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## Organizational Overview

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**The mission of Museum of Minneapolis is to engage, represent, and collaborate with diverse communities through collection initiatives, education, exhibits, and public programs.**

**Museum of Minneapolis' vision is to celebrate the intersections of arts and culture in order to communicate our shared yet diverse community history.**

The overarching goal of the Museum of Minneapolis is to celebrate the intersections between history and art through creation of dynamic exhibits and programs that will have broad community presence. Programs will inform exhibits and the content will inform their placement.

Museum of Minneapolis facilitates conduits for access by creating a space for individuals and community groups to talk about what representation means to them and to provide the tools and resources to express themselves. The collection of materials that come from these partnerships will allow the Museum to record the histories more comprehensively for researchers and to present exhibits grounded in history.

### **The Building**

At this time, we do not have a physical building. While MoM continues to lay the groundwork for a permanent facility to house collections, serve as a space for community dialogue, and present exhibitions, we want you to see the types of community efforts that fuel us in our work to fulfill our mission of inclusivity. At this time our community presence is on-line and in the form of traveling exhibitions and partnerships.

Museum of Minneapolis is presently working on a series of projects to be presented on the same theme, *The Art and Culture of Protest*. The first project is a podcast being created in collaboration with Kate Brenner and Amplify: The Oral History Podcast Network.

Museum of Minneapolis is in the first year of a new three-year plan. Year three of the plan is to conclude with the launch of a capital campaign for the Museum's first physical space. Work conducted during the three-year plan will contribute to shaping the type of space that is most beneficial to engaging the diverse communities we serve. At this time, Museum of Minneapolis endeavors to find a partner in the arts and culture community with which to share a physical space.

## About Us

Museum of Minneapolis was incorporated as a 501 (c)(3) history museum in 2014 by Jaden Hansen. The organization was formed in response to a lack of consistent representation for marginalized communities in historical societies that collect, preserve, and tell the stories of Minneapolis; Minneapolis has no recorded historical society that deals solely with the history of Minneapolis. The **first core value** of Museum of Minneapolis was formed along with the creation of the organization, which is to facilitate equitable representation in the historical narrative of Minneapolis. The Museum was incorporated with three board members; the first action of the Board of Directors was to fund the Museum's sponsorship of a refugee oral history project undertaken by the United Nations Association of Minnesota. The Museum first work shopped its early ideas through conference sessions at the Midwest Oral History Conference and the American Alliance of Museums.

During the first two years of the organization the Museum was frequently referred to *as The Museum of Minneapolis, Initiative*. The addition of "Initiative" to the name was not a legal definition, but spoke to the incubation phase that the Museum quickly entered. The founder of the fledging museum selected to move the organization forward slowly in order to have conversations with people in the community from a variety of arts and culture affiliations and perspectives and learn what it means to represent a community equitably. This incubation phase allowed the Museum's founder to openly work with people to assess a variety of strategies and look at paradigms across the country. During this time the Museum was not engaged in fundraising. The founder's background in fundraising and development informed his decision to not be accountable to donors until he was sure the Museum had a product or activity upon which it could deliver. This left the Museum open to being nimble and permitted experimentation as well as enabling its direction to be redefined. The **second core value** of Museum of Minneapolis is to invite projects from diverse communities throughout Minneapolis and provide tools that enable people to tell their own stories from their own perspectives.

During the incubation phase, it was determined that the Museum would select one project a year to nurture as an annual program. This strategy enables the Museum to develop programs in such a way that it may have additional phases and commit to the **third core value** of the Museum of Minneapolis, which is to create partnerships and programs that lead to continued opportunities for representation and collaboration.

The conclusion of the incubation phase of the Museum was marked by three things: increased conversations with representatives of foundations, a new three-year strategic plan, and the adoption

of the Museum's first formal project. During this time the Museum dropped the use of "the" in Museum of Minneapolis as well as dropping the addition of "Initiative." The Museum is now referred to as *Museum of Minneapolis* or *MoM*.

The culminating activity that led to the start of the next phase of the organization was a "public launch," which took place at Roosevelt Library in South Minneapolis on April 20, 2017. Among the 18 attendees included professional oral historians, staff/leaders from several Twin Cities museums, university faculty and staff, teachers, and various artists, and arts and social justice advocates.

At the public launch Jaden Hansen, Executive Director, introduced the Board of Directors, the Museum's first project (*Art and Culture of Protest*, Podcast), and presented the three-year plan. The looming question for the organization had been, up until this point, what would a physical facility look like and when would it come about? The three-year plan consists of three stages: Ideation, Creation, and Building Launch.

**Ideation** – discover overlaps/intersections with other arts and culture organizations; determine organizational structure; build network and board; and see through one full project to be achieved through adherence to the core values and utilizing the three tactics (defined more below).

**Creation** – strengthen network; increase organizational capacity, effectiveness, and infrastructure; work to bring programs to life that closely align with mission; and achieve increasingly more impactful outcomes.

**Building Launch** – the final year of the strategic plan will focus on understanding what the community needs from a facility; understand purpose of facility; identify whether desire to share building with another organization still exists; and begin a capital campaign.

In order to make progress through the above strategic phases, the Museum's actions have been streamlined in order to assure effectiveness; the following three tactics will be implemented:

**Engagement** – utilize partners to create effective programming and discover community content that would benefit from conduits to access.

**Preservation** – be mindful of collection needs whether born digital or material; preserve the outcomes that are a result of a projects/programs.

**Exhibition** – whether project is a product of MoM or a partner, work to bring it to the communities that will find the most relevance and wish to contribute to it. Keep close connections with project partners in order to maintain continuity and keep successful initiatives alive.

## **You Can Help Facilitate Equitable Representation for ALL Minneapolitans**

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Interested in serving on the Museum's Board of Directors?

Wish to become a member?

Have an idea for a project?

Email Jaden Hansen today, [jhansen@museumofminneapolis.org](mailto:jhansen@museumofminneapolis.org).

You may also make a tax-deductible contribution to the mission and activities of Museum of Minneapolis online or by sending your payment (check/credit card) to the following address:

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Minneapolis, MN 554419

Museum of Minneapolis is a 501(c)(3) non-profit organization registered in the State of Minnesota.