

**Besser Museum for Northeast Michigan
Board of Trustees Meeting AGENDA
Tuesday, March 17, 2020
4:30 p.m.**

Our mission is to collect, preserve, interpret, and exhibit authentic articles and artifacts of art, history, and science to inspire curiosity, foster community pride, and cultivate personal legacy.

- 1) Call To Order (Board Members can call in or join online)**
- 2) Review January 2019 Board Meeting Minutes for approval (*action item*)**
- 3) TREASURER’S REPORT: SLK will present the Audit Report**
- 4) New Business: Board Retreat Review Workshop**

The Board will conduct a workshop to review the 2020 Board Retreat Report submitted by Ron Bloomfield and work to develop new goals and objectives for the next 5-year strategic plan.

Prior to coming to the meeting, Board members are asked to review the Board Retreat Report and note which goals they feel the museum should focus on.

Please see attached documents pertaining to the Board Retreat Review Workshop submitted by Executive Director, Christine Witulski and Board member, Jim Johnson.

2017 – 2021 Strategic Plan Approved by the Board July 18, 2017

As we move forward, it's important we stay focused on specific goals to help us realize our mission and vision. Below are the six goals we will achieve from 2017 – 2021.

Goal 1: Foster an appreciation for art, history, and science

- 1.a. Establish and maintain a welcoming museum environment that encourages engagement with art, history, and science.
- 1.b. Develop a 3-year rotating exhibit schedule with a suite of complimentary educational programs and special events.
- 1.c. Create virtual tours that are available through online and mobile platforms
- 1.d. Create digital content of Art, History and Science to present in the Digital Dome Theater to enhance the visitor's experience with various museum exhibits.

Goal 2: Engage all ages, abilities, and interests of the public

- 2.a. Ensure museum exhibits provide a culturally enriching experience that inspires curiosity, fosters community pride, and cultivates personal connection and legacy.
- 2.b. Ensure facilities and grounds are accessible to all visitors, workers, and volunteers
- 2.c. Gather and analyze feedback concerning museum experience from visitors and stakeholders to better provide desired public programming and improve museum visits.
- 2.d. Design museum exhibits and educational experience to be conducive and inclusive to all visitors utilizing AAM best practices

Goal 3: Present the interconnected stories of Northeast Michigan

- 3.a. Develop strategic plans for each permanent exhibit that addresses all the necessary components of good design (Historic Village, Native American Gallery, Avenue of Shops, Katherine V, Chinook, Planetarium, Wildlife Gallery)
- 3.b. Develop a strategic plan for writing and designing interpretative exhibit labels that will result in a comprehensive and cohesive storyline throughout the museum permanent exhibits connecting Northeast Michigan's natural resources and cultural heritage.

Goal 4: Increase community awareness of museum services

- 4.a. Draft and execute marketing plan and budget; identify media resources available and costs associated with marketing in Northeast Michigan.
- 4.b. Create cohesive brand and image of museum across all media and social media platforms
- 4.c. Develop mature online presence through website and social media platforms
- 4.d. Create marketing materials to promote the museum's field trip programs to area educators.

Goal 5: Attract, train, utilize, and maintain Museum Volunteers and Staff

- 5.a. Develop and execute recruiting plan that utilizes community networks to attract volunteers
- 5.b. Provide volunteers with training and standardized instruction sheets for specific roles
- 5.c. Create recognition and award programs to express gratitude and maintain volunteer engagement
- 5.d. Provide museum staff opportunities for professional development and ongoing training, which includes opportunities for staff to attend museum conferences and workshops.

Goal 6: Ensure financial stability to protect museum's assets

- 6.a. Create 5-year financial plan that address immediate, regular, and long-term needs for entire museum
- 6.b. Create and implement a development/fundraising strategy to secure financial stability for ongoing operations and special projects.
- 6.c. Employ AAM standards in all storage areas to ensure the proper care and preservation of museum facility and collection artifacts
- 6.d. Execute daily routines to ensure a clean and safe environment for museum staff, volunteers, guests, and museum collections