

Kalamazoo Valley Community College

Arcadia Commons Campus

**Kalamazoo Valley Museum**

Advisory Team

5:30 PM

April 6, 2021

*Present: Baker, Ferraro, Fullerton, Hollins, Jbara, McElhone, Morehouse, Stinson*

*Absent: Blanchard, Justice*

**Meeting Agenda**

1. Acceptance of the Agenda
  - The Agenda was accepted as presented.
2. Acceptance of the Minutes – January 5, 2021
  - The Minutes were accepted as presented.
3. Informational Updates
  - We continue to manage the KVM in response to being a safe place and how we can meet our audience's needs via a virtual space.
  - The Foodways Symposium started Monday and runs through Saturday. It is virtual this year, and you can sign up on our website.
  - Recap of projects since last March: 360 degree tour via the website, Chemistry Day, Sunday Discovery Series, Halloween, Storytelling, Fretboard; virtual exhibits such as the anniversary of the Kalamazoo tornado, Walker Brothers, Patient No More.
  - We are examining how we can work with K-12 partners and colleagues in the future.
  - We made the transition to a safe reopening to the public. We are open Tues and Thurs from 10 to 11:30 a.m. We are now taking up to 20 guests per session. If you go to the website and click on the calendar, it will show you the open times. We are also capturing demographic information and sending out follow-up surveys.
  - We've been working on an overhaul of the KVM website with Newhall-Klein. They recently redesigned the KVCC website. We hope to be done late summer/early fall. MAT names have been passed along for when we get further along in the planning process. We are currently in a "discovery" phase.
  - Physical exhibits were updated for touchless engagement. We have a new exhibit coming in from Pavegen involving tiles that collect energy when you walk or jump on them.
  - We have continued to develop exhibits with community partners, including with WMU for a media literacy exhibit. The Kalamazoo Boxing Academy exhibit has been postponed because of the pandemic. We are working on a reaccreditation self-study for AAM, which will be our third reaccreditation; only 4% of museums are accredited.
  - We just completed a photo documentary project of the Kalamazoo area. This is our fourth such project, and they have taken place roughly every 10 years. Photos will soon be reviewed to determine which will be added to the permanent collection.

- Spring Break activity bags will be distributed, but we will not have activities onsite. We have had 62 bags purchased for at-home activities. There are over 40 activities related to environmental issues. We also have content online which you can connect with to expand the experience.
- SWAN (Statewide Astronomy Night) will be April 16, and we are bringing in a speaker who will be talking about astrophotography. It will be virtual.
- Earth Day is April 22 and will include activity bags and in-person activities at the Nature Center as a collaborative program involving a number of community partners.
- We are actively planning for live streaming of Juneteenth, which is curated by Soul Artistry. It was our first livestreaming event last year and continues to get viewers. This year, it will be June 19, also virtual due to logistics of planning being uncertain. We hope to be in person again next year.
- We are getting closer to acquisition of several Black Lives Matter murals. We are looking to get video interviews with the artists to create a more robust exhibit. It's part of an ongoing effort to collect recent history in Kalamazoo.
- Patient No More is still open as additional content for people to see when they visit.
- Capital Projects: Pavegen exhibit, planetarium dome cleaning, updates to AV equipment in MJST, Digistar 7 software update for the planetarium, collections projects, reaccreditation.

4. Advisor Discussion

- KVM is one of the few museums in the country to be on a college campus. We are working to promote this and address the fact that it is a public museum, not a KVCC museum.
  - Can that connection be made on the website? Info on the history of the museum could be included.
    - This is one of the issues that Newhall-Klein has been tasked to address.
  - Has the scope of the work for the website been defined yet?
    - Yes, and the college/museum linkage is being investigated. They will be getting back to us later this month with the “nuts and bolts” of the website before we start a deeper dive.

5. Next Meeting – July 6, 2021 @ 5:30 PM (Future Meeting – October 5, 2021)

6. Adjournment

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