion long occupied the minds of the Taylors.” Sarah Van Hoosen Jones

Since patriarch Lemuel Taylor was a “Baptist exhorter,” it is not surprising that one of the community’s priorities was to establish a place of worship. The Baptist Church was formed in June 1824. Reverend Lemuel Taylor and his son-in-law, Nathaniel Millerd, served as deacons and Orestes Taylor, Lemuel’s son, was the church’s first minister. In 1829, Stoney Creek Baptist Church joined forces with other Oakland churches to form the Michigan Baptist Association.

Villagers met at each other’s homes until a Baptist church was built in 1833 on the east end of the village on Washington Rd. The church had arched windows and boasted “more than ordinary work of the sash-maker.” Unfortunately, by 1857, the building was falling apart and the congregation decided to move to Rochester, leaving behind an empty building that was vandalized. Today, this congregation has become the First Baptist Church of Rochester located on Orion Road in Rochester Hills.

Baptist was not the village's only religious denomination. In 1858, there were enough Methodist villagers to request a circuit minister and a permanent Rochester and Stoney Creek circuit formed in 1859. Meetings were held in the Baptist church, both denominations sharing time and space. In 1860, the faithful bought and repaired an old dwelling as a parsonage, however, in July 1866, the Methodist parsonage and all its contents burned. The congregation moved to Rochester in 1867.



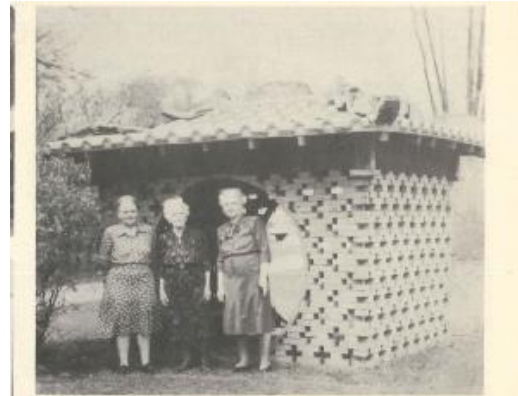
## Proposal for Improvement –

### *Rebuilding of the Summer Tea House*

There is reference to this in various Van Hoosen Family writings. The goal is to rebuild the structure.

Following the ceremony, the Chapter was delightfully entertained at tea at the home of Mrs. Alice Van Hoosen Jones, and daughter Miss Sarah Jones, at the beautiful Van Hoosen farm. The original part of their home was built in the early part of the last century, and although it has since been remodelled, it still retains its lovely colonial style. A small summer house on the grounds marks the location of the original log house.

The history of this family is a very definite part of the history of Rochester and its surroundings, and so, it is very fitting that they are the sponsors of Avon Township centennial celebration.



Miss Alice Serrall, upper left, with a very young farm store patron. Summer house, upper right, marks sight of first log cabin built in 1823 by Miss Jones' ancestors. Left center, Mrs. Lester Papke leaving store. Below, in barn doorway, Mary Lou Hoover, Kenneth Krohl, and Caroline and Edwin Rouse, whose fathers are employed there.



# Comparative Sites

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The Rochester Hills Museum at Van Hoosen Farm is owned and operated by the City of Rochester Hills, Michigan. The City provides funding through general fund appropriations on a three-year budget cycle. Comparing the Rochester Hills Museum to other local, similar municipally owned history museums in our regional area reflects the following:

## **Rochester Hills Museum at Van Hoosen Farm**

Attendance: 52,000 (Guests) + 5,064 (Students)

*City of Troy, Michigan – population 89,209*

## **Troy Historic Village, [www.troyhistoricvillage.org](http://www.troyhistoricvillage.org)**

Attendance: 28,860 guests and 13,011 students

The Troy Historical Society, established as a 501.c.3 nonprofit corporation in 1966, administers the Troy Historic Village for the City of Troy through a renewable management agreement with the City of Troy. The Troy Historical Society provides engaging education and enrichment programs at the city-owned Troy Historic Village as well as outreach programs for schools and adult groups. More than 24,000 guests visit the Village each year, including over 13,000 students, chaperones, and teachers from public, private and charter schools in southeast Michigan. The Troy Historical Society is committed to expanding awareness of the Village as an outstanding center for history education, arts and culture, and inclusive community engagement.

The Troy Historic Village is open to the public year-round Mondays – Fridays from 10 am - 3 pm for self-guided tours. Programs occur on weekdays, evenings, and weekends as noted. The Village is closed for major holidays.

*City of Dearborn, Michigan – population 106,377*

## **Dearborn Historical Museum, [thedhm.com](http://thedhm.com)**

**Attendance: 7,500 guests - Students 2,000**

The Dearborn Historical Museum was founded in 1950 and is owned and operated by the City of Dearborn. It started with the Detroit Arsenal Commandant's Quarters, Dearborn's oldest building on its original location, which was used as a military headquarters from 1833-1875. Today, visitors can tour the building furnished as it was in the 19th century to learn about life during the period, as well as exhibits about Dearborn's military history. The McFadden-Ross House, which once served as the Detroit Arsenal Powder Magazine, was constructed in 1839. After the arsenal was shut down in 1875, the building was bought by the Ross family, who used it as a home until it was donated to the City of Dearborn to be used as a museum. Today the Ross House holds a large collection of items from the Ross family pertaining to daily life in Dearborn, as well as housing the Museum's local history and genealogy archives. We offer guided tours of the buildings, where you can learn about pioneer settlers in the Dearborn area, and view exhibits about Dearborn history. In 1996, the Museum added the Richard Gardner House to its campus. The Gardner family moved to the Dearborn area in the early pioneer days, making them one of the first families to settle here. The Museum is happy to have the oldest standing home in Dearborn as an attraction. Museum Hours:

McFadden-Ross House 915 S Brady Monday - Friday 8:30am - 5pm

Commandant's Quarters 21950 Michigan Avenue Fridays & Select Saturdays 2pm - 6pm

*City of Livonia, Michigan – population 93,113*

### **Greenmead Historical Park**

**Attendance: 12,935 adults - 1,109 students**

The historic farm site known as Greenmead was purchased by the City of Livonia in 1976. It serves as a legacy of Michigan's agricultural heritage as well as a multi-faceted recreational and cultural facility hosting a number of major special events each year. This 95-acre park site was the 1820s homestead of Michigan pioneer, Joshua Simmons. It includes the original farm complex, Historical Village, picnic facilities and recreational areas. The Historical Village at Greenmead was established to protect and preserve several locally significant structures that would have been lost to development at their original locations.

The farm complex features an 1841 Greek Revival farmhouse and its outbuildings and is listed on the National Register of Historic Places. The farm maintains its unique architectural character and is significant in that nine of its eleven original outbuildings are still intact. Built in 1829, the North Barn was the first barn built in Livonia Township. The Simmons family lived in a modest frame house, while the barn, a building of primary importance, was the first major structure completed. Together, the buildings tell the story of farm life in rural Michigan.

*City of Farmington, Michigan – population of Farmington - 11,597, Farmington Hills – 83,986*

### **Governor Warner Mansion**

**CLOSED. Converted to a Private event rental space**

The Governor Warner Museum is a Victorian Italianate structure built in 1867 by P. D. Warner, the Governor's father, and is furnished in late Victorian style. Sitting on almost three acres, the house is surrounded by gardens lovingly tended by the Museum Garden Auxiliary. The Museum is open the first Sunday of the month and every Wednesday from 1-5 pm. The Museum grounds are available to rent for your special events such as weddings, self-catered porch lunches, etc. The grounds are also available for family photos.

*City of Birmingham, Michigan – population 22,198*

### **Birmingham Museum**

**Attendance: 5,250 guests – students 665**

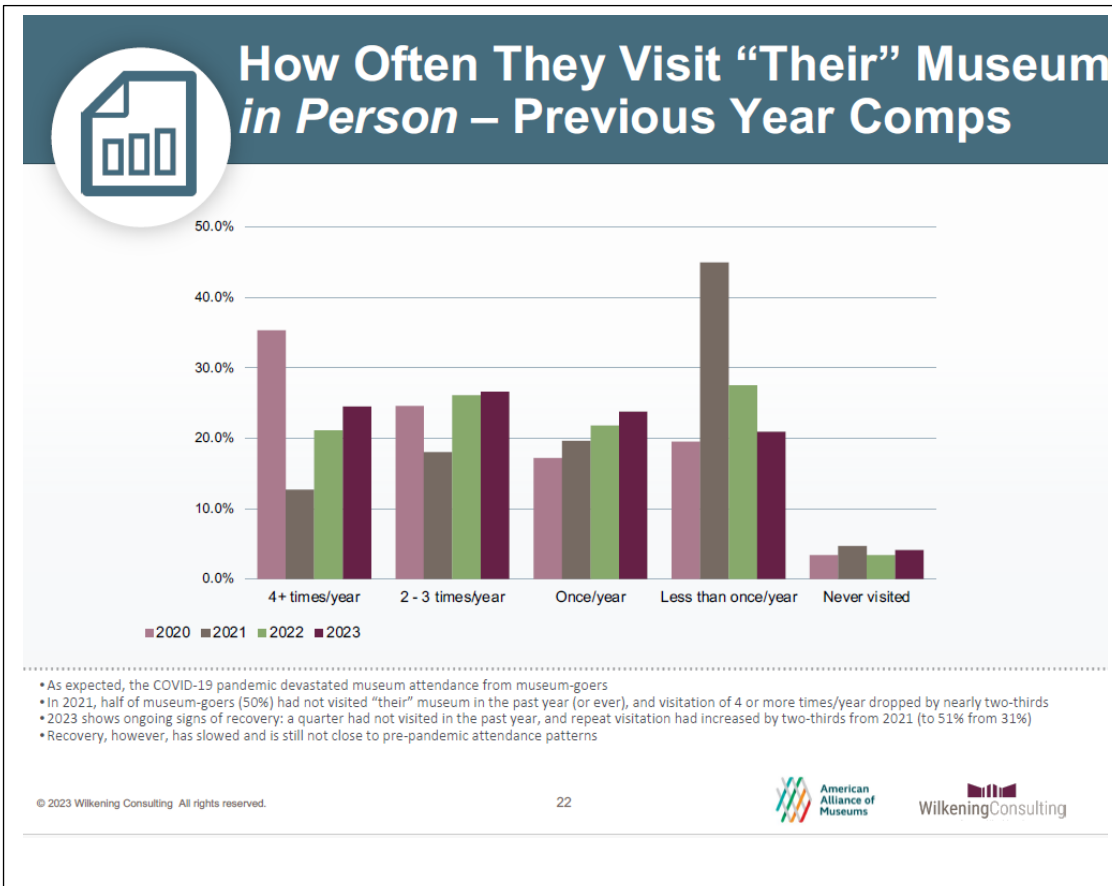
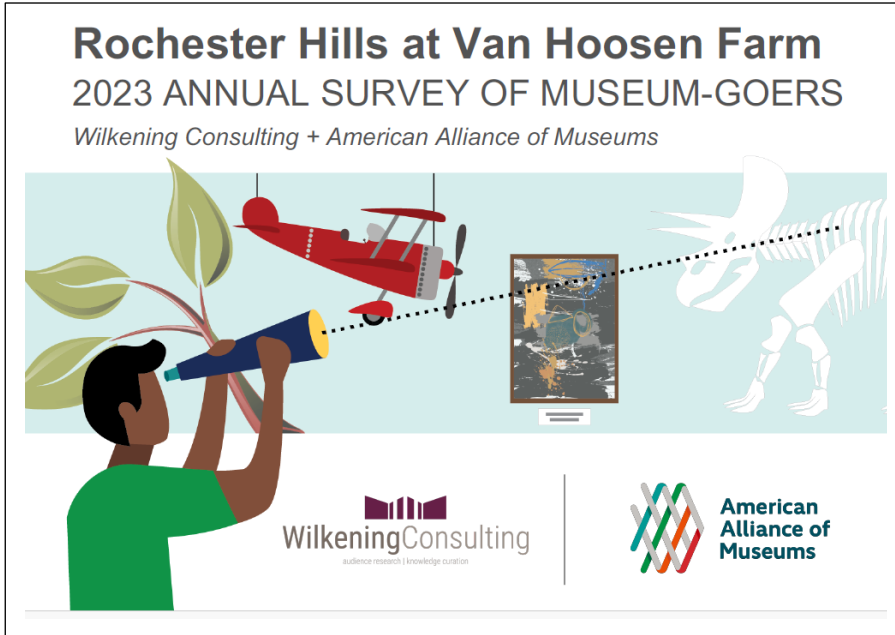
**Virtual attendance – 77,607**

The Birmingham Museum was established by the City of Birmingham in 2001 in partnership with the Friends of the Birmingham Museum (aka Birmingham Historical Society). The four-acre site and historic community park is known as the John West Hunter Park, and includes the 1926 Harry and Marion Allen House and the 1822 John West Hunter House, which are connected by a public plaza that also includes the historic 1902 Hill School Bell in a protective structure. The landscape includes some of the most complex and diverse topography, including native wetlands, a spring fed pond, and connection to the Rouge River corridor. Additional accessible paths and overlooks are planned for the natural areas of the park in the near future.

The Birmingham Museum offers a range of cultural experience just a short walk from downtown Birmingham. The Museum's collection and archives are housed at the Allen House, which also features changing exhibits about Birmingham and its heritage and the National Register listed Hunter House interprets 19th century pioneer life. Museum staff include a part-time director, two part-time museum specialists, and a part-time museum assistant who provide a variety of services to adults and children, including educational outreach, public programs and tours, publications, and research services. A significant part of the Museum's community engagement is accomplished through social media, including videos, virtual exhibits and a popular podcast. Collaboration is a key aspect of the Birmingham Museum's operations and has resulted in grant-funded public history projects and other professional awards.

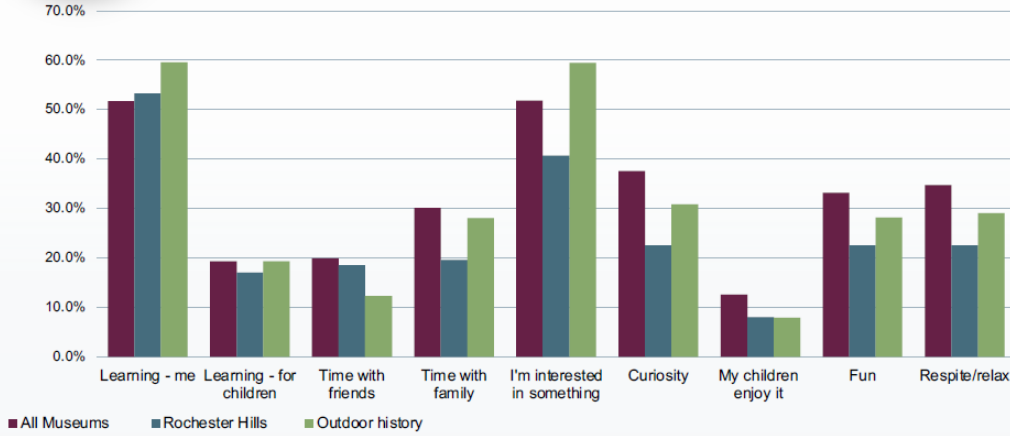
# 2023 Annual Survey of Museum - Goers

In 2023, the Rochester Hills Museum at Van Hoosen Farm participated in a national survey of museum-goers, sponsored by the American Alliance of Museums (AAM). The survey results provide us with data from our visitors as well as nationwide results for context, helping us be more effective in the communities we serve.





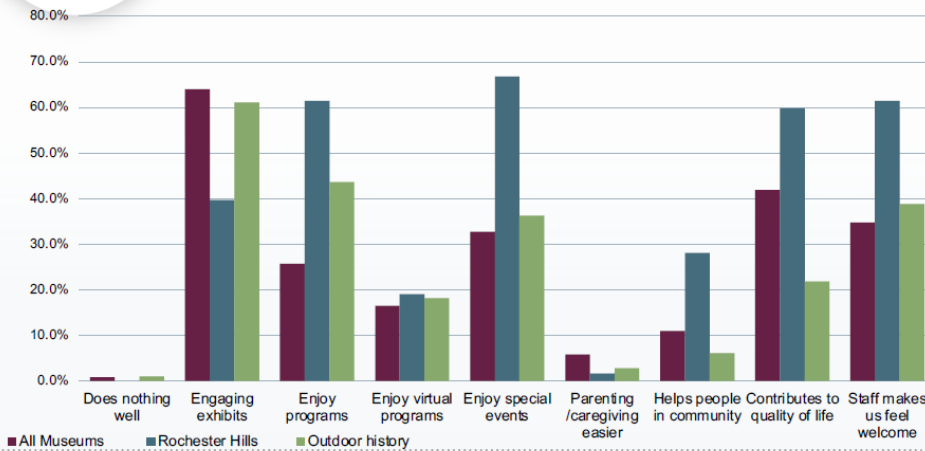
## Why They Visit



\* Your respondents are somewhat more likely to visit with friends, but for the most part are giving fewer motivations for visiting than those from other outdoor history museums



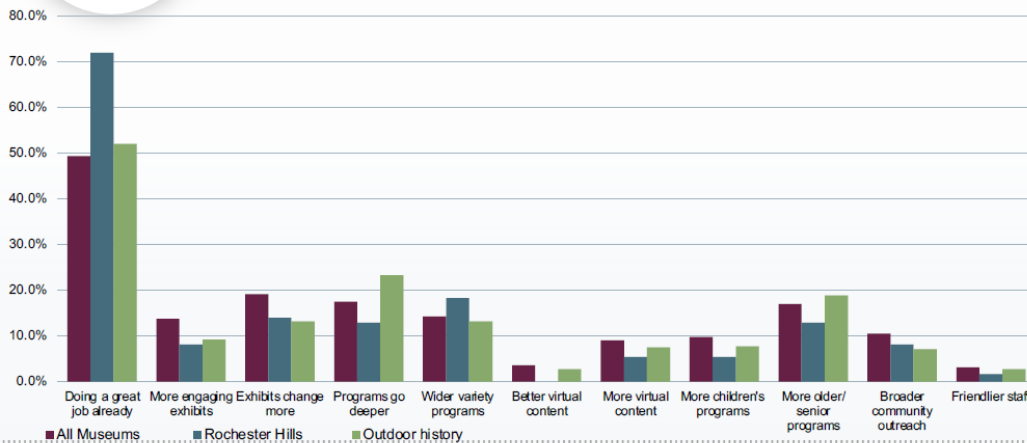
## What the Museum Does Well



\* Overall, your respondents are rather complimentary about your work, being significantly higher across most metrics than those from other outdoor history museums



## How the Museum Can Improve: Desired Improvements



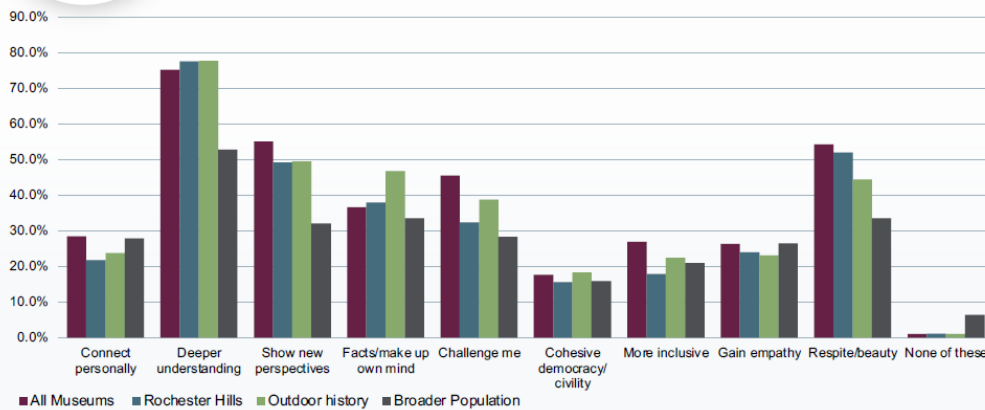
\*Your respondents are much more likely to say "great job" than those from other outdoor history museums

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## How Museums Should Engage Visitors with Content

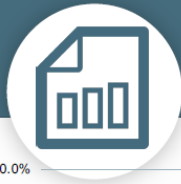


\* Your respondents are slightly less likely to want to be challenged than those from other outdoor history museums  
 \* And they are slightly more likely to seek respite

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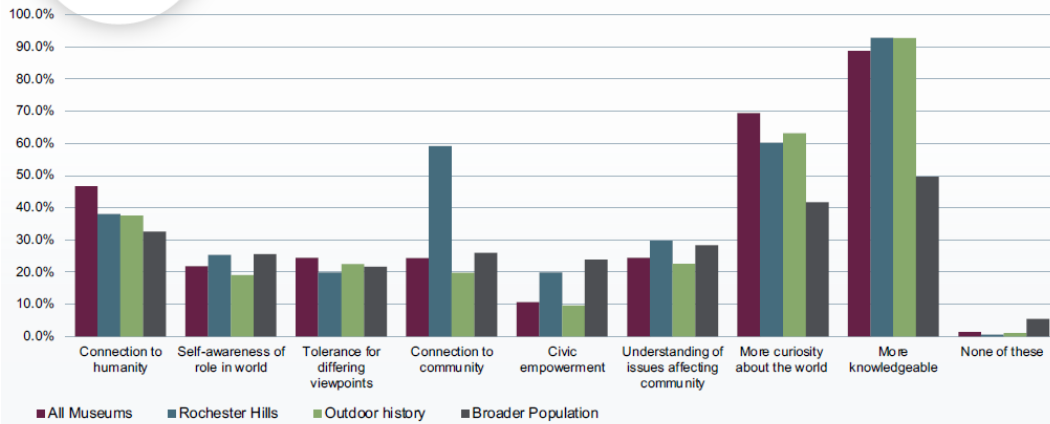
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# Impact of Museums

Museum-Goers: What kind of impact do you think museums have had in your life? (Choose those that are most important to you.)  
 Broader Population: What kind of impact do you think museums have in the lives of their visitors (including yours, if you visit museums)? (Choose those that are most important to you.)



- Knowledge and greater curiosity appear to be the most broadly perceived impacts of museums
- The broader population, however, was over 2x more likely to choose civic empowerment than frequent museum-goers
- Your respondents are much more likely to say museums have made them feel more connected to community than those from other outdoor history museums

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