

Besser Museum for Northeast Michigan
Executive Director Report for Board of Trustees Meeting
July 2024

DNEM History Exhibit Update: \$1,800,000 budget

DESIGN DEVELOPMENT PHASE 1: \$345,844 was spent to complete Phase 1.

DESIGN DEVELOPMENT PHASE 2: \$1,454,156 is budgeted for Phase 2.

- Kanarr Builders will start the construction of interior walls sometime in July.
- Omega Electric is coordinating with SRS for all the printed materials and electrical needs. Omega will provide the museum and updated estimate for their work.
- Carpeting is being ordered through Young's Carpet One.
- Kurt Badder gave a quote of \$5,800 to build the stone wall in the Industry exhibit.
- Besser Museum received a donation of some food from Lumberman's Monument for the Wanigan. We will need to order more realistic fake food for the display. Cost for realistic fake food is between \$800 to \$1000.
- Exhibit Content:
 - Areas A, B, C, E, F, H, I, J, L have been completed and submitted to Split Rock.
 - Areas D, G, M, and part of J (European Immigrants/Growing a Community) is still under development.
 - Area M (Industries) will have an LED screen that will display a digital presentation of industries in Northeast Michigan. We are still working to gather information from several local industries for this presentation.
- Sunrise Courier Services was contracted to transport artifacts to Split Rock Studios. They delivered the artifacts to Split Rock on July 15. The total cost for shipping was \$1000.
- The exhibit is still scheduled to be completed in December of 2024 with installation starting mid-November. Plans are being made for several grand opening events. More details to follow.
- **Marketing DNEM History Exhibit Fundraising Efforts:**
 - All donations must be in by September 15th to be included on the donor board, so a push is on to market the DNEM History Fundraiser.
 - Darby Hinkley ran a nice article in the Alpena News June 21 showcasing the exhibit fundraiser. Darby will continue to include donor photos and updates.
 - Graphic Designer, Carol Bobolts is continuing to do a lot of graphic work for the museum pro-bono. She created an updated fundraising brochure and will be creating some newspaper ads. Carol is also working with Split Rock for our donor wall design.
 - Matt sent out an email blast to members July 10. We have had some responses.
 - Besser Museum is running radio ads July through August on Hits FM, WATZ, and Bay108 to promote the fundraising efforts for the new exhibit.
 - I did a live interview on WATZ and the Bird. I will be doing another interview on Hits FM.
 - I have been posting pictures of exhibit donors on the museum's Facebook page.

- Billboards: There are two billboards available for August 12 through September 9 at \$700 each. Do we want to purchase billboards for our campaign, or wait and invest that marketing budget into promoting the new exhibit? LAMAR is putting together information for billboards on I-75 and M-32.
- **Grants – Katie Wolf**
 - Katie is working on grant proposals for the Michigan Arts and Culture Council and Community Foundation upcoming cycle.
 - A proposal for Michigan Humanities is in the works.
- **DNEM Exhibit Funds raised to date: \$1,441,730 (Still need to raise \$358,270)**
 - Legacy Level \$960,150
 - Visionary Level \$371,050
 - Champion Level \$ 53,800
 - Leader Level \$ 29,950
 - Patron Level \$ 17,775
 - Friend Level \$ 9,005

TOTAL DNEMH BUDGET: \$1,800,000

Phase 1 expenses totaled \$345,844.

The Estimated expenses for Phase 2 total \$1,454,156.

2024-2025	Split Rock Studios	\$ 1,262,415.00		
	Omega Murals	\$ 20,000.00	est.	
	Omega Electric and Lighting - Phase 2	\$ 10,000.00	est.	
	Kanarr Builders - Phase 2	\$ 50,000.00	est.	
	Carpeting - Phase 2	\$ 19,000.00	est.	
	Artifact mounting materials	\$ 20,000.00	est.	
	Keith Knetch - teepee structure	\$ 5,000.00	est.	
	Donor Board	\$ 5,000.00	est.	
	Contingency - construction costs	\$ 62,741.00	est.	
		\$	est.	
	Total	\$ 1,454,156.00	est.	

The Great Lakes Fisheries Exhibit update.

Work is ongoing on the Great Lakes Fisheries Exhibit. The DNR grant ends April 2025.

1. Good Design supplied a bid of \$19,900 to design the new exhibit space.
2. Jim Johnson continues to work with GVSU to complete videos for the new exhibit.
 - a. Jim played one of the video loops during Log Cabin Day. It was well received.
3. Tuffy and his crew started building a dock around the backside of the Chinook for safety and maintenance uses. They are almost done.
4. Besser Museum has a \$91,000 match for the DNR \$386,500 grant.
 - a. To date we have matched \$39,796.
 - b. We paid \$17,559 to Meridian and \$2,236 for the video production. If we do not request reimbursement, that would be an additional \$19,795 towards the match.

- c. Jim Johnson has turned in time sheets and expenses for this quarter for totaling another \$3,862 towards the match.
- d. Do we just absorb the \$19,795 from museum funds at this point?
 - i. Total lines a, b, and c = \$63,453 towards the match, with \$27,547 left to match by the end of the grant – April 2025.
- e. There will be more volunteer hours that will be used towards the match.

Miscellaneous:

June 29, 2024, Log Cabin Day was a big success. We recorded 489 admissions. The weather was perfect, and everyone reported having a great time. We heard many comments about the museum having so many new things and lots of changes.

Besser Museum will be co-hosting the Michigan Historical Society Michigan State History Conference in 2025.

Besser Museum is running four educational programs this summer in conjunction with Alpena Public Schools Summer Programs. The programs will start at 9:30 and end at 11:00. APS students going into 4th, 5th, or 6th grades need to pre-register. Programs will be held July 24, July 31, August 7 and August 14.

Exhibit Schedule

Juried Art Exhibit: August 10 – October 30, 2024.

Linda Beeman Solo Exhibit : August 10 – October 30, 2024.

Season of Light: November 17 – January 6.

Joe Donna Solo Exhibit: February - ?

Pam O'Neil Solo Exhibit: February - June