



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, December 2, 2025
5:00 PM**

Mission Statement: The Birmingham Museum will explore meaningful connections with our past, in order to enrich our community and enhance its character and sustainability. Our mission is to promote understanding of Birmingham's historical and cultural legacy through preservation and interpretation of its ongoing story.

1. Call to Order

2. Roll Call

3. Approval of the Minutes

- A. Minutes of December 5, 2024

4. New Business

- A. Museum Board "What's Your Story?" Oral History Project
- B. City Long Range Planning and museum budget-update
- C. 2024 Metrics and Data

5. Unfinished Business

- A. Strategic Plan
 - Summary of museum board discussion to date
 - Summary of museum achievements, 2013-2024 strategic plan
 - Worksheet, strategic plan priorities and values
 - February meeting: coordination with other City plans/departments
 - City department input, Nick Dupuis (Historic Preservation/Planning), Rebekah Craft (Baldwin Library), Cris Braun (Next)
 - Sustainability Plan, Citywide Aging in Place Action Plan, Historic Preservation Plan (draft)

6. Communication and Reports

- A. Director Report (verbal)
- B. Member comments
- C. Public comments

7. Next Meeting: February 6, 2025

8. Adjournment

NOTICE: Individuals with disabilities requiring accommodations for effective participation in this meeting should contact the city clerk's office at (248) 530-1880 (voice), or (248) 644-3405 (TDD) at least one day in advance to request mobility, visual, hearing or other assistance. *APPROVED MINUTES OF THE MUSEUM BOARD MEETINGS ARE AVAILABLE IN THE CITY CLERK'S OFFICE AND ON THE CITY WEBSITE AT www.bhamgov.org.* City of Birmingham, 151 Martin, Birmingham, MI 48009; 248.530.1800. Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.

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**CITY OF BIRMINGHAM
MUSEUM BOARD MEETING
556 W. Maple
Thursday, December 5, 2024
5:00 PM**

Members Present: Mike Abelson, Kristy Barrett (Alternate) Alexandra Harris, Eva Kirkman (arrived 5:15), Marty Logue, Pat Hughes (left at 6:10 PM), Judith Keefer (left at 6:10 PM)

Members Absent: Bev Erickson

Administration: Museum Director Leslie Pielack

The meeting was called to order at 5:02 PM by Chairperson Logue.

**Approval of the Minutes
Minutes of November 7, 2024**

MOTION: by Keefer, seconded by Abelson:

To approve the minutes of November 7, 2024.

VOTE: Yeas, 7
Nays, 0

New Business

Members were reminded that the Friends' annual membership is up for renewal and the ordinance requires that all Museum Board members are also Friends members. The Friends board has an opening, and they have suggested that a member of the Museum Board would be an ideal fit for the open board position. They plan to meet on a quarterly basis, most likely by Zoom. Any Museum Board member interested should get in touch with Marty Logue, who is also their treasurer.

Museum Director Pielack gave a brief introduction of the museum's Diner Culture display in the kitchen at the museum, part of the larger Transportation and Transformation exhibit. The display highlights the restaurants along Woodward that were popular among teen drivers in the 1950s and 1960s, and how the drive in/diner culture was important for Birmingham's young people.

The board reviewed the sample strategic plans provided in the packet and compared them for common features and elements in their plans. Members shared their reaction to the plans. A summary of the major points emphasized by the board include:

- Common threads in the plans include elements of financial, staff development, collections, and community outreach.
- Keeping a museum vibrant and relevant is important in strategic planning and is a strength that our museum has, and should continue to focus on. Our youthful staff and contemporary approach are unusual in small community museums, but have been key to our effective connections with the community.

- Brevity is a virtue in strategic plan documents. It helps readers quickly understand the institution and its mission, what its goals are and how it wants to achieve them.
- Stating values is common and useful in museum strategic plans. Inclusive language and objectives are important to incorporate, and a plan should identify which communities are being served. Clearly distinguishing/defining mission, values, and vision is important
- Actionable items should be measurable and have a timeline
- A plan can include a brief history but should not be a 'report' of past accomplishments, but identify future directions and how resources will be distributed for the most important activities
- A good plan should reflect who we are and what our museum actually does; what makes us unique; and what we excel at and not appear 'canned,' too generic, too vague, or too ambitious
- Who is the document is being written for/directed to? It should be clear enough for any director to understand and implement, and any member of the public or outside organizations to grasp the museum's basic character/focus of activity
- Using specific objectives directed toward mentoring or collaborating with other community organizations can be stated directly in the plan
- The Museum Board was enthused about developing and executing an oral history project within their own local neighborhoods. With some training in the essentials of oral history interviews, they could use their cell phones to record conversations with elders regarding their memories of places and people around Birmingham. One particular focus could include the interviewee's knowledge about the heritage of neighborhood houses, for example. A board-led project like this can reinforce board values and commitment to the museum's mission and strategic plan

In January, Museum Director Pielack will be including data and metrics for the past few years to illustrate museum engagement (audience, activity, and reach) and other achievements.

Communication and Reports

Museum Director Pielack provided updates to the Director's Report. The Quarton family materials are being scanned at a fast pace and Quarton family members are satisfied with the progress, which we hope will be complete by the end of the year.

Member Comments

Ms. Logue provided a brief summary of the Friends' recent board meeting and the Friends' interest in seeking a Museum Board member to join them, as they have one board opening.

Public Comments

None.

The next Regular Meeting is scheduled for Thursday, January 2, 2025, at 5:00 PM.

Ms. Logue adjourned the meeting at 6:36 PM.



SUMMARY of BOARD DISCUSSION/REVIEW of STRATEGIC PLAN ISSUES

September meeting:

The board discussed some of the concepts raised by the readings provided by Director Pielack.

- Regarding ethics, there are **two sets of ethical rules and standards** for Museum Board members; the City of Birmingham's Ethics Ordinance is primary, but there also are museum-related ethical standards (e.g., based on the idea of holding the museum's collection and archives in the public trust) that apply to what we do as a museum.
- Regarding **changes in the museum field** since 2008, a number of predictions made about the increasing role of digital content and importance of museums as a way to meet social needs have held true, especially regarding helping people connect and find meaning.
- Regarding the matter of **values**, members discussed the importance of being a museum for the whole community, the concept of being responsible to our history, and the phrase 'humanizing history' was affirmed as a way of characterizing museum priorities.
- Members also indicated they **preferred language** such as 'inclusion' and 'belonging' as we move forward toward restating our strategic goals.

November meeting:

The board reviewed the readings in the agenda and raised the following issues:

- The question about greater **diversity on the board** being desirable but the board currently represents the community's demographics fairly well with the exception of age. Should the Museum Board actively recruit to better balance the board representation? (TBD)
- Discussion about **how the pandemic has changed audiences**; older people seem to still not be fully recovered in terms of their sense of safety, activity, and volunteerism; school-aged children learn differently and can be screen-dependent, making physical tours, contact with museum staff, and focus especially important. Some under-resourced local history museums have begun to seek ideas, tips, and guidance from the Birmingham Museum, and we have enjoyed collaborating with them. Should the museum have objectives that include collaborating with other museums? (TBD)
- Discussion about the **emerging role of museums as agents of support for community elders** through memory-strengthening programming that connects people with a community's past and engagement with each other. Should the museum develop strategic objectives that focus on the particular needs of seniors? (TBD)
- Brief discussion of Artificial Intelligence and the City's guidelines. **Generative AI** is a type of AI like ChatGPT or Bing Pilot that takes a mixture of facts and creates a story or narrative about them, which can contain massive errors called

- 'hallucinations' that can confuse real facts and history for audiences. Therefore, the City, and especially the museum, will not be using generative AI.
- Other discussion reinforced the positive role and acceptance of the museum and that it is visible and **valuable to the community**. Successful application for grants and other **financial support**, awards, and other recognition have helped the museum steadily work toward improvements such as the landscape work. Should the Museum Board use the strategic plan to identify and work toward more active fundraising? (TBD)

December meeting:

The board reviewed the sample strategic plans provided in the packet and compared them for common features and elements in their plans. Members shared their reaction to the plans. A summary of the major points emphasized by the board include:

- Common threads in the plans include elements of **financial, staff development, collections, and community outreach**.
- Keeping a museum vibrant and relevant is important in strategic planning and is **a strength that our museum has**, and should continue to focus on. Our youthful staff and contemporary approach are unusual in small community museums, but have been key to our effective connections with the community.
- **Brevity is a virtue** in strategic plan documents. It helps readers quickly understand the institution and its mission, what its goals are and how it wants to achieve them.
- **Stating values is common and useful** in museum strategic plans. Inclusive language and objectives are important to incorporate, and a plan should identify which communities are being served. Clearly distinguishing/defining mission, values, and vision is important
- **Actionable items should be measurable and have a timeline**
- A plan can include **a brief history** but should not be a 'report' of past accomplishments, but **identify future directions and how resources will be distributed** for the most important activities
- **A good plan should reflect who we are and what our museum actually does**; what makes us unique; and what we excel at and not appear 'canned,' too generic, too vague, or too ambitious
- **Who is the document is being written for/directed to?** It should be clear enough for any director to understand and implement, and any member of the public or outside organizations to grasp the museum's basic character/focus of activity
- Using **specific objectives directed toward mentoring or collaborating with other community organizations** can be stated directly in the plan

Strategic Planning Process, Jan/Feb Tasks

1. Initial review/summary/consensus RE direction of museum

2. Review of previous plan/accomplishments, 2013-2024

- 2023 and 2024 data/metrics
- Goals-measures/City budget
- Ordinance requirements

3. Confirm mission-vision- (values)

4. Clarify:

- Should the museum develop a values statement? A vision statement?
- Whom do we want to serve?
- Should the museum adopt an active leadership role to meet community needs?
- What is our priority regarding integrating museum operations with other city departments?
- What is our priority regarding collaborating with other organizations?
- What are our needs regarding succession planning for board and museum staff?

From Current Strategic Plan:

MISSION AND VALUE: The museum's mission statement reflects an inclusive and contemporary approach to integrating Birmingham's history in meaningful ways for its audiences, strengthening its value to the community and its long-term sustainability

Mission Statement: The Birmingham Museum will explore meaningful connections with our past, in order to enrich our community and enhance its character and sustainability. Our mission is to promote understanding of Birmingham's historical and cultural legacy through preservation and interpretation of its ongoing story.

WORKSHEET: Proposed Strategic Plan Priorities

-Maintain and enhance **professional standards, ethics, and best practices** to preserve, and care for, information, preservation, and collection in the public trust

-Use the museum to **achieve greater equity and inclusion** with balanced narratives, collecting practices, and programs through values-driven service, inside and outside the museum; embrace the values of **humanizing history** and its interpretation to seek greater personal meaning and relevance for audience members and our community

-Enhance the collection and its interpretation through developing **relationships with our community**; tell stories even when there is nothing tangible left (e.g., artifacts, buildings, etc.); include the whole story or multiple perspectives

-Establish a **collaborative role** with city departments, other organizations, and local organizations:

- Other historical organizations with shared interests
- Non-historical organizations with affiliated missions
- (Possibly) completely novel collaborations

Other _____

Proposed values statement:

The Birmingham Museum values our community and the people who have given it its unique character, past and present. We believe we have a responsibility to the whole community, and that the museum can use history and objects to achieve greater inclusion and belonging through balanced narratives, collecting practices, and programs that help connect us with our heritage.

Other _____

Museum Accomplishments, 2013-2024 Strategic Plan

Service/Mission Related Goals:

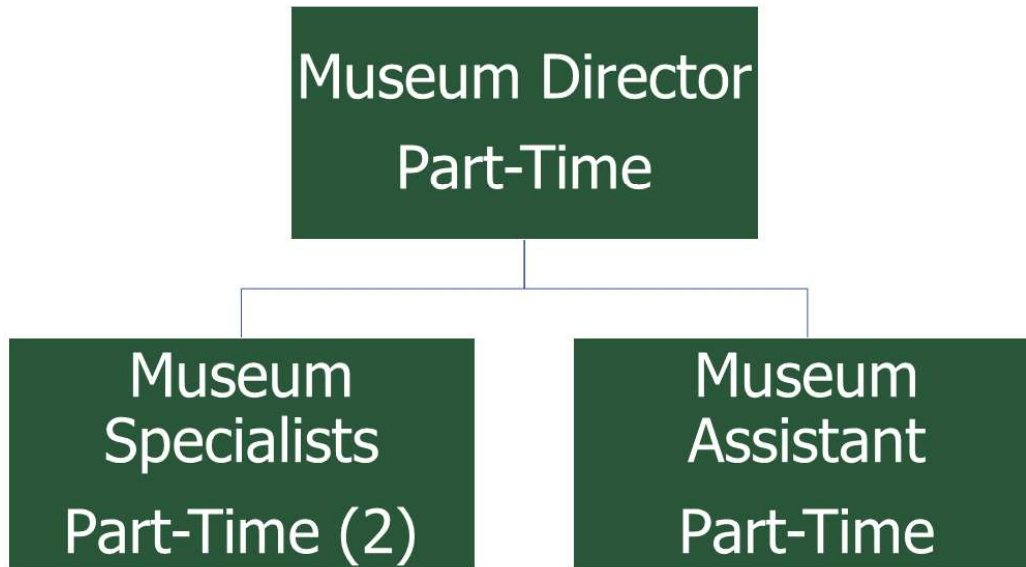
- **Community Engagement**
 - Expanded reach during COVID pandemic through virtual content
 - Developed updated educational tour programs for enhanced experience of 2nd grade students
 - Increased educational engagement through public presentations
 - Developed app-based tours of Hunter House, Allen House, and Greenwood Cemetery
 - Made significant strides in inclusive local history research and exhibits, engaging a more diverse community in Oakland County
 - Developed a successful podcast program sharing Birmingham stories
 - Collaborative projects and joint exhibits with several local history organizations
- **Collections Stewardship**
 - Developed collections policy and deaccessioning process
 - Attracted new local history collection materials
 - Began digitizing collection materials and making them publicly available (e.g., yearbooks)
 - Conducted ongoing preservation, restoration and improved sustainability repairs to the Allen House and Hunter House
 - Developed interpretive plans for both buildings
 - Developed comprehensive landscape restoration and preservation plan and ongoing implementation of landscape master plan

Capacity Building Goals:

- **Build relationships, volunteer resources, and board development**
 - Increased staffing hours for part-time director and added three part time professional staff
 - Developed an enhanced volunteer program
 - Built relationships with undergraduate educational and internship experiences for local institutions
 - Built relationships with state-level museums and local historical organizations
 - Added an alternate museum board position and maintained full board capacity with expanded experience and background
 - Completed three private/donor-funded projects at museum
 - Successful grant-writing efforts increased funding for museum projects
- **Increase awareness of museum and its brand with consistent messaging**
 - Changed name of museum, instituted new logo and refreshed public presence, visibility, and relevance
 - Increased on site visitation and virtual audience
 - Drew audiences from outside Birmingham

Birmingham Museum

Annual Budget



Department Description

The Birmingham Museum is composed of the city-owned historic Allen and Hunter House properties on a nearly four-acre park site. The museum is a community resource whose purpose is to preserve and interpret Birmingham's history and culture. It accomplishes this by acquiring, maintaining, and exhibiting a permanent collection of artifacts and documents, and by conducting research and maintaining and interpreting its historic buildings and grounds. The Birmingham Museum's operations and activities are guided by a regularly reviewed and updated strategic plan.

Services Provided

- Care and storage of the museum's permanent collection, including digitization of archives and physical care of objects and artifacts.
- Exhibitions of materials and interpretive content on and off site and in virtual environments.
- Ongoing research and interpretive and educational social media engagement.
- Educational outreach programs for adults and children on and off site.
- Annual school tours in coordination with required school curriculum objectives.
- Guided and self-guided interpretive tours of on and off site historic resources in the city, including Greenwood Cemetery.
- Maintenance and restoration of the 1822 John West Hunter House and 1926 Allen House.
- Research services for city staff and administration.
- Research services for residents and businesses.

New Projects

- Implement Pond Zone landscape enhancements in John West Hunter Park to facilitate public access.

- Implement online access of selected digitized museum collections and monitor Greenwood Cemetery database for public and city clerk's office use.
- Update and revise museum's strategic plan for 2025-2028.

Allen House Budget

	ACTUAL	BUDGET	PROJECTED	APPROVED	PLANNED	
	FY2023	FY2024	FY2024	FY2025	FY2026	FY2027
PERSONNEL SERVICES						
SALARIES & WAGES	\$166,507	\$224,840	\$170,310	\$184,560	\$184,560	\$184,560
FRINGE BENEFITS	\$27,307	\$45,820	\$44,660	\$53,640	\$55,390	\$57,210
PERSONNEL SERVICES TOTAL	\$193,814	\$270,660	\$214,970	\$238,200	\$239,950	\$241,770
SUPPLIES						
727.0000 - POSTAGE	-	\$0	-	-	-	-
729.0000 - OPERATING SUPPLIES	\$7,057	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
752.0000 - COLLECTION CARE SUPPLIES	\$2,846	\$3,000	\$1,800	\$3,000	\$3,000	\$3,000
799.0000 - EQUIPMENT UNDER \$5,000	-	\$0	-	-	-	-
SUPPLIES TOTAL	\$9,903	\$6,500	\$5,300	\$6,500	\$6,500	\$6,500
OTHER CHARGES						
811.0000 - OTHER CONTRACTUAL SERVICE	\$228,046	\$154,344	\$163,960	\$80,480	\$23,060	\$16,500
816.0100 - JANITORIAL CONTRACT	\$2,260	\$10,400	\$10,400	\$10,400	\$11,500	\$11,500
823.0100 - ALLEN HOUSE SALES COMMISS	-	\$0	-	-	-	-
851.0000 - TELEPHONE	-	\$0	-	-	-	-
861.0000 - TRANSPORTATION	-	\$0	-	-	-	-
901.0000 - PRINTING & PUBLISHING	\$195	\$800	\$800	\$800	\$1,000	\$1,000
920.0000 - ELECTRIC UTILITY	\$2,572	\$5,000	\$3,500	\$3,500	\$4,000	\$6,000
921.0000 - GAS UTILITY CHARGES	\$4,581	\$4,000	\$4,800	\$4,000	\$4,000	\$4,000
922.0000 - WATER UTILITY	\$152	\$200	\$300	\$350	\$400	\$400
930.0200 - ELEVATOR MAINTENANCE	\$351	\$500	\$500	\$500	\$500	\$500
930.0400 - HVAC MAINTENANCE	\$11,499	\$1,500	\$6,470	\$1,900	\$1,500	\$1,500
930.0500 - BUILDING MAINTENANCE	-	\$0	\$5,000	\$13,600	\$3,000	\$3,000
933.0200 - EQUIPMENT MAINTENANCE	-	\$0	-	-	-	-
942.0000 - COMPUTER EQUIPMENT RENTAL	\$38,850	\$43,110	\$43,110	\$49,430	\$54,370	\$59,810
957.0300 - MEMBERSHIPS AND DUES	\$483	\$550	\$550	\$550	\$600	\$600
957.0400 - CONFERENCES & WORKSHOPS	\$348	\$970	\$970	\$1,870	\$2,000	\$2,000
OTHER CHARGES TOTAL	\$289,336	\$221,374	\$240,360	\$167,380	\$105,930	\$106,810
CAPITAL OUTLAY						
971.0100 - MACHINERY & EQUIPMENT	-	\$0	\$0	\$0	\$0	\$0
972.0000 - FURNITURE	-	\$0	\$0	\$0	\$0	\$0
977.0000 - BUILDINGS	-	\$0	-	-	-	-
979.0000 - LAND IMPROVEMENTS	-	-	\$0	\$0	\$0	\$0
981.0100 - PUBLIC IMPROVEMENTS	-	\$0	\$0	\$46,450	\$0	\$0
CAPITAL OUTLAY TOTAL	-	\$0	\$0	\$46,450	\$0	\$0
TOTAL EXPENDITURES	\$493,053	\$498,534	\$460,630	\$458,530	\$352,380	\$355,080

Significant Notes to 2024-2025 Budget Amounts

- 1. Fringe Benefits** - The increase of \$7,820, or 15%, relates to a rise in hospitalization costs.
- 2. 811.0000 Other Contractual Services** - The decrease of \$73,860, or 48%, is due to the landscaping project budgeted in the prior fiscal year.
- 3. 930.0500 Building Maintenance** - The budget of \$13,600 represents the cost for carpeting for the main stairway, water tank heater replacement, and general maintenance.
- 4. 942.0000 Computer Equipment Rental** - The increase of \$6,320, or 15%, shows the overall increase of 15% in computer equipment rental charges and a change in cost allocation.
- 5. 981.0100 Public Improvements** - The budget of \$46,450 is for Phase III ADA Barrier-Free Boardwalk and Pathways project.

Significant Notes to 2025-2026 Planned Amounts

1. **811.0000 Other Contractual Services** - The decrease of \$57,420, 71%, reflects the new furnace, fence replacement, balcony and north porch roof repairs, plaster repair and mini-split system in the server room being completed in the prior fiscal year.
2. **930.0500 - Building Maintenance** - The decrease of \$10,600, or 78%, shows the return to a normal budgeting amount.
3. **981.0100 Public Improvements** - The decrease of \$46,450, or 100%, represents the Phase III ADA project budgeted in the prior year.

Significant Notes to 2026-2027 Planned Amounts

1. **811.0000 Other Contractual Services** - The decrease of \$57,420, or 71%, shows the return to a normal budgeting amount.
2. **942.0000 Computer Equipment Rental** - The increase of \$5,440, or 10%, shows the overall increase of 10% for computer equipment rental charges.

Performance Goals, Objectives, and Measures

GOAL: To administer the grounds and historic assets as a vital local cultural resource and provide access for the benefit of the public. *(Long-Term Municipal Goals 1a, 1b, 2a, 2b, 3a, 4a, 4b, and 5)*Strategic Goal: Engaged and Connected Community and Environmental Sustainability*

OBJECTIVE: To update and revise the Birmingham Museum Strategic Plan: 1) preserve, maintain and improve museum and park assets for enhanced access to serve a diverse audience physically and virtually; 2) develop a comprehensive plan to engage with and educate the public; 3) incorporate sustainability objectives in operations and preservation efforts; 4) identify opportunities to integrate museum operations with other City departmental and collaborate with other community organizations.

MEASURES	ACTUAL	PROJECTED	PROJECTED	PROJECTED	PROJECTED
	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Physical attendance and utilization (Allen House, Hunter House, park); events; and visitor services ¹	5,140	5,250	5,500	5,700	6,000
Public outreach figures, off-site exhibits, events, and program attendance ²	49,740	52,000	53,500	54,700	20,000
Public engagement figures via electronic media, e.g., social media, website, online content, video, and virtual exhibits ³	1,150,000	1,200,000	1,300,000	1,350,000	1,400,000
Public contact figures via traditional media (print and electronic) through ongoing articles, press releases, newsletters, booklets, and other promotion ⁴	140,000	160,000	172,000	175,000	180,000
2021-2024 Strategic Plan implementation of objectives 1), 2), and 3) above	Complete				
2025-2028 Strategic Plan implementation of objectives 1), 2), 3), and 4) above		Review/revise Strategic Plan for 2025-28	20%	40%	70%

¹Includes park use and museum site visits, group tours, and Greenwood cemetery and historic walking tours, and research inquiries.

²Collaborative/grant programs/exhibits/outreach such as UGRR project; professional conference presentations; museum staff educational programs (virtual and in person); and off-site museum displays, traveling exhibits and events, and their virtual impact. Estimates through 2026 include traveling UGRR exhibit and planned 250th anniversary events.

³Social media engagement increases following UGRR and Greenwood Cemetery content in 22/23 and addition of podcast in 23/24 to successful Facebook and Instagram presence, but leveling off due to decrease in active use of Twitter beginning 2023.

⁴Attributed to higher visibility and public interest in local Black/UGRR history and in local history in general, distribution of museum-designed local school curriculum materials, and Greenwood Cemetery virtual visits and database access.

Performance Goals, Objectives, and Measures

GOAL:	To establish and enhance physical and electronic access to historical and archival records, enhance the collection and its utilization, and continue to develop and maintain digitized content in accordance with accepted museum standards. <i>(Long-Term Municipal Goals 1a, 1b, 2a, 2b)*Strategic Goal: Efficient and Effective Services and Environmental Sustainability</i>
OBJECTIVE:	To: 1) catalogue and digitize collection contents and records per nationally accepted standards with improved efficiency and accuracy to preserve and provide sustainable access; 2) assessment, storage, and maintenance of existing collections per nationally-accepted museum standards for collection preservation and sustainability through efficient technology; and 4) provide research for collection and exhibition materials and make content virtually accessible to the public using sustainable digital content.

MEASURES	ACTUAL	PROJECTED	PROJECTED	PROJECTED	PROJECTED
	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Total number of collection items electronically catalogued and digitized ¹	13,400	13,800	14,100	14,400	14,700
Total number of research inquiries, information requests, and utilized collection items via online contact, phone, walk-in, object loans, social media inquiries, and formal research requests ²	580	625	680	725	800

¹ Online collection access includes museum website and museum collections content shared with Baldwin Public Library, Bloomfield Township Library, Oakland History Center shared digital content.

Also includes acquisition of Greenwood Cemetery Find A Grave digital grave/memorial files now under management at the museum.

² Online content and access is expected to increase with online digital materials and collections (e.g., yearbooks online), through grant-funded UGRR interactive web map, and through public access to museum-managed Find A Grave online materials.

Hunter House Budget

HUNTER HOUSE - GENERAL FUND

	ACTUAL	BUDGET	PROJECTED	APPROVED	PLANNED	
	FY2023	FY2024	FY2024	FY2025	FY2026	FY2027
PERSONNEL SERVICES	-	-	-	-	-	-
SUPPLIES						
729.0000 - OPERATING SUPPLIES	\$971	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
752.0000 - COLLECTION CARE SUPPLIES	\$1,833	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
799.0000 - EQUIPMENT UNDER \$5,000	-	\$0	-	-	-	-
SUPPLIES TOTAL	\$2,803	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800
OTHER CHARGES						
811.0000 - OTHER CONTRACTUAL SERVICE	\$3,702	\$8,500	\$4,560	\$13,060	\$5,060	\$5,400
851.0000 - TELEPHONE	-	\$0	-	-	-	-
920.0000 - ELECTRIC UTILITY	\$683	\$1,000	\$1,000	\$1,000	\$1,000	\$1,200
921.0000 - GAS UTILITY CHARGES	\$1,285	\$1,400	\$1,400	\$1,500	\$1,500	\$1,700
922.0000 - WATER UTILITY	\$2,068	\$1,800	\$2,100	\$2,600	\$2,800	\$3,000
930.0500 - BUILDING MAINTENANCE	\$2,220	\$3,000	\$1,000	\$3,000	\$3,000	\$3,000
933.0200 - EQUIPMENT MAINTENANCE	-	\$1,000	\$1,200	\$2,000	\$1,200	\$1,200
OTHER CHARGES TOTAL	\$9,958	\$16,700	\$11,260	\$23,160	\$14,560	\$15,500

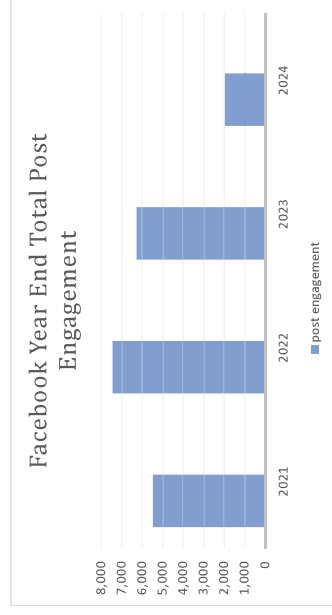
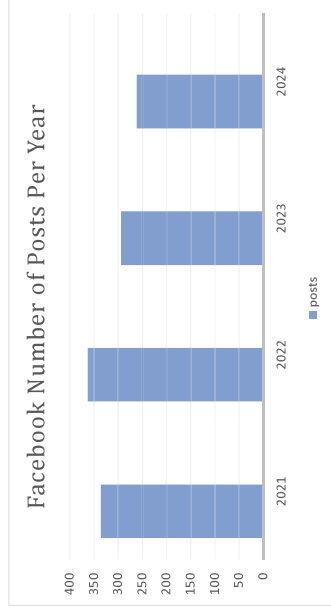
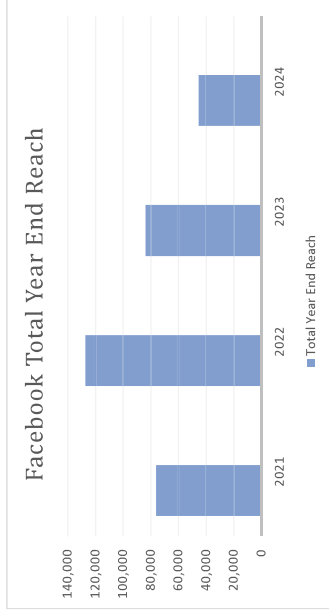
	ACTUAL	BUDGET	PROJECTED	APPROVED	PLANNED	
	FY2023	FY2024	FY2024	FY2025	FY2026	FY2027
CAPITAL OUTLAY	-	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENDITURES	\$12,762	\$19,500	\$14,060	\$25,960	\$17,360	\$18,300

Birmingham, MI | 151 Martin Street, Birmingham, Michigan 48009 | 248.530.1800 | Monday - Friday 8:00 am to 5:00 pm

Birmingham Museum Social Media Metrics, 2021-2024

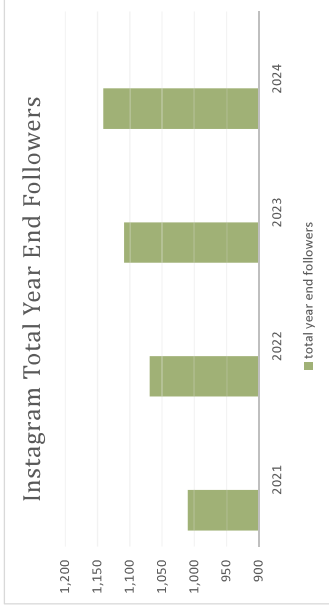
Facebook*

Total Year End Reach	posts	post engagement
2021 76,296	2021 336	2021 5,474
2022 127,429	2022 363	2022 7,447
2023 83,932	2023 294	2023 6,268
2024 45,470	2024 262	2024 1,973



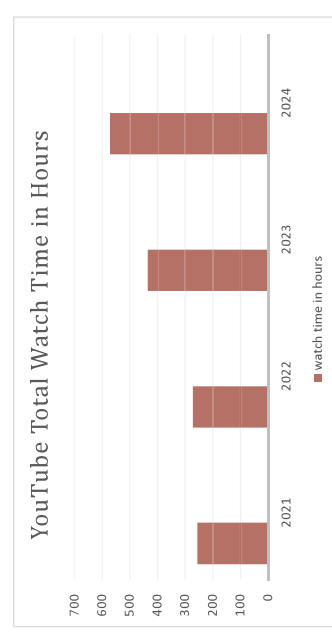
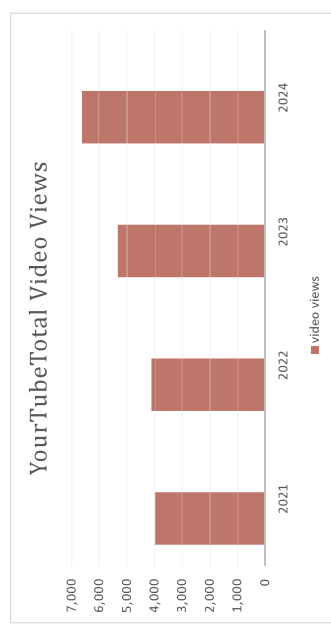
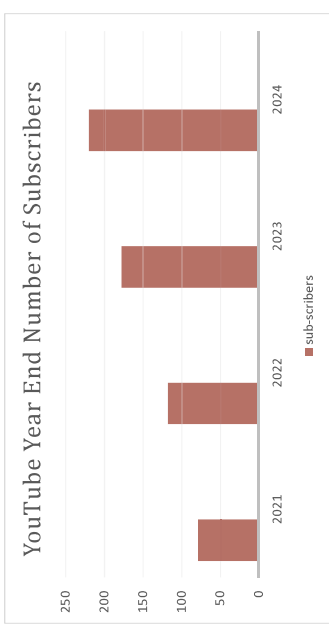
Instagram

total year end followers
2021 1,010
2022 1,069
2023 1,109
2024 1,141



YouTube

sub-scribers	video views	watch time in hours
2021 79	2021 3,987	2021 256.4
2022 118	2022 4,112	2022 273.2
2023 178	2023 5,334	2023 435.8
2024 220	2024 6,622	2024 571.8



*Year to year comparison in FB is misleading because the platform has changed its algorithm to favor paid subscribers.

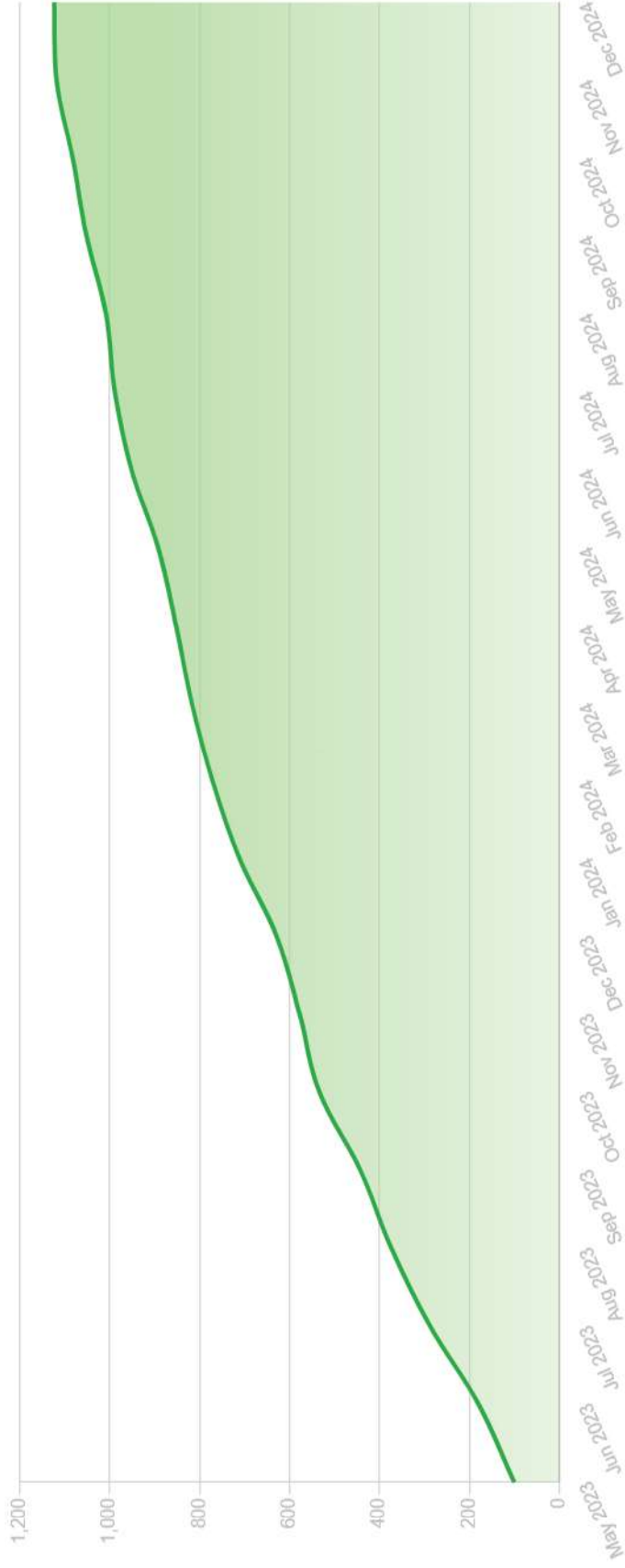


Birmingham Uncovered

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1,123 downloads since published.

- LAST 7 DAYS
- LAST 30 DAYS
- LAST 90 DAYS
- ALL TIME
- CUSTOM



OVER TIME CUMULATIVE

LAST EPISODE

LAST 5 EPISODES

LAST 10 EPISODES

ALL EPISODES

