

Museum of Clay Industry and Folk Art Strategic Plan 2018

Background:

Great progress has been made in the past few years, with very intense efforts over the first half of 2018. Three very active committees were created to keep the Clay Museum moving forward: the Fundraising Committee, the Building Committee and the Exhibit Committee. Major goals for the next few years will focus on increasing momentum, awareness and engagement at the museum. All three have made multiple achievements as listed below:

Building Committee

The overall building plans are nearing completion with the addition of detailed plumbing, electrical and security plans. A new architect was hired, Joe Sekely, to replace retiring architect Dick Fisher. Demolition will be completed by the end of the year and a state grant was used to purchase all HVAC equipment.

Exhibit Committee

The committee has held major discussions on the direction of exhibits and the stories they tell, as well as visiting sites such as Superior Clay and the Museum of Industry in Youngstown. A consensus and model has been created to showcase the vision for the first floor gallery, Ground to Ground. Discussions and planning continue for other galleries.

Fundraising Committee

The fundraising committee, co-chaired by Blair and Brad Hillyer, have turned their focus to the public portion of fundraising. This was kicked-off at a special Open House at the Museum in May 2018. Target lists have been compiled and a fundraising letter is ready to be sent out in the last half of 2018. Work on grant-writing continues, as the Clay Advisory Committee hired Tony Danzo to assist with writing grants.

Major Strategic Goals:

- 1. The Fundraising Committee will continue to raise funds to complete the renovation of the new museum. The public/community portion of the fundraising will be a strong focus in the next couple of years. Grant writing will also continue. We understand we may have to open the building in phases as money is raised.**

- 2. The Building Committee will work with our new architect to complete the final plans of the building very soon – they are almost complete. They will**

then go to ECOBA for approval. Interior Demolition of the building will be complete by 2018. A vendor will be located so that the food service portion of the building can be built to requirements.

- 3. The Exhibit Committee will continue to finalize the gallery plans and attach budgets to each plan to share with the Fundraising Committee. Up next in planning are the Clay Capital of the World Stairway Gallery, the Folk Art Exhibit Gallery, the Law-Reed-Huss-Farm Exhibit, The Special Feature Exhibit Area, as well as fine-tuning all exhibits, collecting missing artifacts.**
- 4. To continue and maintain, promote and operate the current museum with school tours, programs, special events and operational fundraisers.**