

**Besser Museum for Northeast Michigan  
Board of Trustees Meeting AGENDA  
Tuesday, November 19, 2019  
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**
- 2) **Review October 2019 Board Meeting Minutes for approval** (*action item*)
- 3) **TREASURER’S REPORT:**
- 4) **New Business:** Election of New Officers at the January 21, 2020 Board Meeting
- 5) **Reports to the Board**
  - a) **DIRECTOR’S REPORT**
    - a. Full written report submitted to Board
    - b. Season of Light events are underway
  - b) **AD HOC COMMITTEES:**
    - **GREAT LAKES FISHERIES HERITAGE EXHIBIT:**
      - a. **Chinook Project:** Jim Johnson Report –
      - b. **Katherine V:** Tuffy Cross Report
    - **NATIVE AMERICAN EXHIBIT:** Anne Belanger Report
    - **FINE ART COMMITTEE:** Ann Diamond Report
- 6) **Old Business:**
  - a. **Scheduling Board Retreat – Review 2017 - 2021 Strategic Plan and Goals – Saturday, January 18<sup>th</sup> @ 9:00 a.m. – 2:00 p.m.**  
Facilitator, Ron Bloomfield from CMU Museums Study Department
- 7) **Adjourn:**  
**NO BOARD MEETING IN DECEMBER**  
**Next Board Meeting, Tuesday, January 21, 2020 @ 4:30 p.m.**

**Upcoming Events:**

December 14<sup>th</sup> 6pm – 8pm : Evening of Lights at the Besser Museum

## **2017 – 2018 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