

Kalamazoo Valley Community College

Arcadia Commons Campus

Kalamazoo Valley Museum

Advisory Team

2:00 PM

July 7, 2020

Present: Baker, Blanchard, Ferraro, Hollins, Jbara, Lee, McElhone, Stinson

Absent: Fullerton, Justice, Morehouse

Meeting Agenda

1. Acceptance of the Agenda
 - The Agenda was accepted as presented.
2. Acceptance of the Minutes – April 14, 2020
 - The Minutes were accepted as presented.
3. Informational Updates
 - We are in the middle of the 10-year photo documentation project around Kalamazoo. We are in the fourth round, and volunteer photographers will continue to take photographs around the community. This time around, we expect to get about 6000 images, compared with 4000 last time. Our Collections Department will catalog these images for our permanent digital collection. We are planning an exhibit in 2022 as a “now and then” retrospective.
 - We closed to the public March 13.
 - Juneteenth on June 19 was a big event online and was well attended. We partnered with Yolonda Lavender for the second year. We hope to do it again next year but face to face.
 - We’ve had a schedule of astronomy programs online, which are going well.
 - We asked people to share their COVID-19 experiences, and we’ve been getting good feedback and stories.
 - Our 40th Anniversary of the Kalamazoo Tornado exhibit was turned into an online exhibit that is still available online.
 - museON magazine is continuing, and we’re working on the fall issue. We cut the calendar pages in the last issue, and we’ll do the same thing in the upcoming issue.
 - We are creating plans for reopening the Museum, which are led by the College. The number one priority will be safety.
 - Many events will be held online this fall, and exhibits will be opened late. Groups will be allowed to enter the building for a limited amount of time and then will leave to give us time to clean. We will take it slow and make adjustments as needed.
 - When we first open to the public, we will limit access to the first floor and second floor history gallery. The initial experience will be a read-and-see experience.

- We will be hosting classes from KVCC, and they will be utilizing the Theater because it provides space for them to gather for face-to-face classes.
 - We hope we'll be able to meet in an open space this fall for our next meeting.
4. Advisor Discussion
- What will make people feel safe coming through the Museum? Have you seen any best practices from other institutions?
 - We are working with Marketing and will be producing a "welcome back" video. It will be fun and light but informative about everyone's responsibility to be safe. We will have a campaign to assure people that we are working on safety measures. The Exhibits team is working on ways to provide an interactive but touch-free experience, such as large-format videos, scavenger hunt, use of styluses, etc.
 - The Allegan Historical Society has been telling short video histories about items or places in the area. Are you doing anything similar?
 - We will be doing a lot more on Facebook, and our interpretation staff wants to do more videos online. We are in the process of getting a podcast produced on the theme of interpretation, with segments about the history of interpretation. Bill will work with Elizabeth Barker to see what else we can get up.
 - Have we connected with other museums to look at their best practices for reopening?
 - Bill is part of a small group called the "Culture Vultures," including Nature Center, Air Zoo, Gilmore Car Museum, Kingman Museum, and Art Institute directors. They have been sharing plans, and the Air Zoo is in the process of reopening. The Michigan Museum Association has been good with sharing ideas, as well as the American Alliance of Museums. We are up for reaccreditation in 18 months with the AAM. We will continue to look to these organizations so that we don't have to reinvent the wheel.
 - KVM should have some masks printed with the KVM logo so that people will take them with them and advertise that we're open.
 - Public Media Network membership includes using their podcast resources, so please consider using their platform. You can start with Matt Schuster as a contact.
5. Next Meeting – October 6, 2020 @ 5:30 PM (Future Meeting – January 5, 2021)
6. Adjournment

MAT Attendance						A=Absent
	July-19	October-19	January-20	April-20		P=Present
Blanchard	P	P	P	P		
Ferraro	P	P	A	P		
Fullerton	P	P	P	A		
Hollins	A	A	P	P		
Lee	P		A	P		
Justice	P	P	A	A		
Morehouse	P	P	P	P		
Stinson	A	A	P	P		