



*City of Arts & Innovation*

# Museum of Riverside Board Memorandum

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**TO: MUSEUM OF RIVERSIDE BOARD                      DATE: OCTOBER 28, 2020**

**FROM: MUSEUM DEPARTMENT**

**SUBJECT: THE STRATEGIC PLAN STATUS REPORT FOR THE QUARTER ENDING  
SEPTEMBER 30, 2020**

**ISSUE:**

Receive and file the Strategic Plan status report for the quarter ending September 30, 2020.

**RECOMMENDATION:**

That the Museum of Riverside Board receive and file the Strategic Plan status report for the quarter ending September 30, 2020.

**BACKGROUND:**

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 tech skills, which took large strides forward in the first quarter of the fiscal year with acquisition of equipment (facilitated by the CARES Act grant received by the City of Riverside) and start of staff training on digital storytelling and filmmaking techniques.

Other highlights include:

1. Solid progress has been made on several time-consuming document rewrite projects, including the Collections Development Plan and the Education and Interpretation Policy; first drafts of both are completed and awaiting thorough Collections Committee review before coming to the Board.
2. An agreement with the CBU student who developed the Museum's new brand concept is finalized. Initial meetings are pending. Completion of the deliverables is theoretically possible by 31 December. Alongside this, staff are reviewing a new draft script for the eventual website overhaul.
3. The renovation plans remain suspended.
4. A gradual return of Museum volunteers is under way in behind-the-scenes roles.
5. Reopening of Heritage House is not expected prior to 2021.
6. A change of direction for Robinson House from rehabilitation to reconstruction is working through its necessary review and approval processes. There are concerns about the adequacy of the funding that's been secured to date, an issue that will not be able to be addressed until the new scope is re-costed by the eventual architect.
7. The award of the \$500,000 federal Save America's Treasures grant to begin Phase I of the Harada House rehabilitation is galvanizing some fundraising efforts to secure the match. An RFP for a historic preservation architect is the next practical project step.

Staff remain concerned about the risk of losing the opportunity to make the most of the Museum's centenary in 2024 due to the delay in reopening the downtown site. The longer closure period also amplifies the risk that the community will "forget" about the extraordinary resource that the Museum is. Efforts under way to move toward dynamic digital programs are key to the many ways in which the time gap can be bridged.

### **FISCAL IMPACT:**

There is no fiscal impact associated with this report.

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| Prepared by:                              | Robyn G. Peterson, Ph.D., Museum Director          |
| Certified as to<br>availability of funds: | Edward Enriquez, Chief Financial Officer/Treasurer |
| Approved by:                              | Moises Lopez, Deputy City Manager                  |

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| Attachment: | Strategic Plan 2019-2024 updates as of 9/30/2020 |
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