



*City of Arts & Innovation*

# Museum of Riverside Board Memorandum

TO: MUSEUM OF RIVERSIDE BOARD DATE: AUGUST 26, 2020

FROM: MUSEUM DEPARTMENT

SUBJECT: STRATEGIC PLAN STATUS REPORT FOR THE YEAR ENDING JUNE 30, 2020

## **ISSUE:**

Receive, discuss, and file the Strategic Plan status report for the year ending June 30, 2020.

## **RECOMMENDATION:**

That the Museum of Riverside Board receive, discuss, and file the Strategic Plan status report for the year ending June 30, 2020.

## **BACKGROUND:**

At its meeting on June 12, 2019, the Metropolitan Museum Board recommended that the City Council approve a new five-year Strategic Plan for the Museum Department for the fiscal years 2019-2020 through 2023-2024. Subsequently, on November 5, 2019, the City Council approved the Museum Department's five-year Strategic Plan.

## **DISCUSSION:**

The five-year Strategic Plan is organized under five key objectives:

1. Renovating,
2. Exhibiting and Engaging,
3. Embracing Community,
4. Strengthening Fundamentals, and
5. Maximizing Resources and Stewarding Assets.

Actions are associated with point people, estimated costs, timetables, audiences, and success criteria. Progress on those actions with timetables that are immediate ("A" in the Plan) are reported in the red status lines for each action on the attachment.

Progress on many strategic plan actions has been severely impacted by the COVID-19-caused

revenue declines and the subsequent delay of a further two years for the main downtown site renovation. The most notable readjustment to this reality is the development of a preliminary plan to create virtual historic house tours and digitize key educational programs. This project puts staff on a steep learning curve to acquire new technology skills.

Other highlights include:

1. Solid progress has been made on several time-consuming document projects, including rewriting the Collections Development Plan, the Education Policy, and collections management forms, creating a born-digital collecting protocol, and rescripting the website for upload when the new brand is completed.
2. The renovation plans are frozen for the moment, but they're frozen in the good position of having cleared the second-to-last approval hurdle (the Budget Engagement Commission) for the renovation option with a two-story expansion.
3. Rebranding is back under way with an agreement pending with a designer, and a Graphic Standards Manual expected to be in hand by the end of December.
4. Actions dependent upon volunteers or involving university interns are suspended.
5. Actions dependent upon active involvement of community advisory groups are suspended until staff can determine if alternative meeting methods are feasible.
6. Rehabilitation of the Robinson House continues to make progress.
7. The adoption of an emergency one-year budget does not change the Museum's internal plans to code both personnel and non-personnel expenses in detail and track by project and priority for the year.

High on the list of concerns prompted by the delay is the possibility that the downtown site is at risk for not reopening in time for the 2024 centenary of the Museum. The COVID-19-induced delays do not leave staff with time on its hands because a large backlog of retroactive collections documentation and care must be addressed. However, the staff is deeply challenged to create a public-facing service in an industry that's based on physical resources.

### **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/Treasurer
Approved by:	Moises Lopez, Deputy City Manager

Attachment:	Strategic Plan 2019-2024 updates as of 6/30/2020
-------------	--