

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

1. Capital Campaign 50th Anniversary Donor Recognition

- a. The donor wall is under construction. Omega Electric & Sign installed the first phase of the donor wall.
- b. The trunk of the metal tree was reinstalled.
- c. The committee is working on the final design elements of the donor wall. We hope to have it completed soon.
- d. All donor names have been compiled and ready to be organized for display.

2. Reaccreditation:

- a. Work is ongoing on updating the museum's Core Documents.
- b. The Site Visit committee are scheduled to visit July 19th – 21st.

3. Facilities:

- a. Conducted a walk-through the Historical Village structures. There is work needed in each structure. A more detail assessment will be done in the next few weeks.
- b. Bliss Painting should be starting on the Maltz Bank soon.
- c. Meridian Construction will be starting on the back patio soon.
- d. Zann Construction can start the loading dock in July
- e. John Payne, from Efficient United Energy, recommends the museum take advantage of this year's guaranteed rebate and the immediate energy savings of installing LED lighting.

4. Planetarium:

- a. The Ad-hoc planetarium committee is continuing to follow up with resumes and reference checks.
- b. Besser Museum will host another Alpena Youth & Rec funded Shout Eureka Science on Saturday, May 13th. This is a total of three out of the ten we will host.
- c. Planetarium attendance continues to increase.

5. Art:

- a. American Print Makers is on exhibit until the end of September.
- 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. 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.
 - i. The proposed budget for this fund is as follows:
 - 1. \$6,000 for Research: Local Historian/Genealogist will work with me to conduct research throughout the region to capture information on the Native Families identified in the Cook Fund requirements.
 - 2. \$8,000 for Preliminary Interview Captures: Professional videographer will be utilized for the key subjects. These mini documents will be incorporated into the exhibit.
 - 3. \$11,000 for Exhibit Design. Most professional exhibit design firms charge 10% of the total exhibit build. This exhibit remodel could run upwards of \$100,000 - \$200,000.
- b. WWI EXHIBIT:
 - i. April kicked off the WWI exhibit and lecture series, which will run through July 30th.
 - ii. John Dove, local military collector is helping supply WWI artifacts. John will also be schedule to give a presentation on Saturday, May 13th.
 - iii. The exhibit is scheduled to open in April 29th and run through the end of July.
 - iv. Information about the WWI exhibit and lecture series can on the museum's website.

7. Katherine V: Great Lakes Fisheries Heritage Exhibit.

- a. The annual Whitefish Fundraiser is being scheduled for Friday, August 18th at the Museum. The Rogers City Kiwanian's Whitefish Food Wagon will be serving dinner. The Museum will secure a band and a liquor license for this event.
- b. Tickets and Marketing are developed.
- c. Tuffy Cross has been collecting props for the Katherine V exhibit. Tuffy is looking for more volunteers to help with the exhibit build.
- d. The annual Michigan Great Lakes Fisheries Heritage Consortium Conference is being scheduled in October in Fishtown. Members of the Katherine V committee will attend.
- e. Dave Robertson almost has the engine running and ready for display. We still need to build a concrete pad and structure to protect and display the engine.

8. Chinook: Great Lakes Fishery Trust Awarded the Besser Museum \$10,000 program planning grant. Work will begin on developing a plan. The Chinook Committee has until June of 2018 to submit the plan for consideration of the larger grant we applied for.

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 coupon ads in regional newspapers including Presque Isle, Cheboygan, Montmorency. We are seeing several coupons redeemed weekly. We are seeking to branch out into the Gaylord, Indian River, Petoskey marketing areas.
- 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. Museum events are being updated on the museum's website.

11. Gift Store:

- a. New store products are always being researched.

12. Other:

- a. Two new employees were hired to work part-time at the front desk. Erin Riopelle and Cindy Ranshaw are currently going through training.
- b. Volunteer appreciation event is being discussed
- c. Museum Membership campaign is being discussed. A new membership brochure has been developed. There is a lot of potential to grow the museum membership.
- d. Program and granting opportunities through the GLSI is being discussed.
- e. 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.
- f. 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.
- g. Besser Museum will participate in the DDA Alpena Art Walks event. The museum is participating in the community planning those Friday evening summer activities.
- h. Planning for the 2017 Lake Huron Discovery Tour is also ongoing.

