

Kalamazoo Valley Community College

Arcadia Commons Campus

**Kalamazoo Valley Museum**

Advisory Team

5:30 PM

(Held Via Zoom)

January 4, 2022

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

*Absent: Justice*

**Meeting Agenda**

1. Acceptance of the Agenda
  - The Agenda was accepted as presented.
2. Acceptance of the Minutes – October 5, 2021
  - The Minutes were accepted as presented.
3. Informational Updates
  - The college has done a lot of work making sure that campuses are safe spaces since last March. We now have plexiglass, hand sanitizer stations, mask use throughout, HVAC updates, and much more.
  - Covid has given us opportunities to update to touch-free exhibit elements, make new ways to create engagement.
  - GLPA (Great Lakes Planetarium Association) conference took place in November and was a great success. We utilized spaces here, in Anna Whitten Hall, and at the Radisson. This conference was two years in the making, since we were supposed to host it in 2020, but it was rescheduled. We recently updated the planetarium software and cleaned the dome.
  - We are in the middle of AV updates for the Mary Jane Stryker Theater. It was scheduled for last year but is now taking place. We are coordinating with IT department. Supply chain issues are being resolved, and we hope for it to be finished in March, or April at the latest.
  - We just wrapped up an exhibit on the third floor about Scott Yukio Fergus, an artist with autism from Lansing. This was a way to be inclusive to all audiences and engage patrons in a different way. We used the art exhibit to talk about autism and break down some of the myths and truths.
  - We are in the middle of some festivals. Storytelling Festival is a series until the end of June. The next part of it will be tied to both Martin Luther King Day and Black History Month. The videos will be available online for only a limited time. We are wrapping up the finishing touches on the Fretboard Festival, which will be a hybrid event. We'll have some taped and some live-streamed performances in March.
  - The museum's new website is officially being launched. It looks much different, with vastly improved image quality and navigation. It looks great and is mobile friendly. If you visit the

site and see something missing or incorrect, please let us know, as it is still a work in progress.

- Wonder Media, in partnership with WMU and curated by professor Sue Ellen Christian, will be installed in April. We're going to have school groups come in to "test drive" the exhibit, which isn't something we've done in the past. There will be an assessment period to allow for updates. It will be in workstations set up throughout the museum which will talk about how we utilize social media and how to be an active observer of the content we take in. This exhibit will be here for a year and a half or longer. Some stations will be kept as part of the permanent gallery.
- Toys: The Inside Story is coming on the third floor. It highlights elements of well-known toys.
- Forgotten Fighters of the Kalamazoo Boxing Academy exhibit is coming soon. It details how the academy affected the lives of boxers past and present. There will be interviews documenting how the academy affected people, with 12 "rounds." It will open February 5 and will run through next fall. We hope to invite some of the participants to come in and be part of a special event, though it depends on Covid. Dasha Bridges, the woman who spearheaded this exhibit, passed away before it was completed.
- Kalamazoo Foodways Symposium will focus on Central American and Mexican foodways. This will be a series including online and in-person outdoor events in early April. It continues to grow and is successful due to the many community partnerships involved.
- If you go down Gallery Hall at TTC, you will see reproductions of Murphy Darden's art. We have been working with Darden to catalogue his collection, and we've been working on formalizing the gift from him. His collection includes over 3000 items, and KVM is interested in about 500.
- Pavegen exhibit in the Innovation Gallery will be opening soon. Innovation Gallery had a soft reopening to the public this week. Children's Landscape will be opening soon.
- We just hired two full-time IS staff members, so we're happy to report that we have new team members who just started this week.
- Since 1991, the KVM has hosted over 3 million guests. We've had over 2.5 million since we opened the new building.

### 3.1 New Member Recruitment

- We have some vacant positions on the MAT, so we're looking to add more folks to get feedback on upcoming strategic planning, exhibit development, etc. We're looking for names of people who could contribute to the MAT, particularly innovative thinkers with a long-term relationship with the community.
- KVCC has been revisiting its many committees and how the groups work. We're a little different than the academic committees, but we may have updates when those changes are decided upon.
- We are now open Tues-Sat to the public 10-11:30 and 1:30-3. We started at 10 guests per session, and we're now up to 100. We have preregistration and walk-up visit opportunities. We're currently collecting zip code info from all guests. We plan to follow the same model of registration for Children's Landscape. We give all guests a quick orientation when they arrive to ensure safety.

## 4. Advisor Discussion

- Darden and his family came to tour the gallery at TTC.
  - For the recruiting of new MAT members, have we done a Facebook outreach to gather interested people from website? Is there an application online?
    - We have never done the Facebook piece. The college does have a standardized process online to help recruit candidates. It would be great to utilize social media to get the idea out there.
  - Do we have a “mini job description” for responsibilities?
    - There are some general ones, and we can send out the bylaws. We can look at it more closely and build from there to figure out the top priorities for the work we’re looking to do. Strategic planning will be included.
  - Is there any key strategy for 2022?
    - We’d like to build upon lessons learned during the Covid closure, including offering hybrid opportunities. This is a “reset” for us in many ways and an opportunity to get creative. We’d like to connect with the community more closely. Our public hours currently end at 3 pm, and we will be experimenting with groups from 3 to 6 pm for “afterhours” programming. (At this time, this programming has yet to be identified.) One possible project may include working with school groups to test and seek feedback on the Wonder Media exhibit.
5. Next Meeting – April 5, 2022 @ 5:30 PM (Future Meeting – July 5, 2022)
6. Adjournment

MAT Attendance	January-21	April-21	October-21	January-22	A=Absent
					P=Present
Blanchard	P	A	A	P	
Ferraro	P	P	P	P	
Fullerton	P	P	A	P	
Justice	A	A	A	A	
Morehouse	P	P	P	P	
Stinson	P	P	P	P	