



# Museum Board Development Committee

*City of Arts & Innovation*

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**TO: BOARD DEVELOPMENT COMMITTEE**      **DATE: MAY 28, 2021**

**FROM: MUSEUM DEPARTMENT**

**SUBJECT: DISCUSS BOARD PARTICIPATION AT THE MUSEUM'S MOON FESTIVAL ON SEPTEMBER 21, 2021**

## **ISSUE:**

Discuss Board participation at the Museum's Moon Festival on September 21, 2021.

## **RECOMMENDATION:**

That the Museum of Riverside Board Development Committee discuss Board participation at the Museum's Moon Festival on September 21, 2021.

## **BACKGROUND:**

Formerly called the Chinese Moon Festival, the Museum's regular fall program that celebrates a traditional autumn festival was renamed the "Moon Festival" in recognition of the fact that many Asian countries in addition to China celebrate this festival timed for the fall harvest. The date of the event varies each year, determined by the timing of the full moon in September or October.

In 2019, Moon Festival achieved record attendance, hosting 1,250 people for this two-hour early evening event, which has for several years been held at Heritage House. In mid-March 2020, the global pandemic resulted in closure of Heritage House, the one facility that the Museum had been able to operate since the September 2017 temporary closure of the main museum. Consequently, Moon Festival was not held in 2020.

## **DISCUSSION:**

Assuming no further pandemic-related setbacks, Moon Festival will be the first event offered by the Museum upon reopening Heritage House to the public in September 2021. The event presents an opportunity for Board members to staff an informational station to help the visiting public learn more about the Museum, future Museum plans, and learn the public's perspectives.

**FISCAL IMPACT:**

There is no fiscal impact associated with this report.

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