

MACOMB COUNTY ART AUTHORITY
MINUTES
February 12, 2019

At a meeting of the Macomb County Art Institute Authority held on Tuesday, February 12, 2019 at 4:00 pm in the Macomb County Administration Building, BOC Committee Room, 9th Floor, Mount Clemens, the following members were present:

Members Present:

Jennifer Callans
Jennifer Miller
Gene Klida
Pamela Lavers
William Wood
Ed Bruley

Others Present:

Christine Kloostra, Executive Director, Marketing and Comm., DIA
Dave Flynn, Executive Director, Public Affairs, DIA
Teri John, Executive Director of Learning and Audience Engagement, DIA
Julie McFarland, Public Affairs Officer, DIA
Donald Ritzenhein, Macomb County Representative to the DIA Board of Directors
Victoria Marchione, Administrative Assistant - OCE

Members Absent:

Rodney Tolbert

There being a quorum of the Authority present, the meeting was called to order at 4:01 p.m.

ADOPTION OF AGENDA

Motion made to adopt agenda by Jennifer Miller, supported by Gene Klida. MOTION CARRIES

APPROVAL OF MINUTES

Motion made to adopt the agenda with the confirmation that the Plante Moran letter has been signed and sent to the Treasurer. A copy will be sent to all members. Also a copy of the revised budget resolution will be sent, as it stated "zoo" instead of "art" authority. Motion made by Jennifer Miller, supported by Gene Klida. MOTION CARRIES

PLANTE & MORAN

Stephen Bondar was unable to connect with the members via phone conference, but he will be sending a letter that will summarize pre-audit communications that will be distributed via email.

PRESENTATION BY THE DIA – DAVE FLYNN

While Salvador is in India, Dave Flynn gave a museum update. Dave introduced new member Teri John, Executive Director of Learning and Audience Engagement. Reviewed the purpose of each of the meetings held throughout the year. The first meeting of the year (approx. February) is to review the upcoming program plan. The next meeting, held in the spring is to review audited numbers and financials from previous annual report. Mid-year review in September will be a museum update.

This has been a very successful year of exhibitions, such as Monet and Church. Baseball brought new audiences and the Star Wars Power of Custom was the second highest ticketed exhibition to date. There are more people attending for the first time. Working hard on organization. Coordinate with marketing that they are telling the DIA story well and in the right places. Research and community engagement with residents in Macomb, Oakland and Wayne counties has shown that the popular core products are free admission, senior activities and community partnerships. They will try to communicate this more in 2019. It is realized that there is an awareness issue. It is necessary to maximize marketing this year to reach audiences not reached in the past. Also looking at how to expand the K-12 program. Teri John will work with the studio to coordinate K-12 trips and activities in that area. This has not been done before. Jennifer Miller expressed how important it is to working families to offer camp experiences during the summer. The first mural project has been done at the Sterling Heights Police Station. Police officers and their families were active participants in this project. Review of fairs and festivals to see what has worked. Looking for programs with high visibility.

POWER POINT PRESENTATION-JULIE MCFARLAND & TERI JOHN

The DIA will continue to offer daily free unlimited admission. They are working to increase awareness to make sure people know that this is available through their mileage benefits. Baseball – Part II is coming this summer and Automotive Design coming in 2020 for the auto show. Teri John indicated two primary areas of concentration, field trip access and working with the districts who are not bringing kids to the museum. Also working with teachers to make sure when kids come it is connected to classroom learning. Field trip menu has approximately 13 different field trips that teachers can sign up for. Launching 2 STEAM initiatives this year. Both are sold out. VTS training with Romeo High School and an involved partnership with the MISD in support of a new teachers' academy. A 3-day VTS workshop was held at the MISD last summer and another 2-day workshop will be offered this summer. MISD had 30 participants last year. Senior programs continue with Thursdays at the Museum. Senior Expo is March 4. Many senior service providers will be in attendance. Community partnership programs are continually refined. The 2019 In & Out Programs will be hosted in Warren, Shelby Township, Macomb Corners Park and Freedom Hill. Art making programs for 2019 include DIA away, art making in the studios and art making at fairs and festivals. Will be finishing the Sterling Heights mural in 2019 and will be doing 2 additional murals this year. Have not selected a location but are discussing this with various communities. It was suggested that the DIA film theatre should be brought to the Emerald Theatre or Macomb Center.

OTHER BUSINESS

There were questions regarding Don & Lillian's board appointments expiring on 2/28. Question was asked if there is a limit on their term. Sometimes that does not apply to counties. Previous meeting minutes will be reviewed by the next DIA board meeting which is 2/28. Motion was made by Ed Bruley, supported by Pam Lavers to continue the appointment until the next meeting. MOTION CARRIES

Personnel update – Jason Gillespie from Ferndale Schools is the new Director of Education. There is also a new PR person.

Engagement letter was signed with no changes from previous year. Motion was made by Pam Lavers, supported by Gene Klida to approve letter as presented. MOTION CARRIES

Next Meeting: Due to Salvador not being in attendance, 2 dates were chosen for next meeting, April 16 or April 23. Date of meeting will be based on his schedule.

PUBLIC PARTICIPATION

No public participation

ADJOURNMENT

Meeting adjourned at 5:06 p.m.