

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

1. Reaccreditation:

Creating Action Plan to Submit to AAM Reaccreditation Board.

- a. Our deadline to submit a plan was extended to May 25th.
- b. Phil Deloria has provided a draft of the work plan and will be submitting the draft for the AAM progress report soon.
- c. Ron Bloomfield, CMU Museums Collections Manager and Museum Studies Instructor, is planning on using the Besser Museum's AAM reaccreditation process as a case study for his college course this Fall/Spring semesters. He is also working on possible internship partnership with the museum.
- d. CMU is working on a plan to offer assistance in the Collections department. Currently, they have offered to help with the interview process for a new Collections Manager. CMU is working on a plan where they would offer workshops, oversight, and counsel (training) to ensure our new Collections Manager is performing according to best practices and AAM standards.

2. Staffing:

- a. **Education Outreach Coordinator:** The ad-hoc personnel committee (Chris Witulski, Tad LaCoursiere, Steve Lappan, Anne Belanger, and John Caplis) will be conducting interviews for the week of April 16th – 20th.
- b. **Collections Manager:** Ron Bloomfield from CMU will help conduct interviews the week of April 23rd – 27th.

3. Facilities:

- a. Elevator repairs. The insurance company will cover the damage to the elevator. It will take six weeks to replace the broken piston.
- b. Ongoing researching into the possibilities of retrofitting areas in the lower level to serve as collections storage areas.
- c. See Facility Report submitted by Matt Klimczak

4. Native American Exhibit Project:

- a. Subcommittees have been formed and tasks have been assigned for research and development of content.
- b. Good Design Group is working closely with the committee to provide conceptual exhibit plans for the Native American exhibit based on committee input.

5. **Fisheries Exhibit:** The committee is meeting and work is ongoing.
 - a. Grant Payments were due April 1st; however, a no-cost extension was granted for May 15th.
 - b. Great Lakes Fisheries Trust report is due in June.
 - c. Good Design and Brandon Schroeder is working with Jim Johnson on the Final Report.
 - d. Still looking into someone help haul the Kahlenberg Engine back to the museum.

6. **Art:**
 - a. **NEMAG: Whatever the Weather** art exhibit opens April 14th with opening reception held on Saturday, April 21st.

7. **Education:**
 - a. We are booking school groups for Spring Field Trips
 - b. I have been working on developing the lesson plans for this year's school groups with help from staff and museum volunteers.
 - c. I will be recruiting and training volunteers.
 - d. Following up with the request to DTE Foundation for June's Log Cabin Day event.
 - e. Working on the June 30th Log Cabin Day event.

8. **Planetarium:**
 - a. Tad is presenting proposal to purchase Dark Matt for the planetarium.
 - b. April 20th, we will participate in MSU Science Festival

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

10. **Marketing:**
 - a. During the audit, it was discovered that there is \$5,297 in the temporary restricted fund for marketing. I will research the best way to utilize these funds to promote the new planetarium and museum exhibits. I will work with Judy Suszek to budget this for next fiscal year.

11. **Gift Store:**
 - a. **The Town That Would Die:**
 - i. Allegra has a plate fill to reproduce the book. There would be a cost to having the file transferred to a digital format.
 - ii. The bid Allgera presented to reproduce the book includes digitize the file.
 - iii. There is no increase in what the museum is paying per book for reproduction. Last time the book was reproduced was 2002.
 - iv. We have 73 books left in inventory. We ordered 1500 books in 2002
 - v. We have sold on average approximately 40 books annually for the past few years
 - vi. In the past, we have donated books to local organizations for fundraiser and have used them as incentives for memberships
 - vii. We sell the books for \$15.95. The most profitable bid from Allegra is to order 1500 for \$12,000. This order could last the museum for the next 20 years or so, or not. The Besser Museum is the only organization that prints this book.

- b. New store products are always being researched.
- c. The new Guest Services employees are keeping the Gift Shop Facebook page updated and current.

12. Miscellaneous:

- a. **Employee Handbook:** Still working on updating employee handbook. Should have a finalized copy ready for Board review this month.
- b. **Governor's Conference on Tourism:** I will be traveling to Grand Rapids on March 27th and 28th for the Governor's Conference on Tourism with three other members of the Lake Huron Discovery Tour. We will be giving a presentation on Innovated Tourism.
- c. **STATE Theater letters.** AMC decided not to remove the letters from the marque.