



# Museum of Riverside Board Memorandum

*City of Arts & Innovation*

---

**TO: MUSEUM OF RIVERSIDE BOARD                      DATE: MAY 28, 2025**

**FROM: MUSEUM DEPARTMENT                      WARDS: ALL**

**SUBJECT: DISCUSS, RECEIVE, AND FILE THE STRATEGIC PLAN STATUS REPORT  
FOR THE QUARTER ENDING MARCH 31, 2025**

**ISSUE:**

To discuss, receive, and file the Strategic Plan status report for the quarter ending March 31, 2025.

**RECOMMENDATION:**

That the Museum of Riverside Board discuss, receive, and file the Strategic Plan status report for the quarter ending March 31, 2025.

**BACKGROUND:**

At its meeting on April 27, 2022, the Museum of Riverside Board recommended approval by City Council of a new five-year Strategic Plan for the Museum Department for the fiscal years 2022-2023 through 2026-2027. At its meeting on July 5, 2022, City Council approved a revised and renewed five-year Strategic Plan for the Museum Department for the years 2022-2023 through 2026-2027. The plan now current identifies specific alignment with the City's Envision Riverside 2025 Strategic Plan, which was approved in October 2020.

**DISCUSSION:**

This report covers the first three quarters of FY2024-2025. For detail on individual actions, please refer to the status lines in red on the attached copy of the plan. All status reports are current as of March 31, 2025. Progress continues to be reported only on strategic actions in the plan; established regular programming and standard operating procedures are not included. The Museum is close to three years into its five-year plan and continues to track well to the goals and schedules, to the extent that schedules have been within the Museum's control. It is not anticipated that a revision to the plan will be necessary until it is renewed for another five years. The process to revise and extend the plan will begin within the next few months.

### Progress Highlights

1. The construction bid for the main museum project was prepared and will be presented for City Council approval at its April 8, 2025, meeting.
2. Planning continues on the reopening exhibitions. Because the Museum is short-staffed, program staff have been challenged to devote the time necessary at the front end of the planning process. Small delays in the building construction process provide small benefits to the team working on planning.
3. The agreement with the new architectural design team for the Harada House projects will be taken to City Council in May 2025. Staff look forward to announcing the new team and beginning the work.
4. Following a formal Request for Proposals (RFP) process, a documentarian for the Harada project has been selected. Negotiations remain to be done because full funding has not yet been secured. An agreement will be initiated for a phased approach. Staff look forward to announcing the documentarian and beginning the work.
5. Minor projects continue at Heritage House. New flooring has been installed upstairs in the carriage house; painting and new appliances will follow soon. Partial site re-fencing will take place after the Ice Cream Social in May. Graphic designers have begun work on a new package of wayfinding signage.
6. *Dear Riverside, a letter to our first love*, closed on schedule and without incident. All objects and specimens have been processed and returned to storage. The mammoth tusk, which sustained some damage during installation, has been treated and is better than ever. All 100<sup>th</sup> anniversary initiatives have been reported upon and marked complete.
7. The City's new Web Developer to be shared by the Museum and Library will begin his duties in June 2025. Improvements to the website continue to be on pause until that time.
8. Significant progress has occurred in storing and organizing the Museum's large supply of pedestals, vitrines, and other exhibition "furniture."
9. The 2025 program array is 25% completed. Some programs have seen extremely strong attendance, although staff are often unable to anticipate when this will occur. Overall, attendance numbers for the FY to date have been very good.
10. The Museum will be due to complete a regular reaccreditation application in 2026. The Director will form an *ad hoc* work team to complete this process.
11. Of the Museum's 13.5 FTEs (this number includes permanent staff only, not our temps) three are vacant, or about a 22% vacancy rate. The three positions are Archivist, Curator of History, and Exhibition Designer. Recent City financial pressures have resulted in delay in the Museum's ability to open these recruitments. We hope and anticipate that this will change when the new fiscal year begins in July.
12. New City volunteer management software is an improvement, and a renewed focus on recruitment and regular training is under way.
13. Planning has started in anticipation of a groundbreaking ceremony in June or July and the grand reopening in 2027.

### **STRATEGIC PLAN ALIGNMENT:**

The activities of the Museum of Riverside align with the Envision Riverside 2025's Strategic Priority, "Arts, Culture and Recreation." Specific programs and activities mentioned in this report support, in particular, Goal No. 1.1 (strengthening Riverside's portfolio of arts, culture, recreation, senior, and lifelong learning programs and amenities), Goal No. 1.2 (enhancing equitable access to arts, culture, and recreational service offerings and facilities), and Goal No. 1.5 (supporting

programs and amenities to further develop literacy, health, and education of children, youth, and seniors throughout the community).

Museum programs further support the Strategic Priority, “Community Well-Being.” Specific goals supported by Museum programs and partnerships include Goal No. 2.3, which includes strengthening neighborhood identities, and Goal No. 2.5, which points to fostering relationships between community members and partner organizations.

1. **Community Trust** – The Museum’s department-specific strategic plan guides staff to adhere to the Museum’s mission; keep promises to share and interpret the collections and stories that stem from that mission; and build collaborative programs, relationships, and volunteer opportunities.
2. **Equity** – The Museum’s department-specific strategic plan articulates a range of approaches to ensuring diverse, inclusive, and equitable programming that examines, shares, and celebrates the full diversity of Riverside.
3. **Fiscal Responsibility** – The Museum’s department-specific strategic plan limits the range of activity to what the Museum can support within its allocated budgets and contributed revenues. Transparent processes to select contractors protect taxpayer interests and reflect staff efforts to secure best value for the City in the selection of both goods and services.
4. **Innovation** – The Museum’s department-specific strategic plan includes a range of actions that are original, one-time activities designed to reflect unique local histories and circumstances. The plan guides staff to achieve programmatic ends through proactive cultural partnerships. Innovative approaches to reaching audiences while the main museum remains closed are continuing to be developed.
5. **Sustainability & Resiliency** – The Museum’s department-specific strategic plan includes actions that reflect staff efforts to streamline operations; conserve the Museum’s assets; model and teach cultural and environmental preservation; and give voice and visibility to those who made Riverside what it is today whether recognized in their time or not.

### **FISCAL IMPACT:**

There is no fiscal impact associated with this report.

Prepared by: Robyn G. Peterson, Ph.D., Museum Director

Attachment: Strategic Plan 2022-2027 updates as of 3/31/2025