

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

**1. Reaccreditation:**

**Creating Action Plan to Submit to AAM Reaccreditation Board.**

- a. Our deadline to submit a plan was extended to May 25<sup>th</sup>.
- b. Phil Deloria has been hired and will provide consultation
- c. CMU Museum Studies Instructor, Ron Bloomfield and Director, visited the museum on Friday, February 16<sup>th</sup>. He and two museum studies students toured the collection storage area and made several suggestions. Bloomfield will use the Besser Museum as a case study for his CMU Museums Studies course in the fall.
- d. Ron Bloomfield stated that the rooms our collections are being stored in are mechanical rooms and that our collections are at risk being stored under waterpipes and heat ducts. Ron gave the following suggestions to improve the care and preservation of our collections:
  - i. Find off site storage
  - ii. Find community partners, such as NOAA and the Genealogical Society to build a community shared storage facility.
  - iii. Reallocate the collections within the museum to safer storage area. Utilize the now, Wild Life gallery for storage and one of the classrooms as storage. Invest in proper storage shelving and units.

**2. Facilities:**

- a. Matt contacted AirNEnergy about the capabilities of our HVAC system monitoring temperature and humidity by zones. They submitted a proposal to audit for \$2,5000, however, they recommended what we need is a maintenance call, rather than an audit to make sure the system is operating correctly. We are waiting to hear what it would cost for a maintenance call.

**3. 2017 -2018 Budget & Audit: SLK is working on our audit, they should be done this week.**

**4. Boldrey, Senchuk, Rouleau and Williams P.C. completed the museum's 990s.**

**5. Native American Exhibit Project:**

- a. Good Design Group provided us a draft of the conceptual plan for the Native American exhibit.
- b. An advisory committee was formed and the first meeting will be held Monday, February 26<sup>th</sup> at 6pm.

**6. Fisheries Exhibit:** The committee is meeting and work is ongoing.

**7. Art:**

- a. **Winter Blues Opening Art Reception:** the reception was well attended with 130 visitors.

**8. Education:**

- a. Kat has submitted her two-week notice and her last day is February 23, 2018. She will continue to manage the museum's web site.
- b. The Education Outreach Coordinator job description will be posted on the Michigan Museum Association website, the Besser Museum website, and possibly the AAM website.

**9. Planetarium:**

- a. Attendance in the planetarium has been very good. Please refer to Tad's monthly report for full details.
- b. We are waiting to hear the status of the grant submitted to CFNEM for \$3,500 to purchase a digital presentation for our Littlest Learners planetarium program. This program is geared to families of preK-2<sup>nd</sup> grade students. It will run on Saturdays at 12:00 p.m. Each seat will be \$3. Tad has already been building programs for Littlest Learners and marketing has been slowly rolling out as the programs are being built.

**10. Exhibits:** exhibits are set until April.

**11. Marketing:**

- a. During the audit, it was discovered that there is \$5,297 in the temporary restricted fund for the past two or three years. That account has not been utilized and they auditor suggest we make a plan to spend down that inactive account. **I propose we use those funds to increase this year's marketing budget to promote the museum and the new planetarium into a wider market.**
- b. **Ongoing Website/Facebook/Email marketing**

**12. Gift Store:**

- a. New store products are always being researched.

**13. Miscellaneous:**

- a. **Employee Handbook:** Still working on updating employee handbook. Should have a finalized copy ready for Board review this month.
- b. **Guest Service Specialist position.** The Besser Museum is filling the vacancy at the front desk. Interviews are being conduct for a part-time employee for approximately 28 hours a week. We could also greatly benefit from hiring another part-time employee for approximately 15 hours to help with weekends.