

## **Michigan Museums Association (MMA)**

Annual Business Meeting, Zoom

Friday, October 23, 2020

**Call to Order:** 1:07 pm, MMA President N. Kemler

### **Approval of 2019 Annual Meeting Minutes**

Motion to approve 2019 minutes: Chelsea Denault, 2<sup>nd</sup> Rhiannon Cizon

Action: Approved

### **Reports**

*President* – N. Kemler

- COVID Response: MMA plans to come through the pandemic stronger than ever.
- Adaptive: MMA is a good listener, asks you to share your knowledge and be curious, ask for help, and don't be afraid of failure.
- Strategic Plan: MMA is in the middle of the 5-year strategic plan. Board committees focused on fundraising, membership, professional development in 2020. The committees met all of their goals for the year, and are now putting them into action.  
Fundraising - Created a long-term financial plan that will be announced early 2021.  
Membership - Created new benefits for members and those dovetail into the long-term financial plan.  
Professional Development – MMA plans to provide offerings that are more robust. This committee created goals for professional development and new tools to provide these services.

*Treasurer* – L. Plank

- YTD Income: \$68, 655
- YTD Expense: \$54,532
  
- Remaining Expense for 2020: \$22, 123

Plank reported that when the pandemic started, MMA was projecting a \$56,000 shortfall. Now, MMA is on the right track largely because MMA's members were able to renew their memberships. MMA is still anticipating a shortfall, but there is some grant money left over from MCACA and some membership renewals, along with the year-end appeal. All of that will hopefully close that gap and allow MMA to end the year slightly in the black. Plank appreciates the membership for its commitment to MMA with renewals, which truly made the difference.

Motion to Approve Treasurers Report: Beth Sylak Wemigwase, 2<sup>nd</sup> Shannon O'Dell.

Action: Approved

*Executive Director* – LC Brisson

- Strategic Planning and Board Relations: MMA is in the middle of current strategic plan, so Brisson worked to support the board teams and help with new member recruitment.
- Programs were the biggest area of activity.  
Engagement: When the pandemic hit and everything shutdown, MMA moved online and started doing informal Zoom programs. 67 online programs have been held with 729 participants in Colleague Chats, Ask an Expert, and a new program MI Museum Spotlight, as well as online

events like the Happy Hour and Scavenger Hunt. As museums reopened and people returned to offices, programming needed to be strategic and focused. Communities were created so members could connect around a shared professional goal. Currently, there are 6 communities and these groups have had 14 check-ins and 72 total participants.

Expertise: Resources were added to the MMA website for COVID, collections care, social justice, online learning, etc. to support member needs.

Advocacy: Prior to the shutdown, MMA was busy with Museums Advocacy Day in Washington, D.C. and the Cultural Advocacy Network of MI Advocacy Day in Lansing. It is important for MMA to be a part of state level networking and advocacy. In 2020, state level advocacy primarily focused on MCACA funding and CARES Act funding from various agencies, and in general advocating for the needs of the museum community.

- Communications and membership: MMA created a weekly Monday email due to the speed information was disseminated to alert members in a timely manner. It is a quick read to start the week. The *MMA Review* transitioned to a more thoughtful newsletter and members can submit pieces for inclusion.
- Financial Management: Member renewals have made all of the difference as the budget was monitored throughout the year. Right now, 80% of typical membership revenue has been received.
- Development and Diversification of Revenue Sources: Because of MMA's diversified revenue and the annual MCACA funds, MMA has been able to weather the pandemic. MMA also received a PPP loan and MCACA relief funds.
- Staff and Volunteer management: MMA had its first intern this year, Yitzack Balmaceda, filling the role of Matthews Chester Intern, thanks to Henry Matthews and Tim Chester. MMA plans to have interns on a regular basis. Teams of volunteers help with online programs and events, as well as a variety of other capacities.
- Partnerships and Collaborations: MMA receives funding through the Services to the Field program from MCACA, which funds out professional development, networking and advocacy work. MMA is part of the Cultural Advocacy Network of Michigan, which advocates for MCACA and cultural organizations in the state of Michigan. The Coalition for State Museum Associations helped with information during the pandemic. MMA is also a part of the Tourism Industry Coalition of Michigan and the Upper Peninsula Arts and Cultural Alliance.

#### *Membership and Communications – C Johnston*

MMA's membership has remained steady throughout the year, and we are hovering close to 870 members. Last year at this time, we had 817 members.

- COVID 19: In April, the board approved the COVID-19 membership, which is a free temporary membership for museum staff who have been furloughed or laid off.
- Sustaining Members: Sustaining members are individual members who make an additional donation of \$70 when they join/renew their membership. Their belief in the mission of MMA and the additional support means so much to the organization. The names of current Sustaining members were read.
- New Levels: MMA staff and the board have been hard at work on membership over the last couple of years. It is one of the strategic goals of the organization to streamline the membership levels to our current membership needs. Three different tiers of membership REGULAR, SUPPORTING, and PARTNER with increasing benefits. We have reduced the number of regular institutional memberships and added an All Volunteer option and moved to a number system rather than ABC. We added three new supporting levels (consultant, university program, and

vendor), and added 4 high-level partner opportunities. We will keep you up to date as the changes take effect.

#### *MI Museums Census – Y. Balmaceda*

- MI Museums Census: Balmaceda has been organizing and making the Census more accessible.
- Census fun facts: 623 museums and 633 museum-like organizations, 7 counties with only one museum, while Wayne County has 37. 1 museum for every 15,000 residents.
- Balmaceda invited members to view the Census for accuracy when they login to their member account. Help MMA make the Census better.

#### **Board of Directors Membership**

##### *Board Nominations – J. Dake*

Dake discussed the selection process for new board members. The primary need is that they are involved with MMA already and are interested in serving on the board.

- Nominees: George Bayard, Executive Director and Curator of the Grand Rapids African American Museum and Archives and Emily Lanctot, Director and Curator at the DeVos Art Museum at Northern Michigan University.  
Motion to approve: Ken Yarsevich, 2<sup>nd</sup> Shannon Pinkster  
Action: Approved
- 2- Year Term renewals & 1 year renewals.  
Arab, Kemler, Plank, Rock, Miller, Yarsevich, McClellan with be renewed for a 2-year term. Due to the need to balance board renewals, Dake and Dial moved to 1 year terms renewal.  
Motion: Erin Schmitz, 2<sup>nd</sup> Caitlyn Perry Dial  
Action: Approved
- Board Officers: Kemler-President, Dake – VP, Dial – Secretary, Plank - Treasurer
- Outgoing Board Member Appreciation – Loraine Campbell

#### **2020 Awards**

Brisson shared the 2020 awards and announced the individuals and institutions that are being recognized in four different categories: Clean Up Warriors, Pivot!, COVID Crusaders, Colleague Champions. Brisson extended an invitation to the Awards celebration via Zoom on November 19, 2020 at 3 pm. You do not have to be a member to register, family and friends are welcome to attend.

#### **2021 Conference Update**

Because of the uncertainty about what will be happening in 2021, the location and date of the conference was not announced. MMA is committed to hosting a conference next year, but when and where it will take place will be announced in the spring.

#### **2020 Year End Appeal**

Brisson expressed gratitude to everyone for their support. Funds raised from the year-end appeal will likely help MMA break even for the year. MMA looks at the appeal for the level of member support and engagement as plans are made for the next year.

Kemler thanked the membership for supporting MMA, the Board of Directors for their work on the strategic plan initiatives, and the MMA staff.

**Adjourn:** 2:05 pm