

Approved Minutes
James Monroe Museum and Memorial Library Board of Regents
April 11, 2014, 12:00 PM
Minor Executive Board Room, Jepson Alumni Executive Center
University of Mary Washington

Regents Present: Erma Baker, Porter Blakemore, Peter Broadbent, Art Buswell, Mary R. Corbin, Holly Cuellar, Richard Hurley, Justin Logsdon, Mary Lucier, James Lucier, Charles McDaniel, Patrick McSweeney, Helen Marie Taylor, G. William Thomas, Jr., Rita Thompson. Regents absent: Roger Braxton, Kerry Johnson, Barbara Micou. Others present: Scott Harris, Jarod Kearney.

Chairman Thomas called the meeting to order at 12:22 PM, and asked Rev. Thompson to deliver the invocation. Mr. Thomas introduced new UMW Rector Holly Cuellar and welcomed her to the Board of Regents. Members of the board and others present introduced themselves. Mr. Thomas also noted the presence of Antonio Monroig and Leonard Oberlander, members of the board of the James Monroe Memorial Foundation (JMMF), who were present for a meeting of the Foundation's board that followed the Regents' meeting. Scott Harris summarized the minutes of the October 18, 2013 meeting of the Regents. Col. Buswell moved approval of the minutes, seconded by Mr. Broadbent. The motion carried unanimously.

Museum Director's Report:

Mr. Harris presented his report (attached with these minutes), which included a summary of the *James Monroe: Life and Legacy* symposium in October, 2013. He noted that discussion is underway about another symposium tentatively planned for 2015 in advance of the bicentennial of James Monroe's presidency that will begin in 2016. Mr. Harris reported on other museum programming that occurred in the latter part of 2013 and early 2014. He also shared details on forthcoming programs for the remainder of 2014.

Museum marketing was addressed with discussion of the redesigned museum logo in cooperation with UMW design services, and the use of "James Monroe Museum" as the institution's primary identity. Mrs. Taylor shared several anecdotes about the museum's past marketing efforts, particularly the vigorous advocacy of founding director Laurence G. Hoes.

Artifacts and exhibits included the return of the museum's Rembrandt Peale portrait of James Monroe that was on loan to the Virginia Executive Mansion; a letter from General George Weedon to Monroe donated by Mr. and Mrs. Charles G. McDaniel, who also generously underwrote costs of the letter's exhibit case; newly-installed items from the museum's costume collection; and Karl Bitter's bas relief sculpture of the signing of the Louisiana Purchase Treaty that was relocated from the UMW campus to the museum. Mr. Harris mentioned that the museum is considering the use of 3-D printing technology to replicate a damaged portion of the bas-relief.

The last item generated discussion about restoration of the bas relief as well as possible reproductions of that sculpture and the Margaret French Cresson bust of Monroe for a variety of purposes. Mr. Thomas suggested that the museum apply to the Jessie Ball duPont Fund for a grant to support restoring and reproducing the Bitter and Cresson sculptures as well as a Monroe statue at Ash Lawn-Highland. The project could possibly involve art students at UMW, the College of William and Mary, and Virginia Commonwealth University. Mr. Thomas and Mr. Broadbent commented on efforts in the City of Richmond to renovate Monroe Park, and the lack of appropriate recognition that the park is named for James Monroe. It was suggested that reproductions of one or more Monroe sculptures could be proposed for the park renovation.

Mr. Harris and Rev. Thompson stated that they had previously discussed a possible role for the museum in a UMW educational initiative with six Northern Neck high schools, the Rappahannock Scholars program, currently funded by a duPont Fund grant. A motion to study the feasibility a duPont Fund grant application by the museum was made by Mrs. Taylor and seconded by Mr. Broadbent. The motion passed unanimously.

Continuing with his report, Mr. Harris summarized the museum's financial activity since the October, 2013 meeting of the Regents. He stated that, from July 1, 2013 through March, 2014, revenue from admissions, store sales, and donations, increased 6.8%, visitation increased 24%, income from museum programs and rental of facilities grew by 74.35%, and gifts from the Friends of the James Monroe Museum increased 35%. [Earlier in the meeting Mr. Harris noted that 100% of the Regents were members of the Friends of the Museum.] Total museum revenue and support from nongovernmental sources grew 30.8%, and the museum's state appropriation increased by \$10,000.

Mr. Thomas asked Mr. Harris to summarize the timeline for observance of the bicentennial of the Monroe Doctrine. Mr. Harris related collaborative efforts being made toward a bicentennial celebration of Monroe's whole presidency, including the Monroe Doctrine, with Ash Lawn-Highland, the JMMF, and other groups. Mr. Broadbent commented on the War of 1812 Bicentennial Symposium that will be held June 19-20 at Fort Monroe.

Old Business

At Mr. Thomas's request, Mr. Harris summarized discussions with the JMMF on revival of the book plate endowment program, a component of the deed of gift that transferred the museum to the Commonwealth of Virginia in 1964. The JMMF has indicated willingness to make an initial contribution of \$1,000, renewable annually, for conservation of the museum's extensive collection of books. The action was to take place at the JMMF board meeting immediately following the meeting of the Regents. Mr. McSweeney moved approval of this plan pending the JMMF board action. The motion was seconded by Mr. Broadbent and passed unanimously. [A memo on this subject from Mr. Harris to Mr. Thomas dated 2 September 2013 is attached with these minutes.]

Mr. McSweeney moved acceptance of the director's report, seconded by Mr. Broadbent. The motion passed unanimously.

New Business

Mr. Harris presented the museum's work plan for fiscal year 2015 (attached with these minutes). The museum will seek to increase operating revenue from all sources by \$20,000 during the fiscal year. The museum staff will continue self-study activities under the American Alliance of Museums' STEPS program. Work will continue on development of educational outreach, including a traveling trunk program. Mr. Harris shared work done on this project by UMW students in a grant-writing class. During FY 2015 the museum will foster greater awareness through media releases, paid advertising, publications, and collaborative programs with colleague institutions, as well as public speaking venues. The museum will continue to support UMW student activities through collaboration with UMW departments. Mr. Harris noted the myriad accomplishments of museum interns, particularly Bowley scholars. Mrs. Taylor asked for clarification of the work undertaken by Bowley Scholars, and provided background on the establishment of the program by the late Mrs. Albert J. Bowley. Mr. McDaniel moved acceptance of the FY 2015 museum work plan, seconded by Mr. Logsdon. The motion passed unanimously.

Mr. McDaniel, Mrs. Taylor, and Mr. Logsdon shared comments about the role of the Monroe Doctrine in US foreign policy, and advocated greater attention to the Doctrine in the museum's interpretive efforts. Rita Thompson commented on the importance of getting younger generations interested, and expressed desire in collaborating with the museum on fostering interest in the Monroe Doctrine with young people. There was general agreement with these sentiments.

Mr. Harris stated that part of the museum's mission is to promote awareness of the Monroe Doctrine within its historical context, free of current political influence. He emphasized that contemporary interpretations of the Doctrine's place in geopolitics are part of that interpretation.

Mr. McSweeney commented on the debate format of the Jefferson Meeting on the Constitution funded by the Ford Foundation in the 1980s. He suggested that the Museum and UMW could sponsor a similar meeting for college or high school students to present opinions for and against the viability of the Monroe Doctrine. Mr. Harris stated that he would look into the matter and report back to the Regents.

Mr. Logsdon, Mr. McDaniel, and others commented that meetings of the Regents should be managed with less detail on summarizing written reports, to allow more time for discussion. Mr. Thomas indicated his

understanding of these concerns, and urged Mr. Harris to articulate ways in which the Regents could support and advance the museum's mission.

The Regents viewed the museum's online presentation, *James Monroe at War*. Mr. Harris noted that the video was produced in-house at essentially no cost. Dr. Lucier commended the video's historical accuracy in summarizing the wartime experiences of James Monroe.

With no further business to come before the Regents, Mr. Thomas asked that Rev. Thompson close the meeting with a prayer. The Board of Regents adjourned at 2:05 PM.

Respectfully submitted,

Jarod Kearney



THE JAMES MONROE MUSEUM

908 Charles Street, Fredericksburg, VA 22401 540-654-1043 www.jamesmonroemuseum.org
 An historic property administered by the University of Mary Washington

MEMORANDUM

TO: Board of Regents, James Monroe Museum
FROM: Scott Harris, Director, James Monroe Museum
DATE: 11 April 2014
RE: Director's Report

I am pleased to present the following report on the activities of the James Monroe Museum since the last meeting of the Regents.

Public Programs and Outreach



James Monroe: Life and Legacy, the symposium held at UMW on October 18-19, 2013, was a great success. Over 80 attendees enjoyed lectures on various aspects of Monroe's life and career. The symposium's final session was "A Conversation with James Monroe," a dialogue featuring historical interpreter Dennis Bigelow that was also the 26th annual James Monroe Lecture.

James Monroe: Life & Legacy
 October 18-19, 2013
 University of Mary Washington
 Fredericksburg Campus

The Papers of James Monroe and the James Monroe Museum are pleased to present a two-day symposium exploring the life and legacy of James Monroe, the fifth president of the United States. Monroe, a Virginia native, left a legacy of five decades of public service during the formative years of the United States, holding more public offices than any other U.S. president. Throughout his career, he bore witness to and participated in an extraordinary series of national and international events that shaped his understanding of both his personal and political legacy. The symposium will present eight lectures that will offer a deeper understanding of and appreciation for the life and legacy of James Monroe. All lectures are free and open to the public.

Friday, October 18, Lee Hall, Room 411

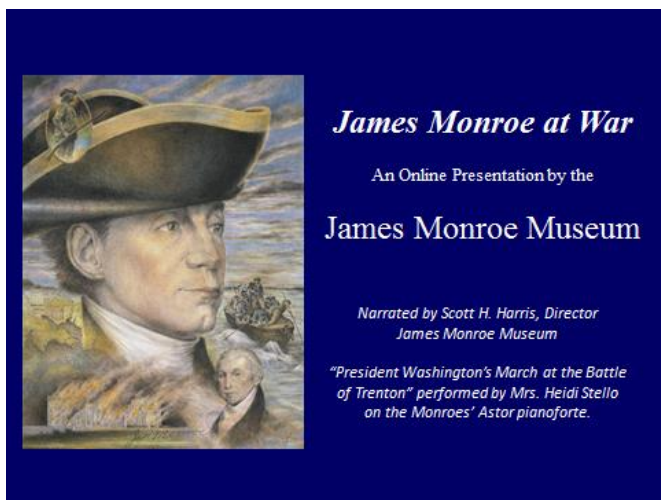
- 9:30 a.m. -- "James Monroe and Historical Legacy," Brook Pester, assistant professor of history, Stephen F. Austin State University
- 11:00 a.m. -- "Interpreting James Monroe at Highland and the James Monroe Museum," Sara Ben-Horja, executive director, Ash Lazen-Byland and Scott Harris, director, James Monroe Museum and Memorial Library
- 2:00 p.m. -- "Music in the Life of James Monroe and His Family," Katherine Preston, Bottoms Professor of American Music, The College of William & Mary
- 3:30 p.m. -- "The Enslaved Community of President James Monroe with a Focus on Loudoun County," Lori Kimball and Wynne Soffer, The Thomas Balch Library, Loudoun, VA

Saturday, October 19, Monroe Hall, Room 116

- 9:30 a.m. -- "James Monroe: A Life in Portraits," Daniel Preston, editor, The Papers of James Monroe
- 11:00 a.m. -- "The Legacy of the Monroe Doctrine: American Power and its Limits," Jean Davidson, associate professor of political science, University of Mary Washington
- 2:00 p.m. -- "Objects from the James Monroe Museum," Peyton Brown, Heather Marshall and Leah Tamm, students, University of Mary Washington
- 3:30 p.m. -- "A Conversation with James Monroe," featuring historical interpreter Dennis Bigelow

December brought the customary "Deck the Halls" holiday workshop and "A Monroe Christmas," the Museum's annual yuletide open house. Among several new store products introduced for the holiday season was the official 2013 White House Christmas ornament, which highlights Woodrow Wilson (the last Virginian elected President).



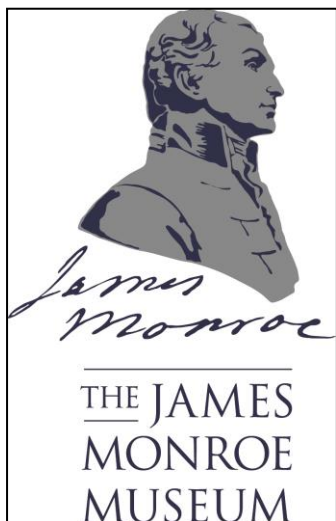


The rest of December and much of January were customarily quiet as the University of Mary Washington was on winter break and tourism dropped to an expected degree. One public program debuting in January was “James Monroe at War,” an online presentation developed by Director Scott Harris. The Museum also cosponsored lectures at UMW during Black History Month (February) and Women’s History Month (March).

In 2014 we are offering new and expanded public programming for all ages, with at least one event taking place each month. Among the themes explored are James Monroe’s wartime experiences; colonial medicine (in partnership with the Washington Heritage Museums); pirates (also cosponsored with WHM, with guest lecturer Dr. Daniel Preston); the War of

1812; Virginia government (with former Virginia governor Gerald Baliles); African American history; and women’s history. Familiar favorites include commemorations of the birthdays of James and Elizabeth Monroe, *Major Monroe’s History Camp* (cosponsored with the City of Fredericksburg Department of Parks and Recreation), and the Fredericksburg Welsh Festival, which will observe its 25th anniversary.

Marketing and Promotion



The new year started off with a new logo for the James Monroe Museum. Designed by A.J. Newell of UMW Design Services, the logo features an image of the Museum’s Monroe bust sculpted in 1929 by Margaret French Cresson (1889-1973). Accompanying the bust is a facsimile of James Monroe’s signature from a message to the United States Senate in 1818. It is particularly appropriate that the new graphic is based upon an artifact in the museum’s collection, and uses a signature that dates from his presidency.

In addition to new art, the logo utilizes the name “The James Monroe Museum.” Throughout its history, the museum has operated under a variety of names. When it opened on April 28, 1928, it was called the “James Monroe Shrine” (at different times in the early years the words “National” and “Memorial” were included before “Shrine”). When the museum was given to the Commonwealth of Virginia in 1964, it was identified as the “James Monroe Law Office-Museum and Memorial Library.” This is still the official legal name of the museum, but even in the 1960s the facility began calling itself the “James Monroe Museum and Memorial Library.”

Artifacts and Exhibits

The Museum was pleased to welcome home on February 19 the Rembrandt Peale portrait of Monroe, which had been on loan to the Virginia Governor’s Mansion for the building’s bicentennial. The high-profile loan provided excellent publicity for the Museum.

A reception was held at the Museum on March 20 to not only celebrate the portrait’s return, but also to highlight other exhibit changes. These include the 1785 George Weedon letter to James Monroe donated by Mr. and Mrs. Charles G. McDaniel (who also generously underwrote the cost of the exhibit case); newly-installed pieces from the Museum’s



clothing collection, including a waistcoat and trousers associated with Monroe's Fredericksburg years; and the plaster model of Karl Bitter's 1904 sculpture of the signing of the Louisiana Purchase treaty, a piece commissioned for the World's Fair in St. Louis that promoted the centennial of the agreement.



Financial Information

NOTE: The following figures reflect comparative fiscal year activity through the month of March:

- Combined revenue from admissions (including "Fredericksburg Timeless" block tickets), store sales, and donations rose from \$13,148 in FY 2013 to \$14,096 in FY 2014, an increase of 6.8%. Most of the increase was due to very strong Museum Store sales, which rose over 26% from FY 2013 (\$3,778) to FY 2014 (\$4,767).
- While Museum admissions income declined by 2.72%, visitation increased 24%, from 3,064 to 3,799. Data indicate that a higher percentage of visitors attended free events (Christmas open house, Peale portrait open house, Presidents' Day, etc.) than during the same period the previous year. Block ticket income was down 1.9%. Adverse weather negatively impacted Fredericksburg tourism during the winter.
- Gifts to the Friends of the James Monroe Museum, including memberships and donations, saw a 35% increase, from \$12,578 in FY 2013 to \$17,028 in FY 2014.
- Income from museum programs and rental of facilities was \$5,792 in FY 2013, and \$10,099 in FY 2014, a gain of 74.35%.
- **Total combined revenue and support from nongovernmental sources grew 30.8% from FY 2013 to 2014 year-to-date as of March (\$31,518 to \$41,223).**
- The Museum's state appropriation was increased by \$10,000 in FY 2014 (from \$205,000 to \$215,000) due to a successful advocacy effort. Although the General Assembly has not yet adopted a budget for the next biennium, the Museum's appropriation increase was included both the House of Delegates and Senate budget bills.



MEMORANDUM

TO: G. William Thomas, Jr., President, James Monroe Memorial Foundation
FROM: Scott Harris, Director, JMMML
DATE: 2 September 2013
RE: Proposal for James Monroe Museum Bookplate Endowment Program

Bill,

Pursuant to the action of the James Monroe Museum's Board of Regents on April 19, 2013 regarding rejuvenation of the Bookplate Endowment Program, I offer the following proposal for consideration by the James Monroe Memorial Foundation (JMMF):

1. The Bookplate Endowment Program should continue as a function of the JMMF, promoted both by the Foundation and the Museum.
2. Solicitation of donor support for the program would include requests to individuals via printed forms disseminated at the Museum and other locations and online forms accessible from the JMMF and Museum websites.
3. The JMMF would make an initial lump-sum contribution to the Museum, in an amount mutually agreed upon, specifically designated for conservation of books in the Museum's collection. The funds would be deposited in an account maintained by the University of Mary Washington Foundation (UMWF) for the purpose.
4. Following the initial contribution, the JMMF would make an annual contribution to the Museum that would be added to the designated UMWF account. This annual contribution could vary according to activity in the solicitation program, or could be a fixed amount mutually agreed upon, irrespective of program activity. The JMMF would be acknowledged as the benefactor on Monroe facsimile bookplates in all conserved volumes, except those where individual donor recognition would be appropriate.
5. The Museum curator would prepare a prioritized list of books to be conserved, updating the list annually as work progresses and new volumes are added. The curator would identify one or more qualified book conservators and coordinate the work.
6. It is suggested that a Memorandum of Understanding be executed between the JMMF and UMW detailing the scope and terms of the Bookplate Endowment Program.

I look forward to discussing this matter with you at your convenience.

Thanks,
Scott



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908 Charles Street, Fredericksburg, VA 22401 540-654-1043 www.jamesmonroemuseum.org
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MEMORANDUM

TO: Board of Regents, James Monroe Museum
FROM: Scott Harris, Director
DATE: 11 April 2014
RE: Proposed Museum Work Plan for FY 2015

1. Increase Museum revenue from admissions, store sales, facility rentals, program fees, and donations by \$20,000 during the fiscal year. FY 2014 estimated revenue from above sources is \$55,000; FY 2015 goal is \$75,000.

Success Measure: Financial data reported by UMW and UMW Foundation.

2. Continue institutional review via the American Association of Museums STEPS program, examining the following evaluation categories:

1. Mission, Vision, and Governance
2. Audience
3. Interpretation
4. Stewardship of Collections
5. Stewardship of Historic Structures and Landscapes
6. Management.

Success Measures: Completion of STEPS modules.

3. Continue development and implementation of Museum outreach educational programs for elementary and secondary school groups based on Virginia Standards of Learning (SOLs). Utilize, as appropriate, Museum staff and interns; UMW Department of History faculty; Papers of James Monroe staff; and Fredericksburg Public Schools teachers and curriculum specialists.

Success Measures: A) Create, review, and revise draft programs by end of Fall, 2014 semester; B) Acquire needed instructional materials by end of Spring, 2015 semester. [Outreach program implementation will begin in Fall, 2014.]

4. Foster greater awareness of Museum through media releases, paid advertising, publications, collaborative programming with colleague institutions, and public speaking venues.

Success Measures: End-of-year report of applicable activities and outcomes.

5. Support UMW student activities through collaboration with departments of Historic Preservation, History and American Studies; Museum Studies minor program; Multicultural Center; Women and Gender Studies program; Historic Preservation Club; and other applicable UMW departments/programs.

Success Measures: A) Documented accomplishments of Museum interns, including Bowley Scholars; B) End-of-year report of applicable collaborative projects.