

Michigan Museums Association (MMA)

Annual Business Meeting Minutes, Zoom

Thursday, October 7, 2021

Call to Order: 11:17 am, MMA President N. Kemler

Approval of 2020 Annual Meeting Minutes

Motion to approve 2020 minutes: Caitlyn Perry Dial, 2nd Andrew Schneider (Check)

Action: Approved

Reports

President - N. Kemler

- Strategic Planning Updates 2021

Research and Develop New Formats for Professional Development: Kemler reported on the MMA Board's research into programming delivery methods and the success of the Leadership Series.

Capacity Building and Sustainability: New membership levels were implemented. A new annual fundraising plan was created, which plans when and how, but also why. The board of directors strengthened its governance through a variety of new policies: Advocacy Policy, Conflict of Interest Policy, Whistleblower policy.

Treasurer – L. Plank

- YTD Income: \$76,254
- YTD Expense: \$68,008

Plank presented the membership with the annual treasurer's report starting with a recap of 2020. 2021 YTD financials were presented, although the year is not over, MMA plans to end 2021 with a balanced budget. Since MMA did not have in person programming opportunities, there were some technological expenses we would not normally have. It was a difficult year to budget for, but MMA is in a good position as we come to the end of 2021.

Executive Director – L.C. Brisson

- Programs: Lisa Craig Brisson provided a recap of 2020 starting with programs moving online and eventually settling into a routine by the end of the year, serving 1,087 people. In 2021, 981 people have participated in programs so far, including the conference with several months left in the year. The focus for programming for 2021 was Leadership, DEAI, and being responsive to member needs. Brisson encouraged members to contact MMA with content ideas. Brisson highlighted the various programs MMA offers: Leadership Series, MI Museum Spotlight, Colleague Chats, Ask the Expert, and the Member Communities. Coming up, MMA will have online programs over the winter and in-person activities May-October. Our in-person activities will be anchored around May and October events. Brisson indicated that MMA may hire another staff position for programming, depending on future finances.
- Advocacy: Advocacy was a priority in 2021 with staff participating in virtual Museums Advocacy Day and the virtual Cultural Advocacy Network Advocacy Day. Advocacy will likely stay virtual. CAN will have a virtual advocacy day next year, but also an in-person event. This is the best time

to get involved with advocacy work because more legislators and less staffers are coming to meetings, easier to participate without the travel, and there is a moment of opportunity for museums right now because of the closures and the realization that museums play an important role in their communities.

- Capacity Building: MMA has instituted a comprehensive fundraising program and created many ways for people to give. MMA has reliable, diverse funding structures that will allow MMA to do amazing things. Partnerships with others to help amplify MMA's and our partners messages, like AAM, AASLH, MCACA (encouraged members to apply), Cultural Advocacy Network of Michigan, Coalition of State Museum Associations, Upper Peninsula Arts and Culture Alliance, MotorCities National Heritage Area, Michigan Digital Preservation Network.
- Communications: Brisson mentioned the emailed newsletters, MMA Weekly and MMA Review, as MMA's typical communication methods.

Membership – C. Johnston

Claire Johnston presented on membership stating that membership is steady at about 870 people through individual, business, consultant, university, and institutional levels.

- The membership level shift earlier in the year is complete and allows MMA to serve its members better and Johnston shared charts with the breakdown of members. She also thanked the Partner members and Sustaining members.

Board of Directors Membership

Board Nominations – J. Dake

Dake discussed the selection process, people engaged with MMA, go through a vetting process to make sure they are interested in being on the board, then the existing board recommends nominees for presentation to the membership at the annual meeting.

- Nominees
 - Patrick McKay**, Rochester Hills Museum at VanHoosen Farms
Motion to Approve: Megan McAdow, 2nd Ken Yarsevich.
Action: Approved
 - Melanie Parker**, Detroit Institute of Arts
Motion to Approve: Nathan Kemler, 2nd Andy Schneider.
Action: Approved
- 2-Year Term Renewals
Arseneau, Dake, Dial, McAdow will be renewed for a 2-year term
Motion: Emily Lanctot, by Andy Schneider 2nd
Action: Approved
- Board Officers: Dake-President, Dial-VP, Secretary-Arab, Treasurer-Plank
- Outgoing Board Member Appreciation – Mark Heppner.

Conference Thanks

Brisson expressed gratitude to all of the conference volunteers. Additionally, she thanked the prize donors for Trivia Night, as well as the conference sponsors.

2022 Awards

The awards celebration will be a separate activity for 2022 at the Ford House on May 12. MMA will present two Peninsulas Prize awards for Leadership and DEAI/Social Justice, a President's Award, and Colleague Champion Awards. Nomination information coming soon.

Anniversary

Brisson shared a video announcing the 50th Anniversary of MMA. In 1971, MMA became its own entity separate from the Historical Society of Michigan. MMA will celebrate #50YearsTogether all year with the Awards event in the spring, culminating in the 2022 Annual Conference.

Appeal

Dial announced the creation of an endowment for MMA, after a year of work by the MMA Board. The goal is to have a stable source of income to be able to pay a full-time executive director a salary with benefits. In early 2021, Tim Chester and Henry Matthews helped MMA establish the endowment with an initial donation. MMA is aiming to raise \$1.5 million so that the earnings can pay for a salaried director. There is currently \$25,000 in the fund at the Capitol Region Community Foundation in Lansing. Annually, a portion of MMA's non-grant revenue will be added to the endowment. Anyone can donate. Dial thanked the donors to the fund and encouraged others to participate.

2022 Conference

Brisson announced that the 2022 Annual Conference will be at the Grand Hotel on Mackinac Island on October 10-12, which was the location of the first MMA Annual Conference in 1972.

Nathan Kemler was thanked for his service as MMA Board President.

Adjourn: 12:30 pm