



MINNESOTA AFRICAN AMERICAN MUSEUM



MINNESOTA AFRICAN AMERICAN MUSEUM AND CULTURAL CENTER

MAAMCC LEGACY

Annual Report Art and Cultural Heritage Fund Legacy Amendment Minnesota African American Museum



Per the requirements set forth in Minn.Stat. § 3.303, Subd. 10, Minn.Stat. § 129D.17 Subd. 2 (d) and Minn.Stat. § 129D.19 Subd. 5, the Minnesota African American Museum and Cultural Center (MAAM) is pleased to submit an annual report for the work we are doing with the Legislative appropriation of \$396k covering the activities of the museum for the period August 28, 2013 – December 31, 2014. On behalf of our board of directors, staff and constituents, we extend our gratitude for your support.

Lissa L. Jones –Lofgren
Museum Director
ALIFEMOSAIC@ICLOUD.COM | (612) 791-6279

Your investment supports the work of the Minnesota African American Museum in four areas:



This work is funded for the period August, 2013 – June 30, 2015 with a generous appropriation of \$396,000 for FY14. The Arts and Cultural Heritage Fund supports .5 of the 1 FTE of the museum, it's Director. For the period August, 2013 – December 31, 2014, \$3750 in salary/benefits was covered by the Fund to support the activities outlined following.

Community Engagement/Community-based cultural events and outreach

Our goals:

- 1) *Participate in a minimum of 15 collaborations, community-driven gatherings and cultural events over the grant period.*
- 2) *Track social media (Twitter, Facebook, website) as one means to measure growth on social media and over the Web.*

Our kickoff was in August 2013, in collaboration with the Martin Luther King Jr. Center for Nonviolent Social Change and the Association of African American Museums in the 'Ring the Bells' celebration. A celebration commemorating the 50th anniversary of Dr. King's 'I have a Dream' speech. This work included the Martin Luther King, Jr. 50th Anniversary Student Art Exhibit opened up to area elementary, middle and high schools across Hennepin and Ramsey counties and resulted in forty-six (46) semifinalists artworks!



MAAM's spring kicked off in April teaching a course on black history at Minnesota State University Mankato, in collaboration with the office of the Michael T. Fagin Pan African conference, a follow up to an earlier MAAM presentation made at the 2014 Pan African conference in February 2014!

In May, MAAM hit two milestones – one, in collaboration with Group Solidarity, MAAM co-hosted a Karamu forum – forums designed to bring university-level education to people in community in the spaces where they already gather, and the other, was to host MAAM's first community-building event! The MAAM community-building event was a great success and attracted more than 125 people on the Friday evening of Memorial Day weekend! It was a grand kickoff! MAAM co-hosted a book signing with Brotherhood, Inc., attracting more than fifty young black men to talk about 'The Myths of Race and the Reality of Racism.', authored by Professor Mahmoud El-Kati, Chair Emeritus, American History, Macalester College.

June saw the MAAM teaching 2,000 students in Tennessee for the Children's Defense Fund. These students were being trained to teach in Freedom Schools across the

country, and MAAM was front and center to educate the educators! Then MAAM came back to Minnesota's Freedom Schools and did three 'Read-Aloud' events serving more than 300 children!

<http://www.childrensdefense.org/programs-campaigns/freedom-schools/>

This summer, MAAM's collection was on the move! A few pieces from MAAM's Black Baseball traveling exhibit were displayed at the Donaldson Network's William Binga Memorial Celebration in Crystal Lake, Minnesota - the MAAM, meeting mission, teaching regionally!

http://www.twincities.com/rosario/ci_26040011/ruben-rosario-honoring-minnesotas-long-gone-negro-league

July brought the South African Consul to MAAM to celebrate the life and legacy of Nelson Mandela as the Mandela Peace Site for Minnesota for 2014! This marks the second consecutive year that MAAM has been awarded this honor.

In July and August, MAAM presented to the Minneapolis-St. Paul Chapter of the Links and to the leadership of the African American Leadership Forum. MAAM was present at the annual Minneapolis Foundation luncheon, the Hennepin County Bar Association annual luncheon and the MNDOT Rise Above event, commemorating Tuskegee Airmen! If that wasn't enough, MAAM has been interviewed for four radio shows!

MAAM is also entering a new collaboration with Ancestry Books, Minnesota's only bookstore owned by people of color, to launch 'MAAM Reads for Frederick Douglass!', nurturing a community of readers who are interested in learning and digesting material on black history through literature recommended by Ancestry Books proprietor Chaun Webster. Ancestry and MAAM will coordinate author interviews and book signings through the yearlong pilot to bolster learning and teaching!

Twin City Media Alliance – MAAM hosted the Daily Planet's 'Newsroom Café' and the MAAM was written up by two of the attendees in their monthly reflections! MAAM also headlined the November 8 Fall Media Forum in collaboration with the Twin Cities Daily Planet and other partners.

MAAM partnered with the Seward Co-Op to create a video that speaks to the history of cooperatives in the African American community. Filmed at the MAAM carriage house, we look forward to renewed exposure to the museum through this work!

Between August 2013 and December 31, 2014, more than 1,000 people have been introduced to the museum, our collections, our scholars, our collaborative partners, all before our doors are open to the public.

As a young museum, we continue to shape our identity and practice of actualizing our mission. Our doors may not be open, but the vitality and viability of our programming

has not been compromised! From the 2,000 students MAAM trained to lead early literacy work for children across the country this summer, to hiring MAAM's first Artistic Education Director, to hosting the South African Consul to celebrate the life of Nelson Mandela on MAAM's grounds, to reading to children in Minnesota Freedom Schools, MAAM has been on the move! In 2015, look for our collaborative work in greater Minnesota and watch for the announcement of the MAAM Scholars this spring.

Events and collaborations with community partners to drive unity, promote dialogue, and community powered problem solving by using history as a foundation for learning and engagement.

As of December 31, 2014, the direct expenses for this work include \$175 for marketing and \$312.50 for program expenses. The administrative costs total \$1875.

Education Resource - trips to the museum, MAAM without Walls and MAAM Trunk-Its

Our goal:

- 1) *Minimum of (30) thirty site visits, field class trips Trunk It programs, including exposure to the museum through our 'MAAM Without Walls' work, where we bring the museum to community institutions, libraries, schools and colleges and other spaces where people gather. This includes elder circles and Black Scholars Series events.*

To date, the museum has participated/led/collaborated in (13) thirteen events, with (22) additional scheduled for the months of February and March 2015.

Tsidra Jones, actress, poet and educator contracted with MAAM to support our work in the MAAM Trunk-It programs. She has been retained to develop high school curricula for the Trunk It characters, to contract with and manage the actors, and to seek out period pieces to add to the Trunk It collections. We are thrilled to bring our MAAM Trunk-It series back in February 2015.

<http://www.maamcc.org/education/trunk-it.php>

A team of MAAM Jr. Scholars is being recruited to learn the microfiche process and to support this work. We intend to use some of the funding made available in this area to offer stipends to the Jr. Scholars who engage with us in this work. With over 600 books to be digitized, the project completion date is estimated to be Summer 2015.

Our collaboration with Mount Sinai Hospital will culminate in the Grand Opening of the exhibit on November 13th at the Tychman Shapiro Gallery! We are thrilled to have connected this work to one of the sons of an African-American doctor who interned and worked at Mount Sinai, another way that the museum enhances outcomes by making connections.

As of December 31, 2014, the direct expenses for this work are \$0 and administrative costs total \$937.50.

Cultural Heritage and Building Preservation/Conservation

Our goals:

- 1) Digitized collection of African American books to scholars with literary interest. MAAM was able to successfully secure, install and get trained on the microfiche machine that will be used to digitize rare books written by African Americans between 1856 and 1926! Two adult volunteers have been trained to date.*
- 2) (8) Eight oral histories will be filmed and uploaded to YouTube.*
- 3) Interns and volunteers will spend (80) eighty hours involved in the preservation of African American history.*
- 4) MN Artisans are engaged in preserving the museum, carriage house and grounds.*

Much of the spring and early summer of 2014 was spent getting our offices, located in the MAAM carriage house, operational again. The bulk of our initial request for reimbursement centered on this work.

Spring Clean Up and Green Up

This effort, designed to jazz up the museum grounds turned into a great community-building piece. People who share a love of the MAAM and gardening spent the spring pulling weeds, planting flowers and watering the new plants to yield a magnificent array of flowers this summer! Neighbors and passers-by stopped to thank us for the beautification work we did and visitors to the museum loved to stroll the grounds this summer. This work is a continuation of the work done in the year prior by the Wells Fargo Green Team. 15 volunteers helped us in this work for a total of 30 hours.

The Building Legacy Oral History project was developed in partnership with Public Allies, a nonprofit committed to developing the next generation of leadership by pairing graduate level students engaged in impactful work in the nonprofit sector. Six oral histories have been completed to date. One example of one of the histories is the life of Rev. Noah Smith who will be 107 this year, one of the oldest preachers in the United States. After working in ministry for more than 50 years, Rev. Smith is also an artist and musician, who still teaches drum lessons weekly!

As of December 31, 2014, the direct expenses for this work include \$7375 for facilities. The administrative costs total \$1875. The administrative costs total \$468.75.

Museum Exhibitions and Operational and Governance Capacity-Building

Our goals:

- 1) Completed installation of the permanent Children's Village exhibit.*

- 2) 500 people are exposed to the museum, including MAAM's work Without Walls.
- 3) Dependent on the results of mediation, MAAM will present (1) one exhibit per quarter in 2015.
- 4) 14 volunteers, (7) seven adults, (7) seven children will be trained as docents.
- 5) Build board and organization capacity for sustainability.

Working for effective governance, Chair Nekima Levy-Pounds, Esq. led a successful transition from the MN African American Museum Founding Board to our first governing board!

To strengthen MAAM's administrative and fundraising capacity, we are working to complete the process for meeting the CRC Accountability Standards!

The Accountability Standards® are co-created benchmarks of nonprofit governance, finance, fundraising, and public communication. A balance of nonprofit sector promising practices, public expectations, and legal/regulatory requirements, the standards represent the shared expectations between donors and nonprofits.

<http://www.smartgivers.org/standards>

MAAM has retained BWK Rogers, Inc. to serve as Chief Financial Officer, after divesting our auditing relationship. MAAM is thrilled to have taken this next step as the museum regains momentum and financial reporting becomes increasingly complex. This arrangement furthers MAAM's values around transparency and accountability.

As of December 31, 2014, the direct expenses for this work are \$0. The administrative costs total \$468.75.

The Minnesota African American Museum and Cultural Center is pleased to submit this report from the Arts and Cultural Heritage Fund of the Legacy Amendment. It would be our privilege to host you at our offices to give you a sense for the museum and all that it can contribute to our great state! We are happy to answer any additional questions. Please contact Lissa Jones-Lofgren directly at ALIFEMOSAIC@ICLOUD.COM or (612)791-6279.

More information on the museum can be found on our website www.maamcc.org.

ADDENDUM: Minnesota African American Museum Board of Trustees

Nekima Levy-Pounds, Esq., CHAIR
University of St. Thomas Law School

Keith Baker
Minnesota Department of Transportation

Jerry Blackwell, Esq.
Blackwell Burke PA

Pastor Dan Collison
First Covenant Church

Dr. Keith Mayes
University of Minnesota