



Museum of Riverside Board Memorandum

City of Arts & Innovation

TO: MUSEUM OF RIVERSIDE BOARD DATE: DECEMBER 8, 2021
FROM: MUSEUM DEPARTMENT WARDS: ALL
**SUBJECT: TO DISCUSS, RECEIVE, AND FILE THE STRATEGIC PLAN STATUS REPORT
FOR THE QUARTER ENDING SEPTEMBER 30, 2021**

ISSUE:

To discuss, receive, and file the Strategic Plan status report for the quarter ending September 30, 2021.

RECOMMENDATION:

That the Museum of Riverside Board discuss, receive, and file the Strategic Plan status report for the quarter ending September 30, 2021.

BACKGROUND:

At its meeting on June 12, 2019, the then Metropolitan Museum Board recommended approval by City Council of a new five-year Strategic Plan for the Museum Department for the fiscal years 2019-2020 through 2023-2024. At its meeting 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.

Renewal of the Museum's strategic plan has begun in order to adapt to the unforeseen

consequences of the pandemic and keep a three- to five-year horizon before us. While progress has been made on many actions, completed actions are noted immediately below.

Under the strategic goal of Renovating, the following action has been completed:

1. Collaborate with Library Department and others for sound and efficient management of City archival resources.

Under the strategic goal of Exhibiting and Engaging, the following action has been completed:

2. Develop a holistic Interpretive and Education Policy including visitor experience outcomes and evaluation goals. Policy to address use of collections and the Museum's role in and commitment to cultural sustainability.

Under the strategic goal of Embracing Community, the following action has been completed:

3. Evaluate the matrix in which the Museum will operate (Cheech, library, RAM, etc.); initiate regular schedule of evaluating collaborative opportunities in partnership with the City and the local business community.

Under the strategic goal of Strengthening Fundamentals, the following action has been completed:

4. Submit interim report required by the American Alliance of Museums (AAM) by August 13, 2021.

Under the strategic goal of Maximizing Resources and Stewarding Assets, the following actions have been completed:

5. For Heritage House, assess all building systems; initiate improved cyclical maintenance schedule and tracking system.
6. For the main museum, in advance of renovation, identify core features of significance.
7. For the collections, define the relevance of each sub-collection to the Museum's mission, and prepare and implement a revised Collection Development Plan to align more closely with the mission.
8. For the Board, develop the advocacy capacity of the Museum of Riverside Board; institute a new board member orientation.

Other highlights from the last quarter include:

1. Completing preparation of the Museum's new brand. Some low- and no-cost implementation has begun.
2. Plans have begun for the Museum's centenary celebration (2024) on the assumption that the new main museum site will *not* be available.
3. Progress occurred on pocket exhibitions for the Casa Blanca library branch and the Riverside County Courthouse.
4. Heritage House was successfully reopened with a temporary exhibition, *Catharine's Closet*, with an accompanying small publication.
5. Plans were initiated for a small-scale Nature Lab that can be used for outreach.
6. Adult program planning for 2022 is under way.
7. Requests for Proposals (RFPs) for architectural services were released for Harada House and the Harada House Interpretive Center, with responsive submittals received for both by the September 9, 2021 deadline.
8. Harada House fundraising campaign achieved 122% of its \$6.5 million goal.

STRATEGIC PLAN ALIGNMENT:

The activities of the Museum of Riverside align with the Envision Riverside 2025's Strategic Priority No. 1 *Arts, Culture and Recreation*. Specific programs and activities mentioned in this

report support, in particular, goal 1.1 (strengthening Riverside's portfolio of arts, culture, recreation, senior, and lifelong learning programs and amenities), goal 1.2 (enhancing equitable access to arts, culture, and recreational service offerings and facilities), and goal 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 2.3, which includes strengthening neighborhood identities, and goal 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, such as the RFP process noted above for Harada House and its interpretive center 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.
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.

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Attachment:	Strategic Plan 2019-2024 updates as of 9/30/2021
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