

Report by the City Liaison to the Maumee Valley Historical Society
Submitted by Josiah Leinbach

The MVHS has spent much of the past year preparing strategic plan (committee led by Dave Westrick) and devising opportunities for future growth. The strategic planning committee has set the following goals:

- **Diversity of Funding** - Ensure the long-range financial stability of the Wolcott Complex through diversified funding resources.
- **Collaborations** - Enhance collaboration amongst historic sites, and other nonprofits to create mutually beneficial tourism opportunities.
- **Evolution of Programming** - Deliver a wide variety of programmatic opportunities that engage a diverse audience.
- **Community Partnerships** - Explore creative, mutually beneficial partnerships that advance Wolcott Complex's mission.
- **Telling Our Story** - Clearly and consistently communicate internally and externally the benefit of the Wolcott Complex including mission and vision.
- **Volunteer Engagement** - Enhance volunteer opportunities to engage new volunteers to ensure sustainability of our volunteer program.

An outline of how the MVHS plans to achieve these goals has been prepared by the strategic planning committee and is included in this packet as a separate attachment. Several of these initiatives are already underway. Another significant event was the hiring of Michael Niebauer as site director. Michael brings many years of experience to the role, and we are excited to work with him.

Site renovations are also underway that will make the broader facility more suitable for weddings and other events. Wedding bookings were up from compared to last year, a trend we hope will continue into this coming year.

Beyond the strategic planning committee's work, several other efforts are underway to expand the MVHS's footprint and activities. These include:

- Working with two history professors from Hillsdale College, Dr Miles Smith IV and Dr Adam Carrington, to use the archives at St Paul's Episcopal Church in Maumee. Drs Smith and Carrington are writing a book on 19th century Episcopal Church bishops in the Midwest, one of whom is Bishop Charles Pettit McIlvaine. Bishop McIlvaine was the Bishop of Ohio for several decades in the early to mid-19th century, and beyond his prolific ministry and writing, is the only American to lie in state at Westminster Abbey. Bishop McIlvaine helped incorporate St Paul's parish in the 1830s, made many episcopal visits, and corresponded closely with many of its rectors. Drs Smith and Carrington have volunteered to report on their findings in a future MVHS event.
- Creating an internship for college students studying public history or museum studies. BGSU, University of Toledo, and Hillsdale College are our two most likely colleges on our list.
- Establishing relationships with local classical and Christian schools (e.g. Northwest Ohio Classical Academy, Toledo Christian Schools, etc.) and several homeschool co-ops for their middle school history events.

Wolcott Strategic Plan 2023

In 2023 the Wolcott House Complex embarked on a strategic planning session with the overarching goal to ensure the Wolcott House is a protected historic site for years to come. The following represents months of dedicated work by the committed Board of Directors, staff and volunteers who love the site.

The following strategic plan helps focus the ambitious goals set forth by stakeholders. In this plan you will see an updated and streamlined mission and vision that will guide the Wolcott House for many years to come.

You will also be introduced to six strategic priorities along with strategic actions and desired outcomes. These will be utilized to provide a roadmap for the future success of the Wolcott House Complex.

Mission: The Wolcott Heritage Center will enhance the knowledge of the Maumee Valley through inclusive storytelling ensuring visitors are inspired to learn about everyday life in 19th century Ohio.

Vision: Through transformative storytelling the Wolcott Heritage Center will be the bridge between the past and the present, inspiring preservation of historical and cultural resources of the Maumee Valley.

Strategic Priorities to Follow Mission and Achieve Vision:

- Diversity of Fund
- Community Partnerships
- Collaborations
- Evolution of Programming
- Telling Our Story
- Volunteer Engagement.

These priorities have strategic actions that are aligned with desired outcomes and assigned to individuals who will drive the completion of these tasks. These priorities, outcomes and action steps were derived from a strategic planning session that incorporated internal and external stakeholders.

Diversity of Funding

Ensure the long range financial stability of the Wolcott Complex through diversified funding resources.

Desired outcome:

Increase earned revenue

Strategic Actions:

- Bench mark other local nonprofit organizations for fee structure Determine appropriate prices for programs, admissions, special events
- Increase attendance to tours, programs and special events
- Develop an earned income policy
- Evaluate/Explore rental opportunities to increase revenue and enhance visitor attachment

Research diverse funding streams

- Research and implement planned giving/estate planning philanthropic opportunities
- Research grant opportunities through local, state and federal funding streams
- Form committee to lead volunteer fundraising events Research sponsorship and civic organizations giving programs

Reinvigorate the membership program

- Research membership levels (Family, Corporate, Single) Incentives for membership to make it attractive
 - Implement a membership policy and program that outlines funding and participation goals
 - Implement plan that takes members along journey to become volunteers and/or legacy donors
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Community Partnerships

Explore creative, mutually beneficial partnerships that advance Wolcott Complex's mission.

Desired outcome:

Enhance partnership and business opportunities to ensure we are taking advantage of our unique position in Maumee.

Strategic actions:

- Lead and participate in collaboration efforts among community agencies by networking through business and nonprofits.
- Including representation from private, public, community and faith-based entities such as MUBA, MCC, Fort Meigs, Metroparks.
- Cross promotion through community events, partner events and event boards (establish delegates to go to events etc)

Establish a program for corporate partnership

- Create a strategy for corporate participation in programming, promotion and special events
- Establish a small volunteer group to deploy the strategy determined and proactively cultivate and manage long-term corporate relationships

Clarify our approach to managing partnership

- Develop a consistent approach to evaluating, entering into, managing, and existing partnerships in accordance with a well defined partnership policy.
 - Clarify and define the scenarios that should be considered partnerships
 - Develop administrative procedures, forms, and agreements for ease and consistency
 - Inventory existing arrangements (partner agreements)

Collaborations

Enhance collaboration amongst historic sites, and other nonprofits to create mutually beneficial tourism opportunities.

Desired outcome:

Leverage other historic Sites to create tourism

Strategic actions:

- Create a comprehensive list of other historic sites that share historical relevancy

 - Create menu of options for other historic sites to be a part of (walking tours, passports)

 - Create cross promotional marketing (flyers, pamphlets, social media posts)

 - Create and enhance training, mentoring, outreach and other methods to provide immediate and long-term employment opportunities across all areas of the agency
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Evolution of Programming

Deliver a wide variety of programmatic opportunities that engage a diverse audience.

Desired outcome:

Strategic actions:

Establish program options that are based on curriculum standards use holistic story telling to engage school partnerships and participation.

- Research new interpretation utilizing all facets of human history (religion, race, feminism, social structure, socio-economic, awareness months)
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Establish a comprehensive menu of programs that attracts new audiences while paying homage to repeat visitors

- Focus on curriculum standards to engage school field trips (Project Based Learning)
 - Offer teacher incentives for continuing education credits that hook teachers to coming back with their classes
 - Provide holistic story telling that incorporates interpretation principles for education and engagement (Provoke/Reveal/Relate)
 - Develop camp experiences that utilize partnerships (history camps)
 - Create engaging special events that provide "funUcation" (Halloween, Gardens, Behind the Scenes)
 - Create multi-generational programming opportunities to engage families (geochaching, pub crawl, walking tours, historic passports, special event days)
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Enhance museum experience through engaging and cross generational technology

- Research other similar size museums and determine best practices for incorporating technology
- Create menu of options programming with technology (smartphone badges, digital passport, QR codes, full immersion)
 - Research viability of sensory rooms/ VR/Gamify experiences

Telling Our Story

Clearly and consistently communicate internally and externally the benefit of the Wolcott Complex including mission and vision.

Desired outcome:

Ensure Wolcott is dedicated to its mission and vision and does not engage in mission drift

Strategic actions:

- Create strong policies and procedures that are mission and vision driven (donation and acquisition, program report forms)
- All goals are tied directly to mission and vision

Increasing marketing outreach

- Create comprehensive marketing package that includes online, telephony and hard material (flyers, pamphlets, cross promotional material, historic maps, wayfinding, banners)
- Use virtual tools, online content, and social media to expand accessibility and our reach (Tik Toc, Facebook, text alerts, Twitter, Instagram)
 - Research marketing internships to help establish social media footprint
 - Research online reservation system to capture demographic information and contact information to market upcoming programs
- Empower every staff member, board member and volunteer to tell our story with branded and consistent messaging

Volunteer Engagement

Enhance volunteer opportunities to engage new volunteers to ensure sustainability of our volunteer program.

Desired outcome:

Creation an enthusiastic
volunteer base

Strategic actions:

- Deliberately broaden and diversify base of volunteers
- Proactively seek new and recruit new volunteers
- Develop and maintain volunteer program policies and procedures for recruitment, retention, and opportunities
- Establish an incentive program for volunteering (give-aways, school credits, behind the scene opportunities etc)
- Establish and internship or outreach program for school service hours, college, highschool, Wolcott Kids etc)
- Establish a targeted marketing approach to recruitment

RESOLUTION NO. 001 - 2024

AUTHORIZING THE SALE BY INTERNET AUCTION, OF CERTAIN OBSOLETE PROPERTY NO LONGER NEEDED FOR ANY MUNICIPAL PURPOSE BY THE CITY OF MAUMEE, OHIO.

WHEREAS, the City of Maumee has in its possession personal property which is not needed for public use or is obsolete or unfit for the use for which it was acquired or which during the calendar year is anticipated to become obsolete or not needed for public use; and,

WHEREAS, pursuant to the Ohio Revised Code Section 721.15, the City has the authority to sell such personal property including motor vehicles by Internet auction; and,

WHEREAS, a sale of such personal property by Internet auction is the most economic and efficient method to sell such personal property:

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Maumee, Ohio that:

SECTION 1. The Mayor and the Municipal Clerk be, and they hereby are, authorized and instructed to enter into an agreement with GovDeals to effectuate the sale of unneeded or obsolete personal property, including motor vehicles, by internet auction through an agreement with Gov Deals in a form to be approved by the Director of Law. Further, that in accordance with the provisions of ORC 721.15 that notice will be published expressing the intention of the City to dispose of property through GovDeals. Said auctions shall be open for 28 days for all non-motor vehicle sales; 45 days for sales of motor vehicles .

Passed: January 2, 2024.

ATTEST:

Municipal Clerk.

Approved as to form by:

Mayor.

Law Director.



MEMO TO: Mayor and Councilmembers
FROM: Patrick H. Burch, City Administrator *DHB*
DATE: December 28, 2023
SUBJECT: Anthony Wayne Trail Speed Study

Recommendation:

Authorize the City Administrator to retain the services of an engineering firm to conduct a speed study on the Anthony Wayne Trail between Monclova Road and Ford Street and Key Street to the Ohio Turnpike and further authorize the City Administrator to effectuate the contract.