Regents Present: G. Scott Walker, Chairman; Peter Broadbent, Vice Chairman; G. William Thomas, Jr., Art Buswell; Holly Cuellar; Richard Hurley; James Lucier; Mary Lucier; Charles McDaniel; Helen Marie Taylor; Erma Baker; Justin Logsdon; Porter Blakemore

Regents Absent: Rita Thompson, Barbara Micou, Mary Randolph Corbin, Patrick McSweeney, Kerry Johnson.

Others Present: Scott Harris; Lynda Allen, Joe Shubert, Mary Anna Broadbent.

Welcome and Call to Order
G. Scott Walker, Chairman
Chairman Walker called the meeting to order at 12:15 pm.

Approval of Minutes, Meeting of October 22, 2015
Mr. Walker
Mr. Logsdon requested a change to the minutes to reflect that he did attend the meeting.

Mr. Walker explained that according to the new revised 11th edition of *Robert’s Rules of Order*, that minutes, once read and corrections or additions have been offered, are considered approved.

Rector’s Report
Ms. Cuellar reported that the most important update is the naming of 10th president of UMW, Dr. Troy Paino, from Truman State University. Truman State is the #1 public liberal arts institution in the Midwest. Ms. Cuellar said that the Board of Visitors is happy to welcome him to UMW. Dr. Paino will be here several times over the course of the next few months, and begins in his new position officially on July 1, 2016. He has a background in History and American Studies. During one of the interviews with Dr. Paino, Ms. Cuellar introduced him to downtown Fredericksburg, and brought him to the Museum. She shared that he couldn’t have been more excited about the Museum. Ms. Cuellar has every confidence Dr. Paino will be glad to be part of the Board of Regents. He and his family will be living in Brompton. They have two children, one in college and one in high school.

Celebrations are scheduled to honor President Hurley. One is following the Board of Regents meeting today, when UMW will attempt to break the world record for simultaneous jumping high fives, and on Friday, April 15th there will be the dedication of the Hurley Convergence Center, to commemorate President Hurley’s leadership and work at the University. The event on the 15th will also include the unveiling of his presidential portrait. In June all of the presidential
portraits will be displayed in Dodd auditorium as a Hall of Presidents. Ms. Cuellar also shared that the University has had a record number of freshman applications once again.

There was some discussion and questions regarding the high five event. President Hurley shared the origins of the high five story, explaining that it became a tradition among graduating seniors at the University’s commencement ceremony.

Mr. Walker requested a temporary deviation from the agenda and introduced Mr. Thomas.

**Reading of Resolution**

Mr. Thomas read a resolution of the Board of Regents commending Richard V. Hurley (see attached).

Mr. Walker stated that as the reading of the resolution is considered a motion that we accept the resolution, he asked for a second. Mrs. Taylor seconded. The motion passed unanimously.

**Museum Director’s Report Summary**

Mr. Harris summarized his report, which is attached to these minutes.

Mr. Harris noted there has been an increase in school tours and that the Museum hopes to see more in the future. Virginia public schools Standards of Learning are currently being revised, and staff has submitted information regarding Monroe to the people handling the revisions.

Mr. Harris expressed his pleasure in seeing so many former colleagues and UMW graduates at the Virginia Association of Museums conference in March. It was gratifying to see so many UMW graduates finding work in their field.

In the fall the Museum was saddened by the loss of Camilla Hoes Pope after a long illness. Mr. Harris expressed the Museum’s gratitude for her generosity in bequeathing to the Museum items dating back to Monroe’s time. The Museum’s exhibit honoring her donations will be up through the summer. In the fall the exhibit will change to presidential election memorabilia.

Mr. Harris shared updates on the research into the Monroe portrait acquired last year, stating that staff now feels comfortable saying it a portrait by Bass Otis, painted in 1816. Jarod Kearney and Mr. Harris took the portrait to Monticello for comparison to the Otis portrait of Thomas Jefferson painted in 1816. It reinforced what was previously learned in a visit to the National Portrait Gallery. The Museum is also following up with an Otis descendent who may have additional information.

Mr. Harris offered an update on the success of the Museum’s recent marketing efforts. He discussed the positive reaction to the Monroe Presidential Podcast (https://www.washingtonpost.com/news/on-leadership/wp/2016/02/08/james-monroe-the-forrest-gump-of-presidents/) produced as part of a series by the Washington Post. Mr. Harris also shared
an ad that was published in the latest issue of Recreation News, which is distributed to
government related entities in the DC metro area. The issue includes feature coverage about
James Monroe’s Virginia. The ad was the first advertising collaboration between the James
Monroe Museum, Ash Lawn-Highland, and Fort Monroe. The focus of the issue is visiting
Virginia in the springtime.

Financial activity at the Museum is looking very good. While it is not certain that the Museum
will make its revenue goal of $75,000 for FY16, all revenue numbers are up so it is still possible.
Even if the goal is not reached, total earned revenue should will be higher than FY15. Mr. Harris
shared that store sales and donations rose close to 32%. Overall year to date, the Museum has
already surpassed last year’s total revenue. Visitation is up 13%. In the context of the
Fredericksburg area, visitation is strong. Friends of the Museum membership processing is a
little behind, but will soon be up to date. The Museum has taken a new step with the UMW
Advancement office through a targeted mailing to alumni, which thus far has generated five new
Friends memberships. The mailing sets a precedent for the Museum to do focused outreach
through the University.

Finally, Mr. Harris shared that, thanks to the efforts of President Hurley, the Museum received a
permanent $50,000 increase in its annual state budget allocation, an increase of approximately
20%. Mr. Harris expressed the Museum’s gratitude to President Hurley. President Hurley stated
that he was grateful the General Assembly approved all of the budget amendments submitted by
the University, which amount to a 15% increase ($2 million) for the FY17-FY18 biennium.

In response to a question from Mrs. Taylor, Mr. Harris stated that the Museum’s annual state
budget allocation, with the recently-approved increase, is $274,000.

There followed general discussion of the ad in Recreation News. Mr. Thomas requested that if a
similar ad is considered in the future, that Mr. Harris reach out to the James Monroe Memorial
Foundation to include the Monroe Birthplace in the advertisement. He also commended Mr.
Harris for being a catalyst for prompting the three sites to work together in this way.

There followed general discussion of Fort Monroe and the challenges faced by that site because
of conflicting federal, state, and local jurisdictions.

**Old Business**

Due to the arrival of Mr. Kearney, Mr. Harris requested that item 3 of Old Business be addressed
first. There were no objections to the change.

**Update on Book Conservation Project**

Jarod Kearney, Curator

Mr. Kearney displayed the two books that had been conserved by Delaney Restorations, LLC.
He shared that both books belonged to James Monroe. The first was A View of the Soil and
Climate of the United States of America, published in 1804. Mr. Kearney stated that it had been
in very bad condition and required repairs to the spine and general stabilizing of the book. He said that the goal is not to restore them to original condition, but simply to conserve and stabilize them. There were general questions regarding the process, cost, and conservator. The total cost for conservation of both books was $710. Mr. Broadbent requested a copy of the list of names of the companies who bid on the project. The second book displayed by Mr. Kearney was James Monroe’s account book from 1805. The initial condition of this volume was also poor prior to the conservation. One of Mr. Kearney’s responsibilities is to evaluate which books in the collection are in need of conservation. The books he recommended for conservation in the upcoming fiscal year are Thomas Jefferson’s *Manual on Senate Parliamentary Practice*, and a copy of *Hening’s Statutes at Large*, featuring the laws of Virginia in 1823. Mr. Kearney stated that many of the Museum’s books have undergone previous conservation treatment in the 1960s or 1970s.

There was discussion of the book plate program, *Pages of History*. Mr. Thomas said that the Foundation would like to honor Mr. Kelly (?) who was in charge of accounts for the Foundation for many years, by sponsoring a book in his name. Mr. Thomas suggested that titles of books in need of conservation be put in the newsletter occasionally so that contributors could choose a book of interest to them, and see more specifically what their contribution will help with. Mr. Harris shared the new promotional cards created for the *Pages of History* program, noting that they will be sent out to all Friends, and will be available at the Museum. Mrs. Lucier inquired whether book conservation is taught in the program at UMW. Mr. Harris clarified that the facilities are not available to do that kind of conservation on campus, but students do learn how to work with conservators to preserve items in a collection. Mr. McDaniel indicated his intent to make a contribution to the program, and encouraged other members of the Board to do the same.

**Update on FY 2016 Museum Work Plan**

Mr. Harris began the update by sharing the new 2016 public programs cards and a brief discussion of upcoming events.

The Museum had a goal going into FY16 of $75,000 for all revenue except for the state appropriation and UMW contingency funds. To date the Museum has generated $45,000 in revenue and Friends support. Compared to last year’s data, Mr. Harris is confident the Museum will end the year at $65,000 at a minimum. While that number is under the goal, it is still higher than last year’s total revenue. Mr. Harris did not rule out the possibility, with an excellent fourth quarter, of reaching the $75,000 goal by end of year.

Mr. Harris offered an update on the staff’s progress with the StEPS program. StEPS is a self-study program with six modules to assess a museum’s operating practices compared to national standards. The process should be complete by the end of FY16. At the next Board of Regents meeting Mr. Harris will present the staff findings gained through the process. He reported that so far our operating practices are close to the top of what is expected based on the program criteria. He is confident that the Museum’s final overall score will be high.
The Museum continues its progress toward having an in-depth education outreach program by the next school year. Objects have been identified that will be part of the program. Jarod Kearney is charged with pulling together all the elements for the program. Staff will plan to bring the kit to the next Board of Regents meeting.

Mr. Harris shared an update on the progress of the Museum’s application to participate in the International Coalition of Sites of Conscience. It would allow the Museum to broaden the scope of its programs within the context of contemporary issues. The application has been submitted. Mr. Harris explained that the program encourages historic sites around the world to look at the relationship between their respective missions and contemporary issues. Mr. Harris was first intrigued by the idea after attending a presentation at President Lincoln’s Cottage comparing modern human trafficking to slavery in Lincoln’s time. The James Monroe Museum is considering a variety of program ideas, including civic responsibility as typified by Monroe’s career; comparison of international relations in Monroe’s era and the present; and Indian removal in the United States compared to modern instances of displaced populations. The goal is for the Museum to be responsible in looking at every aspect of James Monroe’s life and legacy. The Monroe Doctrine is another subject that can be addressed in terms of Sites of Conscience programming.

There followed a discussion of the Monroe Doctrine and its modern application. Mrs. Taylor stated that originally the primary mission of the Museum was to promote the Monroe Doctrine. She wished to go on record stating that she doesn’t feel the Board of Regents has done enough to oppose the recent re-establishment of diplomatic relations with Cuba. She would have liked to see the Board make an official statement in opposition. She expressed disappointment and feels that the Board hasn’t lived up to its primary mission of freedom in the western hemisphere, and continuing validation of the Monroe Doctrine.

**Update on James Monroe Presidential Bicentennial Commemoration**

Mr. Harris indicated that this report and all others distributed at the meeting would also be made available to Board of Regents members by email.

Mr. Harris described the structure that has been developed to support programming over the next eight years in commemoration of the bicentennial of James Monroe’s presidency. He stressed that the plan will still evolve somewhat, but that this is a way of organizing what the Museum will do during the bicentennial. The plan anticipates collaborations with other Monroe-related institutions. Bicentennial activities will afford opportunities to share background on Monroe’s long career of service, and will promote more general awareness of his legacy. Mr. Harris drew inspiration for the bicentennial’s themes from the design of the Monroe’s White House china pattern. There are five medallions found around the edges of the china, representing Agriculture, Arts, Commerce, Science, and Strength. The Museum will use them as general categories for programs. For instance, program subjects that might fall under the topic of Agriculture could include Monroe’s agricultural upbringing in Westmoreland County, or the westward expansion of the United States. Mr. Harris requested that board members read through the plan at their leisure, and send him any comments. Other possible program ideas discussed included the
Monroe Doctrine and Monroe’s work with the U.S. Army officer corps (representing Strength), and the decorative arts, music and literature representing Arts.

Mr. Lucier inquired about the Mosby Heritage Area. Mr. Harris stated that he did not have details yet, but shared that they are planning a Monroe symposium for next year and that the Museum had been contacted recently about participating. Mr. Thomas inquired as to how the James Monroe Memorial Foundation could participate, possibly as a sponsor, and requested that Mr. Harris keep them informed of plans as they develop.

Mr. Thomas requested that in the future that Dr. Dan Preston participate in the Board of Regents meetings or at least send a report on the Papers of James Monroe via Mr. Harris. He would like to keep current with and be able to be conversant on the work the Papers staff are doing.

There was general discussion of a conference focused on the Monroe Doctrine in Monroe’s time and in a modern context. Mrs. Taylor recommended former congressman and U.S. Army Secretary John O. Marsh, Jr. as a potential speaker on the Monroe Doctrine and its current status. Mr. Harris will contact Mr. Marsh about this possibility.

Mr. Harris then discussed the traveling exhibits which will commemorate Monroe’s presidential tours in 1817 and 1819, which set a standard of bringing the presidency to the people. The Museum staff has been working with the Papers staff on the idea of a traveling exhibit since last year. Museum Studies students from UMW developed the concept into an attractive and informative travelling exhibit, covering the topics of the tours and places Monroe visited. Some locations will have panels with information specific to their area. The exhibit will also have an interactive component. Mr. Harris expressed his pleasure that with this project, the Museum was able to emphasize its dual mission of interpreting James Monroe and supporting the education of UMW students.

Colonel Buswell suggested that the exhibit could also travel to Colonial Beach and Westmoreland County. Mr. Harris observed that there will be many possible venues for the exhibit after its tour, including the Monroe Birthplace, the Virginia State Capitol, and Fort Monroe, among others.

New Business

FY 2017 Work Plan, James Monroe Museum

Mr. Harris

Mr. Harris shared an overview of the Work Plan for fiscal year 2017, which focuses on a revenue goal of $75,000. Mr. Harris discussed the current staffing structure and said that he has been looking at a reallocation of duties and position classifications. The Museum an internal assessment of those issues this spring and summer and Mr. Harris will submit recommendations to the UMW Human Resources department by July 1.
Mr. Harris stated that the launching of the bicentennial celebrations will take us into the next fiscal year in terms of planning for Museum programming. There will be a resolution proposed in the Virginia General Assembly marking the start of the Monroe presidency. The travelling exhibit will begin its journey in 2017.

Mr. Harris discussed potential plans to reorganize the exhibit spaces in the museum, potentially swapping the Making of a Revolutionary gallery with the Orientation gallery. This plan will also provide space for meetings and presentations in the larger space once the reconfiguration is complete. There was general discussion of the idea of possible reconfigurations and expansions of the Museum’s space, including the idea of expanding into the building at 908½ Charles Street beside the Museum, which is owned by the James Monroe Memorial Foundation.

Mr. Blakemore motioned for approval of the work plan, seconded by Mr. Broadbent. The motion passed unanimously.

With no further business to come before the Board of Regents, Mr. Walker adjourned the meeting at 1:30 pm.
RESOLUTION

James Monroe Museum Board of Regents
Commending Richard V. Hurley upon his Retirement as
President of the University of Mary Washington
April 13, 2016

WHEREAS, Richard V. Hurley, a native of the great state of New Jersey, served his country faithfully in the United States Army during the Vietnam War; and,

WHEREAS, Mr. Hurley earned a bachelor of science in environmental studies from Richard Stockton College; received a master of arts in public administration from Central Michigan University; and also holds certificates and diplomas from the University of Kentucky and Harvard University; and,

WHEREAS, during a career in higher education spanning three decades, Mr. Hurley held positions of increasing responsibility at Richard Stockton State College, Pomona, NJ; Vermont State Colleges, Waterbury, VT; Community Colleges of Vermont, Montpelier, VT; American Association of State Colleges and Universities, Washington, DC; and Longwood College, Farmville, VA; and,

WHEREAS, beginning in 2000, Mr. Hurley served the University of Mary Washington for a decade in various positions, including executive vice president and chief financial officer, and acting president; and,

WHEREAS, on July 1, 2010, Mr. Hurley became the ninth President of the University of Mary Washington, and embarked on an ambitious period of growth in University facilities that included acquisition and development of the Eagle Village Complex; renovation of Monroe Hall and Woodard Hall; construction of the Anderson Center, the University Center, and the Information Technology Convergence Center, the last of which was named in his honor; and,

WHEREAS, among many academic accomplishments during Mr. Hurley’s presidency, the University of Mary Washington became a recognized leader in digital history instruction and created an interdisciplinary museum studies minor that complements degree programs in historic preservation, history, and other subjects; and,

WHEREAS, beyond campus, Mr. Hurley served as chair of the board of directors of the Rappahannock United Way; on the boards of the Fredericksburg Regional Chamber of Commerce and Fredericksburg Regional Alliance; formed the UMW Center for Economic Development; established the Town and Gown Committee to strengthen the University’s relationships with the community; and in February, 2015 received the Chamber’s Prince B. Woodard Leadership Award, annually presented to an individual who has provided a lifetime of service to the Fredericksburg region; and,

WHEREAS, through his service on the Board of Regents of the James Monroe Museum and in other ways, Mr. Hurley has been a steadfast supporter of the Museum’s mission to preserve and interpret the legacy of President James Monroe; and,

WHEREAS, Mr. Hurley will retire as President of the University of Mary Washington effective July 1, 2016, prompting Virginia Governor Terry McAuliffe to declare, “President Hurley’s unwavering leadership, thoughtful approach, and dedication to engagement at all levels will be sorely missed.”

NOW, THEREFORE, BE IT RESOLVED, by the Board of Regents of the James Monroe Law Office – Museum and Memorial Library at its meeting on April 13, 2016, that the Board expresses to Richard V. Hurley its appreciation and gratitude for his service as President of the University of Mary Washington and as a member of the Board, and extends best wishes to President Hurley, his wife Rose, and their family on the occasion of his retirement.