



Museum of Riverside

City of Arts & Innovation

TO: METROPOLITAN MUSEUM BOARD **DATE: MAY 8, 2019**

FROM: MUSEUM DEPARTMENT

SUBJECT: DIRECTOR'S UPDATE REGARDING STRATEGIC PLANNING, MAIN MUSEUM RENOVATION AND EXPANSION, HISTORIC HOUSES, STAFFING, COLLECTIONS, EXHIBITIONS AND PROGRAMS, AND MARKETING AND COMMUNICATIONS

ISSUE:

Receive and file this Director's Update regarding strategic planning, main museum renovation and expansion, historic houses, staffing, collections, exhibitions and programs, and marketing and communications.

RECOMMENDATION:

That the Metropolitan Museum Board receive and file this Director's Update regarding strategic planning, main museum renovation and expansion, historic houses, staffing, collections, exhibitions and programs, and marketing and communications.

DISCUSSION:

Strategic Planning

A draft Museum Strategic Plan for 2019-2024 will be presented to the Metropolitan Museum Board at its June 2019 meeting for review and recommended approval. Five (5) goals form the core of the Plan: Renovating, Exhibiting and Engaging, Embracing Community, Strengthening Fundamentals, and Maximizing Resources and Stewarding Assets. The downtown renovation, advancing toward rehabilitation of Harada House, and the Museum's 100th anniversary in 2024 are the major pivots around which other activities will revolve. The Museum of Riverside's (Museum) goal is to create an ambitious but realistically achievable plan.

Main Museum Renovation and Expansion

The agreement for Phase I architectural design services with the Los Angeles office of Pfeiffer Partners was scheduled for approval by City Council on April 23, 2019. Preliminary meetings are under way. Opportunities for public and advisory team input will be scheduled as soon as possible. It is expected that the Phase I design process will take us into early fall 2019. A final decision has not yet been made regarding the degree to which an exhibition design firm will be involved or whether and when a separate RFP will be issued for those services.

Staff are continuing to disperse surplus furniture and equipment not anticipated to continue in use after reopening. On May 7, 2019, City Council was scheduled to approve a donation of such material to the Jurupa Mountains Discovery Center, one of our fellow cultural institutions.

Ann Lovell, Manager of Operations, continues to work toward resolution of the issue with the vendor who provided new storage cabinetry, most of which arrived in defective condition. The delay in having useable, anchored cabinetry at the off-site storage facility is stalling aspects of the collection relocation process.

Historic Houses

Under the direction of Lisa Masengale, Curator of Historic Structures, encapsulation and safe storage of the historic siding from Harada House has been completed. This was achieved with the help of nearly every staff member. Sessions for examining the Harada garage components and making determinations on preservation are nearing completion. The Memorandum of Understanding between the Museum/City and the Harada House Foundation was scheduled for approval by City Council at its May 7, 2019 meeting.

The Robinson House renovation is delayed as staff works through challenges that have arisen in connection with the construction budget, the scope of work, and extent of funding that will be necessary. The RFP will be reissued. Completion of the project by the end of 2019 is increasingly unlikely.

Heritage House will close for the summer as usual. Memorial Day weekend will be the last opportunity to visit until reopening in September 2019.

Staffing

Interviews are planned for the position of Collections Registrar. The primary responsibilities of this individual will be to oversee organization and digitization of collections records, bring order to collections storage, lead the remainder of the collection move, and initiate a long overdue collection inventory. The Museum seeks an experienced, efficient, detail-oriented, and accurate individual for this key position. The Collections Registrar's office will be located at the primary offsite storage facility.

The process to fill additional positions, including those currently funded, awaits reclassification, revision of position descriptions, and / or City Manager's office review and approval.

Collections

Progress continues on the collections move. The Collections and Exhibition Management Policies required an additional refinement. It will be presented to the Metropolitan Museum Board at its June 2019 meeting. The collections management policy is considered a "core document" by the American Alliance of Museums. While many other policy and procedural documents can be prepared and revised internally, core documents must be approved by an accredited museum's governing body—in our case, City Council—whenever they are rewritten or revised.

The Museum has experienced an uptick in the number of requests from scholars for access to various aspects of the collections, including historic photos of a particular neighborhood, Grand Army of the Republic materials, Chinatown artifacts, and Rin Tin Tin collections, among others. We have been able to respond promptly to all requests.

The recommendation to deaccession the Amazonian canoe, oar, and tiller, which the Metropolitan Museum Board approved at its March 13, 2019 meeting, will go before City Council at its meeting on May 7, 2019.

Exhibitions and Programs

The small exhibition of quilts from the collection, *American Quilts: Diverse Expressions*, which was on exhibit at Heritage House during March 2019, was well received. An audience of 78 attended the special program on National Quilting Day, and its success led staff to plan to do a more developed program in 2020.

In the course of preparing detailed budgets for FY2019-2020, staff are prioritizing the many opportunities to place small “pop-up” exhibitions in locations around the city. Staff’s aim is to be able to generate two (2) during the coming fiscal year.

We hope that Ice Cream Social is on your calendar (at Heritage House on May 19). First Sundays continue through May 2019.

Marketing and Communications

City Council was scheduled to approve changing the name of the Museum to “Museum of Riverside” at its meeting on April 23, 2019. Upon approval, the process of implementing the name change will occur incrementally, involving everything from minor revisions to documents such as this memorandum template through the full rebranding process. Additional discussions regarding rebranding have netted many good points for consideration and alternate concepts. We will revisit options with the City’s Marketing Department before presenting a recommended concept to the Board at a future meeting.

KVCR public television is at work on a program about Riverside’s Chinatown. Museum of Riverside collections relating to the archaeological dig will be featured. Air time has not yet been determined. In addition to this, social media continues to be our primary method to communicate news, program dates, and interesting collection discoveries.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by:	Robyn G. Peterson, Ph.D., Museum Director
Certified as to	
availability of funds:	Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by:	Lea Deesing, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney