

Kalamazoo Valley Community College

Arcadia Commons Campus

Kalamazoo Valley Museum

Advisory Team

5:30 PM

April 10, 2018

Present: L. Baker, Deittrick, Hollins, Jbara, Johnson, Laabs, McElhone, Larson

Absent: C. Baker, Baskerville-Jones, Stinson

1. Acceptance of the Agenda
 - The Agenda was accepted as presented.
2. Acceptance of the Minutes – January 9, 2018
 - The Minutes were accepted as presented.
3. Informational Updates
 - New IS staff Carrie Wicker, Josh Higginbotham, Brendan Patterson, Amber Whitfield.
 - Attendance slightly below last year but well ahead of schedule. Since Feb 8, 1996, over 2.5 million visitors have come to the Museum.
 - Social media/web visits continue to be steady if not grow. Metrics to measure change quite frequently.
 - Fretboard Festival Play-In Contest had over 6000 hits on social media the day of the event.
 - Storytelling Festival Feb 2 and 3 was well attended.
 - 4700 people came to Fretboard Festival this year for the 13th year.
 - Chili Cook-off drew over 100 visitors on Jan 27.
 - April 6-7 was the Foodways Symposium, with over 200 in attendance Friday, 250 visitors to CAH on Saturday.
 - Capital items have all been purchased/taken place.
 - Capital Requests for FY19 have been submitted but are not yet approved.
 - Plantings are in out front, and outdoor signage will be added. DEQ has approached us about going after another grant focusing on education.
 - ProCo exhibit closed the Monday after the Fretboard Festival was over.
 - Guitar exhibit closed Jan 7. It was well attended.
 - Top Secret is now open, good for kids 8 and older to do investigating. Includes forensics and spying.
 - Golden Legacy is open, celebrating 75 years of Little Golden Books.
 - Racetrack was removed by the vendor; they are refurbishing the surface, which was already wearing out.

- Pending Future Exhibit Contracts: Amusement Park Science & Team Up, Patient No More, Ripley's Amazing Micro Sculptures, Secrets of Bees, What We Carried, XOXO, Wicked Plants.
- Strategic Plan Draft overview shared, full version will be sent for review when finished. Numbers 3 and 5 are the main focuses. Strategic Plan will hopefully be out by the end of the week.
- Cats & Dogs will replace Top Secret for summer, and Kalamazoo A – Z will be on the first floor.

4. Advisor Discussion

- Initiative number 2: Al Heilman has many items that he's willing to part with that reflect the Kalamazoo community.
 - Sarah and Regina have met with him, and Bill will find out what the outcome was.
- Do we have anything representative of Albert White? Also, Murphy Darden created models of some buildings.
 - Bill will check on Albert. Murphy Darden has a wide-ranging collection, and we have been in contact with him to get an inventory of his collection.
- Bud Parks would be an interesting person to talk to in regards to the history of Kalamazoo. He has recently put a document together about the history of WMU and families. He has also done a history of street names and has a lot of that info.
 - Bill knows him, and he is definitely connected to a lot of families of Kalamazoo.
- The direction the KVM is heading is good, but within the initiatives, is STEM involved?
 - STEM is involved in the Innovation Gallery by design, and we want to make sure it is relevant to the community. A new drone group is being hosted here, and public is able to work with drones. We're looking to have more invitations out to the community. Reassessing programming will help with this.
- Any program that will get younger people, and a different audience, in is good because even when they get older, they will continue to come. It's amazing the number of people who don't know the Museum is here.
- The Museum needs to do something to help disabled people or people who can't get into the building.
 - Bill is on the board of Disability Network; autism programs have been started to explore how to make autistic children's experience better, and we have new opportunities for autistic visitors.
- Do you identify where people are coming from?
 - Planetarium tickets and groups give zip codes. Most visitors are city of Kalamazoo. The Strategic Plan details involving outlying areas more.

- Did anything come of the Museum Store?
 - The original store was not a success, so it was turned into exhibit space. With the new front desk remodel, we may be able to have a small retail center there.
 - What We Carried looks interesting. Can MAT be of assistance? Could we give the associations helping refugees in this area an opportunity to talk about their programs?
 - It was produced by the Arab American National Museum in Dearborn. Photographer took a photo and then had the person write what it meant to them. The photographer will do the same thing with our area's Syrian population. KVCC is working on developing a program to train them for employment. Tammy Barnes is working with the Yemeni population in Coldwater and is working on developing relationships/programs.
5. Next Meeting – July 3, 2018 @ 5:30 PM (date subject to change)
 6. Adjournment