

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

**1. Capital Campaign 50<sup>th</sup> 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:**

- a. The Besser Museum received the Self-Study Staff Review with 8 areas needing to be addressed. (This AAM form can be found online on the Board page.) The following steps are underway to address the issues:
  - i. Danyeal Dorr is updating the 2001 Collections Management Policy
  - ii. Janet Young is working with me to draft an updated Institutional/Strategic Plan to present to the Board
  - iii. Delegation of Authority to Director needs to be updated by the Board
  - iv. The Operational Data missing on the application has been addressed.
  - v. The Code of Ethics allowing trustees and others associated with museum to purchase deaccessioned collections items is being corrected.
- b. The AAM offers online resource materials to assist in maintaining best practices. There are articles, webinars, and sample documents for Tier 3 membership. Besser Museum has always maintained a Tier 2 membership. However, needing access to these resources, the museum invested an additional \$250 to up the membership level, which resulted in a \$500 savings on the reaccreditation fee. The Besser Museum can have up to 10 people access these online resources.
- c. The Site Visit committee are scheduled to visit July 19<sup>th</sup> – 21<sup>st</sup>. The Besser Museum will be responsible for covering the traveling expenses for two AAM Site Visit committee members. This is on top of the \$2,500 application fee. The museum will receive a travel expenses invoice after the Site Visit report has been submitted.
- d. 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.
- e. 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 is up and running.
- b. Bliss Painting should be starting on the Maltz Bank soon.
- c. Meridian Construction will be starting on the back patio soon.
- d. We are still waiting for a decision from the Board on the loading dock project.
- e. The Efficient United Energy rebate agreement was signed and returned to secure monies for the parking lot lights if the museum's chooses to have them replaced with LEDs.

### **4. Planetarium:**

- a. Spitz Inc, sent another technician to the museum on April 10<sup>th</sup> and 11<sup>th</sup> to fix the issues we were having with the digital dome projectors. They replaced some faulty transformers in the projectors, recalibrated the projectors, and now everything seems to be running fine.
- b. the Ad-hoc planetarium committee interviewed four potential candidates for the Digital Dome Program Director position. Reference checks are ongoing. We hope to have someone in place by May.
- c. Besser Museum hosted approximately 200 visitors in the planetarium during March/April for the Alpena Youth & Rec funded Shout Eureka Science. One program was during spring break, March 29<sup>th</sup> and the other program was April 8<sup>th</sup>. The Y&R grant will provide \$500 per event for the planetarium shows.
- d. Besser Museum hosted 83 visitors in the planetarium for the MSU Science Festival on Monday, April 10<sup>th</sup>. The program ran from 6pm – 8pm with three 25 minute presentations. (This had to be offered free to public to participate in the MSU Science Festival. Besser Museum received statewide recognition for participating.)
- e. April 22<sup>nd</sup> 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.

### **5. Art:**

- a. American Print Makers is on exhibit until the end of September. The staff is working on developing some educational outreach/lecture programs like the live webcast Danyeah hosted for WWI exhibit for art. Danyeah created a PowerPoint presentation of a beginning drawing lesson that we would like to use. 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.** We have yet to initiate the Native American Research Project. 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 presented a live web broadcast on the topic of WWI Veteran, Phelps Collins on April 6<sup>th</sup> at 12:30. There were approximately 85 individuals who tuned in live. This presentation was recorded and accessible on YouTube.
  - ii.** Tim K's ACC history students held a symposium of readings on WWI at the Museum on Tuesday, April 11<sup>th</sup> at 7PM. There were approximately 65 people in attendance.
  - 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 29<sup>th</sup> and run through the end of July.
  - vi.** Information about the WWI exhibit and lecture series can on the museum's website.
- d.** Northeast Michigan Artists Guild exhibit will open Saturday, April 22<sup>nd</sup>. Information can be found on the website.

## **7. Katherine V: Great Lakes Fisheries Heritage Exhibit.**

- a.** The Katherine V committee is meeting Tuesday, April 18<sup>th</sup> to discuss the next fundraiser.
- b.** Tuffy Cross has been collecting props for the Katherine V exhibit.

## **8. Chinook: Great Lakes Fishery Trust Awarded the Besser Museum \$10,000 program planning grant. Jim Johnson, Brandon Schroeder and I have been working on the grant application, with Jim doing most of the writing. The grant agreement is due April 24, 2017. The program plan must be completed by June 15, 2017.**

## **9. Marketing:**

- a.** Marketing is ongoing. We will be doing more marketing for Log Cabin Day in a wider reach throughout Northeast Michigan.
- b.** Diane Speer at the Alpena News has/and does a great job in covering our events.
- c.** WBKB reporters have done a great job in covering our events.
- d.** The museum also has monthly interviews on Talk of the Town with Nancy.
- e.** The local radio stations, especially Bay 108, hosts a conversation during the morning show to talk about upcoming museum events.

- f. 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.
- g. The Museum will be in the Best Map Ever, the Sunrise Side Art Gallery booklet, and the Best of Alpena map.
- h. The museum's Facebook page and website continue to serve as an excellent marketing tool.

**10. Education:** Media & Education Outreach Coordinator, Kat Tomaszewski's is beginning to book fieldtrips from across Northeast Michigan. This season is the busiest time for school groups and provides a great revenue stream.

- a. Log Cabin Day is June 24, 2017
- b. The development of virtual exhibits and programs are being discussed
- c. Kat is also keeping the events updated on the museum's website.

**11. Gift Store:**

- a. New product has been ordered for the store. We are also considering making a Besser Museum Christmas ornament.

**12. Professional Development:** Upgrading to a Tier 3 AAM membership has given the museum staff access to amazing professional development tools.

**13. Other:**

- a. Letters have gone out to CFNEM to request \$3,000 from the Harry Johnson Fund for Log Cabin Day and \$2,5000 from the Besser Museum Fund for the AAM reaccreditation.
- b. Both part-time front desk employees will be leaving in April. Brigid Wertz will be moving back east. Her last day is April 24<sup>th</sup>. Sami Allen will also be moving back east with her last day being towards the end of April. I am currently vetting new part-time staff for these positions.