

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

1. Capital Campaign 50th Anniversary Donor Recognition Reception:

- a. The donor reception was a great success. We are extremely grateful to Jon Benson for doing an amazing job. Everyone had a great time and were pleasantly surprised with the new digital planetarium.

2. Reaccreditation: It is with great pleasure that I report that the reaccreditation application was submitted on February 8th at 1:20 p.m. Completing this application was a big undertaking by the entire staff. Judy Dawley was a great help assisting with editing the essay questions. The museum will receive an invoice for \$3,000 from the AAM in the next 30 days. Within the next two months, the accreditation program staff will do an internal review of our submission and send us the results. We may be asked to provide additional documents or clarification, or take some other action. The next step after that is for the AAM to schedule a site visit.

3. Facilities:

- a. The Besser Museum is desperately in need of a new copy machine. Matt and Kat have been doing some in-depth research into the best options for the museum and will have a proposal ready to present to the Board at February's meeting.
- b. The museum staff have been discussing the possibility, and the benefits, of getting a new cash register. Facilities Manager, Matt Klimczak did a lot of research on the different options available. He also visited some local gift shops to see how they liked the newer point of sales systems. After reviewing the options, comments, and expense of a new cash register, it was decided that a new cash register would not provide the benefits we thought it would. We will continue to use the system we have. Matt has done some research into some of the features we are not yet utilizing with our cash register which may prove beneficial if utilized.
- c. Collections Manager, Danyeal Dorr reported her laptop crashed and needed a new computer. The Besser Museum had an iPad available for her to utilize in her department. She is loving the flexibility this new computer. She is now able to complete her work while in the collection storage areas. She recently ordered a shattered proof case for the iPad.

4. Planetarium:

- a. The new Digital Dome Program Director position has been posted on the Besser Museum's website, the MMA and GLPA website. We have received a few applications to date. A few members of the Ad-hoc planetarium committee will assist with reviewing the resumes.

5. Art:

- a. Starting in January the exhibits will focus on Michigan authors and artists.
 - i. The opening for Mary Stewart Adams, art exhibit was held February 4th. It was from Emmet County International Dark Sky
 - ii. The American Printmakers will be on exhibit by the end of February.

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. The committee will meet soon to start discussing this new project.

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: Jim Johnson is continuing to connect with agencies that will assist with the Chinook project.

9. Marketing:

- a. The Besser Museum participated in the Business Expo. Alpena Buick was our generous sponsor. This was a great opportunity. We passed out lots of membership brochures. One senior couple stop by the museum that day after leaving the Expo to purchase a new membership.
- b. Kat keeps the website and face-book page updated. Other staff also contributes to the face-book page. Kat is keeping the media up to-date on museum happenings.

10. Audit: The 990s were completed in February by Johnson and Schultze. They were waiting to receive a copy of the audit to complete the 990s. The last two years of audits are now posted on the museum's website.

11. Gift Store: We had a good January in the store compared to last year with \$2,074 in sales.

12. Miscellaneous: I took a seven-day vacation in February. I took off February 9th through February 17th.