

ZANESVILLE MUSEUM of ART

Guiding Principles*

The Zanesville Museum of Art has developed five guiding principles that will be used to steer and inform decision making during the museum's transformation.

The Zanesville Museum of Art will

1. **Develop** a nationally recognized American art pottery collection that reflects the rich history of the region and the diversity of its people.
2. **Offer** an inclusive, interactive, and fun experience for people of all ages to develop a deeper appreciation of the role that art plays in their lives.
3. **Partner** with other organizations, artists, educators, and community leaders who share in the mission of growing and enhancing the region.
4. **Serve** as a community gathering place for the region, offering educational and artistic opportunities that bring together people from all walks of life.
5. **Strengthen** its financial position to support the museum's guiding principles and ensure its long-term success.

* K. Szemetylo moved that the ZMA Board ratify the five-point guiding principles drafted and agreed upon at the strategic planning retreat. Second J. Matesich. All in favor. None opposed. Motion passed.