

Besser Museum for Northeast Michigan
Executive Director Report for Board of Trustees Meeting
June 2017 – July 2017

1. Reaccreditation:

- a. The Site Visit committee are scheduled to visit July 20th – 21st.
- b. Core Documents have been updated and ready for board approval.
- c. Staff have been busy in all departments preparing for site visit.

2. Besser Foundation Annual Support Letter:

- a. The annual letter is due at the end of August
- b. The Besser Museum request \$220,000 in operational support
- c. \$30,000 for Collection & Exhibit Manager position
- d. The Besser Museum will seek funding for the Native American exhibit renovation in a special project request letter. In the 1970s, Jesse Besser purchased the Haltiner collection for approximately \$40,000, which in today's value is approximately \$250,000. A total exhibit renovation in the Native American Gallery will be upwards of \$200, 000 +.

3. 2017 -2018 Budget:

- a. Treasurer, Judy Suszek and I have been working on the fiscal budget. The budget will be presented to the Board of Trustees at the August Board meeting.

4. Facilities:

- a. Bliss Painting is finishing up the Maltz Bank. The sign still needs to be painted
- b. Meridian Construction is scheduled to start work around July 24th.
- c. Zann Construction can start the loading dock in July

5. Planetarium:

- a. Tad will be leaving for Spitz Training July 22nd.
- b. A new laptop computer has been ordered for Tad.
- c. Tad has been researching power backups for the equipment and will present a proposal for purchase.
- d. The Alpena Youth & Rec funded agreed to continue grant funding to the Besser Museum for the new "Full Steam Ahead" free family fun days. There will be a total of 6 more programs. Planetarium attendance continues to increase.

6. Art:

- a. American Print Makers is on exhibit until the end of September.
- b. Judy Dawley's second book is published. Sales started at the first Alpena Arts Walk on June 30th. Judy also had a booth at Art on the Bay. Approximately \$2,000 has been raised so far. Judy's exhibit opens Sunday, August 13th where

she will be selling and signing her book. Books are also being sold at Augie and Peggy Matuzak's new art gallery on Second Ave.

- 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.

7. Exhibits:

- a. Native American Exhibit project funded by the Cook Fund is underway.
 - i. Local historian and genealogist has compiled lots of information on the native families from the Hubbard Lake area.
 - ii. Frank Ettawageshik has agreed to work with the museum in a contracted capacity as the Native American advisor on the committee.
 - iii. The next few steps for the committee will be:
 - 1. drafting a strategic plan to request RFPs from exhibit firms
 - 2. Continue to research families and relatives in from regional area
 - 3. Collect oral histories of families, relatives, and citizens who knew local native American families from the area.
 - 4. Audit footage capture during the LHDT for repurposing for this project.
- b. WWI EXHIBIT:
 - i. April kicked off the WWI exhibit will run through July 30th.

8. Katherine V: Great Lakes Fisheries Heritage Exhibit.

- a. The flyers were created, printed, processed and ready to go out in the mail on July 19th mail
- b. The event is at the Museum on Friday, August 18th at the Museum. The Rogers City Kiwanian's Whitefish Food Wagon will be serving dinner.
- c. The insurance bond has been ordered. Signatures are needed from president and secretary. Then the application needs to go to the City Police for approval before sending in to the State of Michigan.
- d. Tuffy and Bonnie cross have collected several silent auction items.
- e. Katherine V wooden coasters are being made for the event, possibly to use for door prizes.
- f. Dan Ager will be the musician, Tuffy and crew will give guided tours, Tuffy has prepared a power point presentation.
- g. Danyeal, Kat and Matt will be working the event. (I am on vacation)
- h. Dave Robertson almost has the engine running and ready for display. Plans to build a concrete pad and structure to protect and display the engine are underway.
 - i. Plans are also being discussed to get the engine back to the museum.

9. Chinook: RFPs are coming in from Good Design Group and Projects Arts and Ideas. Split Rock Designs has not responded to our request for RFP yet.

10. Marketing:

- a. Marketing is ongoing.
- b. We are currently launching a Take a Trolley to the Museum and receive a Buy One/Get One admission to the new planetarium. We will run this ad throughout the summer months.
- c. We participated in the 4th of July parade and passed out flyers marketing the new planetarium schedule with a buy one/get one free coupon. Several have been redeemed.
- d. We have also had several of the coupons from the Cheboygan, Mackinaw area newspaper redeemed.
- e. The museum's Facebook page and website continue to serve as an excellent marketing tool.

11. 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 was a huge success. We had over 600 people in attendance. The DTE Foundation sponsorship covered most of the general admission, allowing the museum to charge \$1 for admission and \$1 for planetarium shows.
- b. We have been hosting several visiting teachers, and fieldtrip planners from the Detroit area. This is the travel agency that works with Thunder Bay Resort in Hillman. Last year we hosted several groups from the Detroit area through this connection. Next year, they are expecting several hundred students to visit the museum.

12. Gift Store:

- a. New store products are always being researched. Gift Store sales are up again this month.

13. Other:

- a. Planning for the 2017 Lake Huron Discovery Tour in October is also ongoing. The Fall Harvest/Fossil Fest event will be held during this weekend. The theme this year is Music in the Air. We are brainstorming - planning on having a Rock Concert in the Rock Park.
- b. Besser Museum will host museum volunteer and dear friend, Betsy Willis' memorial luncheon on Saturday, July 22nd at 12:30 p.m. Arrangements have been made with Dr. Willis' and his family. JJs will cater that event. The Besser Museum will be closed to the public for this private party.
- c. Besser Museum will participate in the DDA Alpena Art Walks event. The museum is participating in the community planning those Friday evening summer activities.
- d. Planning for this year's Season of Light exhibit has begun and will continue through the summer. Volunteer artist and exhibit designer, DeLynn Medina has helped for the past several years with the Season of Light exhibit.