

Michigan Museums Association (MMA)

Annual Business Meeting Minutes, Grand Hotel, Mackinac Island
Tuesday, October 11, 2022

Call to Order: 12:35 pm, MMA President Jason Dake

Approval of 2021 Annual Meeting Minutes

Motion to approve 2021 minutes: Emily Lanctot, 2nd Andrew Schneider

Action: Approved

Reports

President – J. Dake

- **In-Person Programming**
Dake reported that MMA is moving into more in-person programming, starting with the 2022 Awards event at the Ford House in May 2022, plus the conference here at the Grand Hotel.
- **Strategic Planning Updates 2023-2025**
The board is undertaking a 3-year strategic plan, rather than the typical 5-10 year due to the ever-changing nature of the last few years. Based on feedback from stakeholders, members, phone calls, and many conversations, the MMA Board has developed values and strategic priorities. We are maintaining and growing certain areas and members can give feedback during the Museum Café or talk with board members.
- **MMA Endowment**
The MMA Endowment launched earlier in 2022.
- **MMA Board Introduction**
Board members were introduced to the assembled membership.

Treasurer – L. Plank

- 22YTD Income: \$90,195
- 22YTD Expense: \$67,629

Plank presented the MMA membership with the annual treasurer's report starting with a recap of 2021. The 2022 YTD will change, since conference expenses are not included, but MMA is in a strong financial position. The 2022 final numbers will be shared at the 2023 conference. Plank thanked those that have donated to the various campaigns to support MMA and its members.

Executive Director – L.C. Brisson

- **Winter Online Programs:** Hundreds of people participated in online programs last winter. Programs were held once a week throughout the winter and included; Ask an Expert, Colleague Chats, and MI Museum Spotlights. It was a successful season.
- **Advocacy Activities:** MMA attended the virtual American Alliance of Museums Museums Advocacy Day, it will be in-person for 2023. MMA is active in the Cultural Advocacy Network of Michigan and does advocacy work at the state level. Members were invited to participate in the Cultural Advocacy Network Advocacy Day that usually happens in the spring. The Tourism Industry Coalition of Michigan (TICOM) is an opportunity for MMA to advocate to tourism interests about museums.
- **Member Communities:** This is the second year of member communities, which aids conference planning, provides networking opportunities, and builds relationships.
- **Awards Reception:** Awards event was at the Ford House in May 2022.
- **Workshops:** In-person workshops have been a struggle and all of them were cancelled this year. Workshops attached to the conference have been successful.
- **Partner Programs:** Partners are Museums that level up their memberships with the lowest level at \$1000. It folds museum memberships in with all of the advertising opportunities, conference attendance, and membership dues. Brisson reminded Museum members that all staff can be on the account.
- **Strategic Planning:** Brisson would like to continue to build the programs MMA has been building the last two years.
- **Conference:** The conference is going well!

Membership – C. Johnston

Claire Johnston presented on MMA's membership stating that membership is steady at about 1,000 individuals. For reference there were 870 members at this time last year, so that is a lot of growth. Categories for individuals are individual, consultant, sustaining, and student. Organizational memberships include the university, Museum levels 1-4, and Museum Partners.

- Johnston also thanked the Sustaining members for their contributions.

Programming – Y. Balmaceda

Balmaceda reported on the upcoming winter online programming. The MMA Board of Directors approved the winter programs on October 10. There will be 2-3 programs per month Nov-April.

Board of Directors Membership

By-Laws Update – C. Dial

As the Board Vice President, Dial is in charge of policy updates, including the by-laws update. The by-laws have not been updated since 2012, and MMA was almost immediately out of compliance. The original document was 12 pages long, and is now six pages long.

Motion to approve the by-laws: Angela Riedel, 2nd Andrew Schneider

Action: Approved

Board Term Renewals – C. Dial

Dial presented the slate of board members up for renewal and asked them to stand to be renewed for another 2 year term.

- 2-Year Term Renewals
Arab, Bayard, Kemler, Lanctot, McClellan, Miller, Plank, Rock (not present), Yarsevich (not present) will be renewed for a 2-year term.

Motion to approve term renewals: Dial requested a voice vote to approve. Full membership voted by voice.

Action: Approved

- Board Officers: Dake-President, Dial-Vice President, Secretary-Arab, Treasurer-Plank

Conference Thanks

Brisson expressed gratitude to all of the conference attendees. Brisson thanked session presenters, volunteers, as well as the conference sponsors. Brisson also thanked Brian Jaeschke for being on both planning teams, presenting two sessions, setting up the Anishnaabe historian, and giving a tour on Wednesday. The Disaster Response community is running a workshop on Wednesday, Mallory Bower and Davina Jakobi-Kuh have put in a tremendous amount of time and energy. Brisson also thanked Steve Brisson for being so helpful with Mackinac State Historic Parks (MSHP) and the entire MSHP staff.

Brisson also thanked the programs team, which worked on the concurrent sessions and keynote, and the experiences team that did work onsite and helped with workshops etc. Those members were asked to stand as their names were read. Members were invited to join a conference planning team when the call goes out. Brisson thanked all of the Museum and Corporate Partners for their support, including the Michigan Arts and Culture Council. Brisson invited members to feel free to talk to potential Corporate Partners. Brisson thanked the board and specifically Melanie Parker for her project work and Dominick Miller for all of his exceptional help. Brisson also thanked the MMA staff for their support.

2022 & 2023 Awards

The 2022 Awards event at the Ford House was wonderful and Brisson listed the 2022 award winners. The awards celebration will be a separate activity again for 2023. There will be a spring event and it will probably be in Grand Rapids and is currently in the works for early May. We will do the same awards and Brisson encouraged members to make nominations.

Anniversary

We spent a year celebrating the anniversary of the Michigan Museums Association. There was an article in each *MMA Review*, and a presentation at the Awards event. Brisson thanked Michelle McClellan and Claire Johnston for their work on the anniversary. She also mentioned that Endowment donations go directly to the Capitol Area Community Foundation.

Year-end Appeal

Brisson discussed the mission and vision for MMA: Thriving Museums. Vibrant Communities. Brisson invited attendees to contribute to the Year-end Appeal. These funds go towards the 2023 fiscal year.

Motion to adjourn: Dial, 2nd Kemler

Adjourn: 1:19 pm