

Besser Museum for Northeast Michigan
Executive Director Report for Board of Trustees Meeting
February 2017 – March 2017

1. Capital Campaign 50th Anniversary Donor Recognition

- a. The donor wall is under construction. Omega Electric & Sign installed the first phase of the donor wall.
- b. The second phase will be reinstalling the metal tree sculpture
- c. The committee is working on the final design elements of the donor wall. All donor names have been compiled and ready to be organized for display.

2. Reaccreditation: The application was successfully submitted. The museum will be receiving an invoice for \$3,000 from the AAM shortly.

- a. The Site Visit committee are scheduled to visit July 19th – 21st. The Besser Museum will be responsible for covering the traveling expenses for two AAM Site Visit committee members. This is on top of the \$3,000 application fee. The museum will receive a travel expenses invoice after the Site Visit report has been submitted.
- b. The Besser Museum received information from the AAM in preparation of the Site Visit. That information will be made available on the Board of Trustees website page. An agenda will be set for the Site Visit committee, which will include a meeting with some or all the Board of Trustees members.
- c. AAM Site Visit preparation materials include what the committee will be looking for in each department. It is suggested that both Staff and Trustees be familiar with what the Site Visit committee will be assessing and taking note of for their AAM reaccreditation report.

3. Facilities:

- a. The new copy machine has been ordered and should arrive mid-March.
- b. The Facilities monthly progress report submitted by Matt Klimczak is being revised and will include a much broader breakdown concerning on-going projects and up-coming projects. Please refer to the report for complete overview for facility projects.

4. Planetarium:

- a. the Ad-hoc planetarium committee reviewed the resumes. Potential candidates have been contacted to schedule interviews. A list of interview questions has been formulated. Matt Linke has also contributed to this list of questions.
- b. March 18th and 25th John Heath is out of town and we will play the Sistine Chapel show.
- c. April 22nd Besser Museum will partner with Rockport to host another Dark Sky telescope party. John Heath will host two shows in the planetarium before going out to the Park with telescopes.
- d. Besser Museum will be partnering with someone from Rockport to do a Talk of the Town interview April 5th.

5. Art:

- a. American Print Makers opening reception is Thursday, March 23rd. The theme is American Classics. Cheesecake will be served as the refreshment. Danyeal will introduce print making techniques. The staff is working on developing some educational outreach/lecture programs, possible via the new Skype media tools. We are also talking about having Kat do something similar with history. Using the Historical Downtown Alpena scavenger hunt booklet, Kat can create video content.
- b. Judy Dawley's second book will be published soon. Her original watercolor paintings will be on exhibit starting in June through the end of September. We plan to rent a booth at Art on the Bay again in July to sell her books and prints.
- c. Promotion of Octobers non-juried art exhibit has been ongoing. We will begin working on more marketing for that fundraiser/art exhibit, including mailing out invitation to past artist. That will run from October through December.

6. Exhibits:

- a. The George and Edith Cook Family Besser Museum Fund has been established. \$25,000 dollars has been designated for the research and development of the Native American Gallery renovation. Anne Belanger will chair this new project.
- b. The Cook family will return to the area sometime in April. We will schedule a meeting to discuss details of the project then.
- c. WWI EXHIBIT:
 - i. Exhibits Director, Danyeal Dorr is working on an outline for the World War 1 exhibit. Museum Assistant, Sami Allen is helping with research.
 - ii. Tim K's ACC history students will do a symposium of readings on WWI at the Museum on Tuesday, April 11th at 7PM.
 - iii. The Northeast Michigan Genealogical Society was helping with supplementary materials and will be asked to participate in a presentation.
 - iv. John Dove, local military collector is helping supply WWI artifacts. John will also be schedule to give a presentation.
 - v. The exhibit is scheduled to open in April 29th and run through the end of July.
 - vi. Once all the details are set, a marketing campaign for the exhibit and programs will be developed and launched.
- d. Exhibits/Collections Manager, Danyeal Dorr's monthly progress report is being revised to give a broader view of the yearly exhibit schedule (and beyond), updates to permanent exhibits, and on-going activity involving collection preservation.

7. Katherine V: Great Lakes Fisheries Heritage Exhibit.

- a. The Katherine V committee is talking about meeting soon to start planning the next fundraiser.

8. **Chinook:** Great Lakes Fishery Trust Awarded the Besser Museum \$10,000 program planning grant. The \$10,000 grant agreement is to be used to develop a plan. GLFT was intrigued by the concept of the original grant proposal, but felt more planning and details are needed. The grant agreement is due April 24, 2017. The program plan must be completed by June 15, 2017.
 - a. Chinook Committee will meet to discuss how to proceed with the grant contract after the Board's approval to accept the grant.

9. Marketing:

- a. The museum's Face-book page continues to draw positive attention. Several staff members contribute to the page; however, Kat takes the lead on this outreach. Kat works closely with the other departments to keep the museum's website information updated. She also works with other staff to keep local media up to-date on museum happenings.
- b. Besser Museum is continuing to run free admission coupon ads in regional newspapers including Presque Isle, Cheboygan, Montmorency. We are seeing several coupons redeemed weekly.
- c. The Museum will be in the Best Map Ever, the Sunrise Side Art Gallery booklet, and the Best of Alpena map.

10. Education: Media & Education Outreach Coordinator, Kat Tomaszewski's monthly progress report is being revised to give a broader overview of the current and on-going development, implementation, and evaluation of the museum's educational outreach programs.

- a. School Field trip calendar is filling up
- b. Log Cabin Day is June 24, 2017
- c. Work on Season of Light begins in July
- d. The development of virtual exhibits and programs are being discussed
- e. The Alpena County Youth & Rec grant funded Shout Eureka Discovery Science programs are being scheduled with the Pokorskis. The first one will be Thursday, March 30th for Spring Break.

11. Gift Store:

- a. The old cash register was having some problems so a new cash register was ordered. We are staying with the same model for \$400. Matt had research several other, more expensive options, and it was decided that this model meets our needs and is way less expensive.
- b. New product has been ordered for the store. We are also looking into making a Besser Museum Christmas ornament.

12. Professional Development: I have been participating in the ACC Lunch Bites, Grant Writing Workshop led by Dawn Stone.

13. Michigan Arts and Culture Northeast (MACNE) is starting work on the 2017 Lake Huron Discovery Tour. As the Vice President of MACNE, on March 20th I will be attending the Stars of the Industry Dinner at the 2017 Pure Michigan Governor's Conference on Tourism in Detroit with Katie Wolf, Mary Ellen Jones, and Denise Cline.