



Minutes of the November 13, 2008 MAGHA Board of Directors Meeting

CALL TO ORDER

The Board of Directors of the Michigan Air Guard Historical Association met as scheduled on Thursday, November 13, 2008, at the Selfridge Military Air Museum. A quorum being present, Brig Gen Rudolph called the meeting to order at 2:00 pm.

ATTENDANCE

Members present were: Maj Gen Bartholomew, Mr. Dopp, Mrs. Errington, Maj Hogan, Mr. Krings, Lt Col Nigro, Brig Gen Rudolph, Col Theisen, Lt Col Veara, and CMSgt Viterna

Members represented were: None

Members excused were: Mr. Handleman, Maj Gen Pochmara & Ms Yokich

Guests present were: None

AGENDA

Lt Col Nigro requested a brief presentation on a proposed 2009 Public Relations/Marketing Plan for the Museum, information on Security concerns, and viewing of a newly created DVD presentation on the SPAD project be made items of new business. A motion was made by Mr. Dopp and seconded by Chief Viterna to approve the agenda as amended. Ayes: All. Nays: None. Motion approved.

REVIEW OF SEPTEMBER 11, 2008 MEETING MINUTES

A motion was made by Maj Gen Bartholomew and seconded by Mr. Krings to approve the minutes of the September 11, 2008 meeting as published. Ayes: All. Nays: None. Motion approved.

REPORTS

SPAD Project (Krings): As of 7 November 2008, Mr. Krings reported that construction of the SPAD is approximately 95% complete. To date, LTC Nigro has processed \$18,326.90 in donations to the project and expended \$67,016.93 towards completion of the SPAD and the SPAD Hangar leaving a negative balance of \$48,735.03. The SPAD Hangar building was completed in December 2007, the doors and the HVAC system were installed in April 2008, and the SPAD was moved from Bldg 1008 to the new SPAD hangar in May 2008. Appropriate and cost-effective display security measures are under discussion. Once the SPAD is complete and security measures are in place, the area can be opened up for viewing by guests. The SPAD will be formally dedicated at the 2009 Selfridge Air Show. A motion was made by Mr. Krings and seconded by Mr. Dopp to receive and accept the report as presented. Ayes: All. Nays: None. Motion approved.

MAGHA/Air Museum Financial Report (Nigro): LTC Nigro presented and explained the current financial reports for MAGHA and the Air Museum, current as of November 11, 2008. Although checkbook plus CD assets available (“liquid assets”) are \$94,881.25, current known liabilities are \$1,668.63 giving us an encumbered checkbook & CD fund balance of \$93,213.22. *Images of Aviation, Selfridge Field* history book profits as of November 11, 2008 are \$7,133.56. A motion was made by Lt Col Veara and seconded by Mr. Krings to receive and accept the report as presented. Ayes: All. Nays: None. Motion approved.

Active Museum/Air Park Improvement Project Status (Nigro): LTC Nigro presented the current active Museum and Air Park improvement project status report. A motion was made by Mrs. Errington and seconded by Chief Viterna to receive and accept the report as presented. Ayes: All. Nays: None. Motion approved.

MAGHA Membership (Nigro): LTC Nigro briefed the Board that MAGHA membership as of November 11, 2008 is 620, a decrease of four from the 624 member count reported on September 11, 2008. Four more members will probably be dropped from the membership roster on December 1, 2008. A graph of the membership history and a complete list of current and expired MAGHA members were presented to the Board members present. President Rudolph will send a personal letter to select members encouraging them to upgrade their membership category. A motion was made by Mrs. Errington and seconded by Maj Hogan to receive and accept the report as presented. Ayes: All. Nays: None. Motion approved.

Adopt-A-Plane Program (Nigro): The program’s current sponsor list was provided to the Board members present. 2008 thank you letters and requests for a 2009 commitment will be mailed in late November. A motion was made by Mr. Krings and seconded by Maj Hogan to receive and accept the report as presented. Ayes: All. Nays: None. Motion approved.

OLD BUSINESS

Facilities Plan (Nigro): **NO CHANGE.** Due to the costs involved and the safety of weekend docents, the plan to turn Bldg 1008 into a Visitor’s Center, Gift Shop, and Research Library has been significantly changed. To create more space within Bldg 1011 for displays, the plan is now to move just the Research Library to Bldg 1008. **OPEN** (Nigro)

Strategic Plan (Nigro): **NO CHANGE.** At a previous Board meeting, Mr. Handleman requested that a strategic plan for MAGHA and the Selfridge Military Air Museum be developed to insure the organizations codify how they plan to acquire, develop, and allocate their resources (human, financial, and physical) in a way that advances their mission and sustains their financial viability. A motion was made by Brig Gen Rudolph, seconded by Mr. Handleman, and approved by the Board to task Lt Col Nigro to begin the development of this plan for presentation to and input from the Board of Directors at a future meeting. Lt Col Nigro presented the Board with the American Association of Museum’s expectations regarding institutional planning, noting this is a very comprehensive and detailed process and can only be accomplished when time and other tasks will allow. **OPEN** (Nigro)

NEW BUSINESS

Analysis of MAGHA Income from Marina and RV Storage Programs (Veara): Lt Col Veara will be attending a non-profit workshop next week to determine if, in fact, income from the Marina and RV Storage Programs are taxable as an “unrelated business income.” Lt Col Nigro’s review of the applicable IRS publications leads him to believe that it is as this income does not does not bear a proximate and primary relationship to the operation of MAGHA and does not contribute importantly to the exempt purpose of MAGHA other than the need for funds. A preliminary review of the IRS Form 990-T used to report such income reveals that the approximate tax liability for 2008 will be less than \$100.00. **OPEN** (Veara)

2009 Golf Outing (Pochmara): The new POC for the Golf Outing is out of state on business so no discussion took place. **OPEN** (Pochmara)

2009 Public Relations/Marketing Plan (Nigro): Lt Col Nigro attached a copy of a 2009 Public Relations/Marketing Plan, developed by Museum volunteer Tom Bell, to the handouts for this meeting for review by Board members at their leisure for feedback at the January 2009 Board meeting. **OPEN** (Nigro)

Security Concerns (Nigro): The 127th Selfridge Security Forces Squadron has concerns about security issues as it relates to the Museum and the operations of the Michigan Transit Museum (MTM). The Wing Commander shares these concerns and, at a special meeting on 13 November 2008, the following was decided: (1) the MTM will not be allowed recurring access to the Base during their November/December Polar Express event but Security will open the west train gate for the initial departure and final return. This is not an issue for the Museum as they do not stop at the Museum for this event. (2) Security Forces will examine the possibility of the MTM and the Museum cost-sharing a Security Officer to vet train passengers before boarding and open/close the west Train Gate for their normal summer schedule. (3) Security Forces will review the MOA between the MTM and the 127th Wing for required changes. (4) Lt Col Crawford and Lt Col Ward (the Base Civil Engineer) will be examining the option of fencing the Museum area such that it is “outside” the Base. If the MTM can no longer operate their June thru October train rides to the Museum, we anticipate a 20% reduction in the number of guests that visit the Museum and the consequent loss of income from those guests. If the Museum can be sequestered from the Base, we anticipate an increase in the number of guests. **OPEN** (Nigro/Crawford)

SPAD XIII Project DVD Presentation (Krings): Mr. Krings presented a DVD that was developed to show the SPAD XIII project. Copies of this DVD are available thru Mr. Krings for \$10.00 and consideration is being given to having it available in the Gift Shop for purchase by guests. **CLOSED**

There being no further business to bring before the Board, a motion was made by Maj Gen Bartholomew and seconded by Maj Hogan to adjourn the meeting at 2:55 pm. Ayes: All. Nays: None. Motion approved.

Respectfully submitted
Alice Errington, Secretary

FUTURE MEETINGS

Thursday, January 8, 2009, 2:00 pm, Air Museum Multi-Purpose Room
Thursday, March 12, 2009, 2:00 pm, Air Museum Multi-Purpose Room
Thursday, May 14, 2009, 2:00 pm, Air Museum Multi-Purpose Room
Thursday, July 9, 2009, 2:00 pm, Air Museum Multi-Purpose Room
Thursday, September 10, 2009, 2:00 pm, Air Museum Multi-Purpose Room
Thursday, November 12, 2009, 2:00 pm, Air Museum Multi-Purpose Room

Selfridge Military Air Museum
2009 Public Relations/Marketing Plan

Situational Analysis

The Selfridge Military Air Museum is an educational outreach effort of the Michigan Air Guard Historical Association (MAGHA), a registered 501c(3) non-profit facility that captures the rich heritage of the Michigan Air National Guard, Selfridge Air National Guard Base, and the United States Air Force. The Museum's mission is to preserve the history of the military personnel, units, aircraft, missiles, and vehicles that fall within the Museum's formal Collection Policy.

Dedicated on June 23, 1979, and located on Selfridge Air National Guard Base just northeast of Mt. Clemens, Michigan, the Museum features both indoor and outdoor exhibits. The indoor exhibits contain historic military artifacts and memorabilia from personnel and units that are or were based at Selfridge and the surrounding area while the outdoor exhibits consist of aircraft, missiles, and vehicles that fall within the Museum's formal Collection Policy.

Issues

The Museum has averaged almost 10,000 visitors per year over the last five years; 36% from walk-ins, 46% from by-appointment tours, and 18% from the Michigan Transit Museum's historic train rides. Attendance from the Michigan Transit Museum's historic train rides in 2008 was down due to issues with the train's boarding location property owner (Clinton Township) and Base Security. These issues have been resolved. The Museum would like to increase attendance and boost revenue.

Objectives

- Increase visibility in the community (Macomb County)
- Increase visibility among veteran's groups and airplane/military enthusiasts
- Help establish the Museum as a top-of-mind tourist destination in Macomb County
- Increase Museum attendance
- Increase revenue through grants, sponsorships, and Museum gift shop sales

Target Audiences

External

- Local Media
- Trade Media (airplane/veterans publications, etc.)
- Community Centers
- Senior Citizens/Senior Citizen Centers
- Libraries
- Schools
- Veterans Groups
- Tourists
- Selfridge Base Community
- Plane/Military Enthusiasts

Internal

- Volunteers
- Former and current members of the Michigan Air National Guard

Strategy

1. Better position the Selfridge Military Air Museum as a tourist destination
2. Better generate awareness of the Museum

Suggested Plan

Media Relations

Continue to work with the Selfridge Public Affairs Office in publicity efforts and look into implementing the following:

Spokesperson

- Continue to have Executive Director, Lieutenant Colonel Lou Nigro, serve as the central spokesperson for the Museum.
- Look into the possibility of positioning a Museum spokesperson as an expert in military aviation. Expert could be pitched to local/national media for potential interviews in connection with military aviation issues.

Media Tours

To better increase visibility, host media tours for select Detroit-area media of the Air Museum.

Public Service Announcements (PSA's)

By law, radio/television stations have to broadcast public service announcements for community events/organizations. As a non-profit organization, the Museum could create a PSA and forward it to local stations.

Special Events

Events/Unveilings/Ribbon Cuttings

Ribbon-cutting ceremonies/unveilings of new displays (e.g. WW I SPAD XIII airplane being built)

Guests

- Invite local dignitaries
- Invite local media
- Invite Air Force veterans/local schools
- Invite select friends of the Museum

Publicity

- Pre-event news release publicizing event to local media
- Take photos of event
 - Post photos of new displays on web site
 - Post photos from event on web site
 - Send post event news release/photos to local/aviation/military trade media not attending

Milestone events

(Use milestone events to draw attention to Museum)

Possible ideas

- Anniversary event commemorating the 30th anniversary of the Museum
- Veteran's Day event
- Memorial Day event
- Events in connection with U.S. Military Aviation milestones
(Examples)
 - WW I
 - Birthday of ace Eddie Rickenbacker
 - WW II
 - Birthdays of Gen Hap Arnold/Col. Pappy Boyington
 - Pearl Harbor
 - VE/VJ Day

Community Outreach

Speaker's Bureau

Continue speaker's bureau/outreach program targeting:

- Community Centers
- Schools
- Senior Centers
- Libraries

- Any visits should include speaker bringing leave-behinds for guests. Leave behinds could include free pens, bookmarks, pictures, brochures, fliers, etc. All leave-behinds should include a phone number and web address of the Museum

- Look into the possibility of having select presentations taped on local access cable station.

Schools

Field Trips:

- Attempt to expand relationships with local schools to attract more field trips by sending pitch letters and Museum information to social studies teachers encouraging field trips to the Museum

Contests

- Develop contest ideas encouraging interest in military aviation.

Ideas:

Art Contest:

Students at school could participate in an art contest where students could draw pictures of specific aircraft (perhaps one on display at the Museum).

Finished art could be displayed at the Museum (or local school/library) and judged in a contest by local dignitaries

Airplane Model Contest:

Students could create airplane models to be displayed at the museum, perhaps creating a contest similar to the Art Contest above.

Networking with Schools

- Continue to have the Museum listed on applicable school listings

Group Excursions to the Museum

- Assign volunteers with the job of being a liaison with local community/senior centers.

- Have Museum volunteers proactively contact Detroit area community/senior centers to help arrange group excursions to the Museum

Community Presence

- Look for opportunities at local events to have a Museum presence. Local events could include parades, fairs, colleges, meetings, shows, etc. Participation could range from marketing sponsorships to simply having a table with information about the Museum

Visibility

Air Show:

The Air Show is the best opportunity for the Museum to reach its' target audiences. The Museum should look into opportunities to better tie-in to the show.

Print Advertisement:

Museum should place an ad in the Air Show program

Displays:

Look into the possibility of a display at the Show. Display should include Museum brochures/information. Have free Museum trinkets available, or even higher-end items for sale.

Tourism

- Continue to work with state/local visitor/tourist organizations to include the Museum as a tourist attraction

Organizations would include:

- AAA
- Michigan Travel & Tourism (Michigan.org)
- Local Convention and Visitor's Bureaus
 - Visibility would include inclusion/link on the organization's web site
 - Continue to have brochures available at State of Michigan Welcome Centers

Internet Marketing

- Continue to explore web opportunities to publicize the museum. Opportunities could include links to the Museum web site, listings of the Museum, or perhaps advertising
- Museum web site should continue to be updated regularly

Print Advertising

- Museum advertisement in the Air Show program
- Look into advertising opportunities in local newspapers (*Macomb Daily, Advisor & Source, etc.*)
- Advertising in aviation/military trade magazines

Commercials

- Check into the creation of a low budget Museum commercial. Commercial opportunities might include local public access TV cable stations, or as a preview in local movie theaters

Newsletter

- Continue successful *WASSUP* and *MANGBANG* internal newsletters, communicating museum happenings with volunteers and members of the Museum's parent organization, the Michigan Air Guard Historical Association (MAGHA).

Signage

The Museum should work to increase signage opportunities. If possible, the Museum signage on the base should be increased.

Other signage expansions might include:

- Maximization of signage at the Train Station
- Museum should look further into billboard opportunities on I-94
- Museum logo should be reworked to include the web site address

Fund-raising

Sponsorships

- Invite sponsorship of displays at the museum. Have different level sponsorships (eg. Gold/Silver/Bronze) for different contribution amounts. Packages could vary from a plaque with the contributor's name, other types of recognition.

Golf Outing

- Continue successful golf outing, with an eye on expansion. Continue hole sponsorship. Look into conducting raffle at event with prizes.

Grants

- Continue research into federal/state/private grants that may be available and actively pursue such opportunities that may be appropriate.