

DVD  
San

Board of Trustees  
The Children's Museum  
May 26, 1970

### DIRECTOR'S PROJECT

**PROJECT** Develop viable alternatives for future commitment of Museum's human and material resources; present for review and decision by staff and Board; begin Plan's implementation; July 1970 - June 1971.

**WHY** Museum in a fight for survival: income sources approaching maximum development, but costs have not leveled off; facilities poorly located and expensive to operate; Trustees underdeveloped and undercommitted; staff adrift and uncertain of future; relevance of past roles in question, present potential unrealized and future goals undefined; continuing on this course will lead to dissipation of Museum's considerable resources.

**TASKS & TIMING**

Summer: project fundraising; preparation of 8-12 rough models of possible Museum roles; interviews with broad based sample of potential audiences and community, financial, cultural leaders.

Fall: analysis of interview results and detailed development of 2-3 plans, in-depth discussions of alternatives with staff, Trustees, and most helpful summer interviewees.

Winter: commitment by Board; preparation of final draft Master Plan; fund raising seed money and recruitment of talent for implementing Plan.

Spring: begin implementation of Plan including major fund raising, site acquisition, Museum reorganization; development of Fiscal '72 priorities and budget.

<b>BUDGET</b>	Director	\$20,000	
	Assistant/secretary	<u>8,000</u>	
	Salaries		\$28,000
	Employee benefits		2,500
	Consultants		20,000
	Travel		3,000
	Phone		1,200
	Office supplies & postage		600
	Office rental		2,000
	Plan publication		<u>2,000</u>
			\$59,300

Director's salary and benefits contributed by Museum; office space and phone by Institute of Contemporary Art.