



# Museum of Riverside Board Memorandum

City of Arts & Innovation

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**TO: MUSEUM OF RIVERSIDE BOARD**                      **DATE: JUNE 26, 2024**  
**FROM: MUSEUM DEPARTMENT**                      **WARDS: ALL**  
**SUBJECT: DIRECTOR'S UPDATE REGARDING A NEW MUSEUM VISION STATEMENT, THE MAIN MUSEUM RENOVATION, HISTORIC HOUSES, COLLECTIONS, EXHIBITIONS AND PROGRAMS, BUDGET, STAFFING, ADVISORY TEAMS, VOLUNTEER AND SUPPORT OPPORTUNITIES, AND MARKETING AND COMMUNICATIONS**

**ISSUE:**

Receive and file the Director's Update regarding a new museum vision statement, the main museum renovation, historic houses, collections, exhibitions and programs, budget, staffing, advisory teams, volunteer and support opportunities, and marketing and communications.

**RECOMMENDATION:**

That the Museum of Riverside Board receive and file the Director's Update regarding a new museum vision statement, the main museum renovation, historic houses, collections, exhibitions and programs, budget, staffing, advisory teams, volunteer and support opportunities, and marketing and communications.

**DISCUSSION:**

*Vision Statement*

Museum staff conducted a thorough process to gather stakeholder input to prepare the Museum's core values statement, which was approved by the Museum Board at its meeting on January 24, 2024. This process gave staff a solid understanding of what matters to the Museum's audiences, which in turn enabled staff to craft a vision statement. Where mission statements communicate *what* a museum does and values statements communicate *why*, a vision statement is aspirational and contains the essence of what a museum strives to do but may not yet be fully accomplishing. A vision statement is most useful when they are concise and slogan-like, in order to be memorable. The vision statement accepted by staff on April 9, 2024, is:

**Sharing our stories, shaping our future.**

As with the mission, core values, and other foundational statements, the vision statement will eventually be communicated through our website and in other publications, as feasible.

### Main Museum Renovation

Museum staff continue to expect the final construction drawings from Pfeiffer Partners by the end of May. A few concerns regarding ultimate project costs remain, with some cost implications arising from small revisions and additions to the project requested by staff. Semi-monthly meetings occur with both the architects and the exhibition design firm. The pre-qualification process to identify a group of general contractors who will be allowed to bid on the project had to be repeated, with the result that a larger group of respondents has participated to date. Bidding the project this summer continues to be a goal of Museum staff.

Staff continue to pack, move, and fit out temporary work locations. The Museum has arranged for an additional pair of storage units to accommodate office furnishings, disassembled steel shelving, and other non-collection material that staff anticipate using once again when the main Museum is reoccupied. Educators Teresa Woodard and Kim Cobb as well as Curator of Natural History Ian Wright (and the live collections) will be in their new spaces by the time of this Board meeting, and the remainder of the staff will follow in July to a suite of offices in Mission Square.

### Historic Houses

In April, removal of the inscription wall from the second floor of Harada House was completed. The wall section is now crated and secured at an art storage facility in Los Angeles. As of the time this report was drafted, staff were expecting 80% construction drawings in late May from project architects IS Architecture for Harada House, Phase I. The drawing set must be reviewed by the National Park Service, administrator of the Museum's Save America's Treasures federal grant. The drawings will also be submitted for another round of independent peer review. These review stages add time to the overall project timeline. Delivery of 100% construction drawings for the initial phase of the Interpretive Center project is behind schedule. Staff are diligently pushing these project forward as our grants do have expiration dates.

Small projects are in the process of being queued up to be completed before or during the summer closure of Heritage House, which will begin after the last tour day of the season on June 30, 2024.

### Collections

Completion of the cabinet anchoring project has enabled a new round of progress to occur on the long-term plan to rehouse collections in the storage warehouses. Transport of the remaining collections from the main Museum (primarily natural history-related) adds to the progress staff are able to report.

Other collection-related activity has included scheduling tribal consultations regarding claims to repatriate artifacts, sending objects for conservation, preparing works for the 100<sup>th</sup> anniversary exhibition that will open in July, digitizing and photographing collections, planning for the removal of the few remaining artifacts in Harada House, and making a number of procedural decisions regarding collection types and required documentation.

### Exhibitions and Programs

*Chinatown: A Home for All* is on view at Heritage House through June 30, 2024. The next exhibition to be featured at Heritage House will be *Roaring Riverside: 1920s Fashion*, in honor of the 1920s era when the Museum was founded. The exhibition will be curated by Brenda Buller Focht and open at Heritage House when the house reopens in September after the summer closure.

*Dear Riverside: A Letter to Our First Love* will open on July 25, 2024, at the Center for Social Justice & Civil Liberties. It will feature reflections on the Museum within its community, illustrated with an eclectic selection of items from the Museum's diverse collections. **Board**

**members' attendance at the opening reception at 5:30 is very much encouraged.** This exhibition will be the first full-scale exhibition curated by the Museum since the Meso-American exhibition featuring objects excavated from Tlatilco in 2018.

Staff are, as of this writing, about a third of the way through the 100<sup>th</sup> anniversary program calendar. The programs have drawn new audiences and established new partnerships with our cultural peers. Show your support for all Museum programs by attending them, telling others about them, and sharing our posts announcing them.

Date	Program	Volunteer opportunity?
July 4, 2024	NO ARTSWALK due to the holiday	No
July 5, 2024	Nights with the Museum, 6:30 – 8:00 p.m., featuring Rosie Cabrera speaking about a recent documentary. Main Library Community Room	No
July 16, 2024	World Snake Day at the Arlanza branch of the Riverside Public Library, 1:00 – 3:00 p.m.	If you dare
July 18, 2024	“With Liberty and Justice for All: Social Justice, Civil Liberties, & the Power of Words, 2:00 p.m. – readings and a workshop in partnership with Inlandia Institute at the La Sierra Senior Center	Yes
July 19, 2024	Movies on the Lawn: Made in Riverside will feature <i>Test Pilot</i> from 1938 (rescheduled from the event rained out in March). Heritage House gates open at sunset, screening starts at dusk.	Yes
<b>July 25, 2024</b>	<b>Opening reception for <i>Dear Riverside</i>, 5:30 p.m. at the Center for Social Justice &amp; Civil Liberties, 3855 Market Street</b>	<b>Yes</b>
August 1, 2024	Artswalk on Main Street and at the Center for Social Justice & Civil Liberties, 6:00 – 9:00 p.m.	Yes
August 2, 2024	Nights with the Museum, 6:30 – 8:00 p.m., featuring Eric Focht speaking about new avocado varieties, Main Library Community Room	No
August 4, 2024	Special program in conjunction with <i>Dear Riverside</i> featuring Center for Social Justice & Civil Liberties' director Tracy Fisher, 1:00 p.m.	No

Budget

Museum staff thank the Museum Board for supporting the proposed biennial budget. The budget continues to move through the stages of review and approval without revision, as of the date this report was drafted. City Council is scheduled to vote on the final budget on June 25, 2024.

Staffing

Recruitment for the Curator of History continues. Position descriptions are in draft for new positions, some of which will come online at intervals during the new biennium.

Advisory Teams

The staff-level advisory teams are open to new members, who need not be Board members. Staff are always interested in new members for these teams who can bring expertise aligned with the goals of the team. As of the start of the new fiscal year on July 1, 2024, Jennifer Dickerson will chair the two advisory teams related to collections and programs.

Committee / Team	Meeting interval	Role	Chair	Next meeting
Collections	Every other second Wednesday	Advising on collections activity	Jennifer Dickerson	July meeting cancelled; next is September 11, 2024
Harada House Project Team	Every other first Friday	Programs and communications regarding Harada House	Interim lead: Robyn G. Peterson	August 2, 2024
Branding and Marketing	Irregular	Public communications, PR, website	Chantal Downing	TBD
Programs	Every other first Wednesday	Program development, implementation, and coordination with partners	Jennifer Dickerson	July 3, 2024

Volunteer and Support Opportunities

Staff are in the midst of recruiting and training Heritage House docents from the ranks of the Mission Inn docent corps. A fast-track training program is under way. The Museum would benefit from additional event volunteers as well as more individuals wishing to be trained as touring docents for Heritage House. Please encourage interested individuals you may know to contact Teresa Woodard Belding, [twoodard@riversideca.gov](mailto:twoodard@riversideca.gov). A volunteer handbook will soon be available.

Marketing and Communications

Progress continues to be made on the website, although staff continue to be unable to provide a date when the site will go live. A broader range of communications has been reaching new audiences this year, from amplified digital communications to paid advertising. Staff are working to secure space for pole banners on Mission Inn Avenue and Market Street.

Institutional Advancement Coordinator Chantal Downing has been working to initiate relationships with potential sponsors. The Museum is expected to achieve a minimum of \$50,000 in revenue for the 100<sup>th</sup> anniversary initiatives, to offset expenses. Revenue will be a combination of gala ticket sales, sponsorships, and event revenue from such features as a silent/live auction at the gala.

Board members are encouraged to connect with their respective Council members to share Museum news and upcoming programs. Note that three Councilmembers changed during the last election and that complete information was not yet available at the time this report was prepared. Please sign up for ward newsletters, which can be done on the webpage for each Council member: <https://riversideca.gov/council>. The chart below includes Council Assistants' contact information. Note that Council members now have the option to hire more than one assistant, so calls to determine the best route to share information are encouraged.

Council Member	Assistants	Assistants' emails	Assistants' phones
Ward 1 – Phil Falcone	Sarai Arellano, Matthew Maldonado	<a href="mailto:sarellano@riversideca.gov">sarellano@riversideca.gov</a> <a href="mailto:mmaldonado@riversideca.gov">mmaldonado@riversideca.gov</a>	TBD
Ward 2 – Clarissa	Melanie Bruns,	<a href="mailto:mbruns@riversideca.gov">mbruns@riversideca.gov</a>	951-826-5419

Cervantes	William Kester	<a href="mailto:wkester@riversideca.gov">wkester@riversideca.gov</a>	
Ward 3 – Steven Robillard	Sol Garay, Kareem Gongaga	<a href="mailto:sgaray@riversideca.gov">sgaray@riversideca.gov</a> <a href="mailto:kgongaga@riversideca.gov">kgongaga@riversideca.gov</a>	TBD
Ward 4 – Chuck Conder	Frank Arreola	<a href="mailto:farreola@riversideca.gov">farreola@riversideca.gov</a>	951-826-2318
Ward 5 – Sean Mills	Damien Fussel, Xitlaly Ayala	<a href="mailto:dfussel@riversideca.gov">dfussel@riversideca.gov</a> <a href="mailto:xayala@riversideca.gov">xayala@riversideca.gov</a>	TBD
Ward 6 – Jim Perry	Sandy Garcia Vazquez	<a href="mailto:sgarcia@riversideca.gov">sgarcia@riversideca.gov</a>	951-826-2528
Ward 7 – Steve Hemenway	Lizeth Vega, Linda Lagunas	<a href="mailto:lvega@riversideca.gov">lvega@riversideca.gov</a> <a href="mailto:llagunas@riversideca.gov">llagunas@riversideca.gov</a>	951-826-5024

**STRATEGIC PLAN ALIGNMENT:**

The activities of the Museum of Riverside align with the Strategic Priority, “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 Director’s Report comprehensively familiarizes the Board with operating conditions, invites Board input, provides information on volunteer opportunities, and describes partnerships the Museum is pursuing. Progress on the Harada House main museum projects restore trust in the City’s commitment to open these important cultural resources for the public.
2. **Equity** – The Director’s Report describes the programs Museum staff and partners are implementing to celebrate and serve the full diversity of Riverside. Programs strive to emphasize equity and access. Marketing reaches into all neighborhoods. Community engagement efforts strive to reach a variety of demographic groups.
3. **Fiscal Responsibility** – The Director’s Report updates the board on ongoing efforts to operate within the Department’s budgets and apply a transparent and rigorous process when selecting contractors and expending resources. The Museum seeks non-City funding regularly and as practical. Museum budgets consistently run in the black, demonstrating responsible use of taxpayer dollars.
4. **Innovation** – The Director’s Report reports on the development of original, locally relevant programming, as well as methods to achieve programmatic ends through proactive cultural partnerships and efficient promotions. Projects designed to extend the Museum’s reach beyond its walls during the main museum closure employ innovative techniques and designs.

5. **Sustainability & Resiliency** – The Director's Report reflects staff emphasis on cultural sustainability. The Report includes efforts to streamline operations, preserve Museum assets, deliver value to the taxpayer, model and teach cultural and environmental preservation, and develop solidly researched and affirming interpretation.

**FISCAL IMPACT:**

There is no fiscal impact associated with this report.

Prepared by:                    Robyn G. Peterson, Ph.D., Museum Director  
Approved by:                    Kris Martinez, Assistant City Manager