

MEMORANDUM

TO: Board of Regents, James Monroe Museum and Memorial Library
FROM: Scott Harris, Director, JMMML
DATE: 17 October 2012
RE: Director's Report

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

Public Programs

The 23rd Annual Welsh Festival on Saturday, September 22 was a great success, with approximately 1,000 people enjoying traditional Welsh music, dancing, storytelling, and craft vendors. The Museum appreciates the hard work of its co-sponsor, the Welsh Society of Fredericksburg, and two UMW student volunteers—Bowley Scholar Sarah Mendelsohn and Historic Preservation Club member Hannah Ridenour. We are also grateful for financial support from the following:

- **The City of Fredericksburg Economic Development Authority** and the **Virginia Commission for the Arts**, both of which provided grants for logistics and performer fees
- **UMW Arts in the Community** for underwriting trolley service between the UMW campus and event venues that brought so many UMW Family Weekend participants downtown
- Via Colori and the **Fredericksburg Area Museum and Cultural Center** for reciprocal event promotion
- The **Friends of the James Monroe Museum** for ongoing support of museum operations and events



A National Historic landmark administered by the University of Mary Washington
908 Charles Street | Fredericksburg, VA 22401 | Phone: (540) 654-1043 | Fax: (540) 654-1106
www.jamesmonroemuseum.org

This year's James Monroe Lecture, the 25th in the series, featured Dr. Don Hickey, professor of history at Wayne State College and one of the nation's foremost historians of the War of 1812. The September 24 lecture at the Woodard Campus Center drew 115 attendees, many of whom were UMW students. Financial contributions from the department of History and American Studies, the department of Historic Preservation, the Center for Historic Preservation, and the James Monroe Chapter, United States Daughters of 1812, helped make this year's milestone lecture one of the best ever. Dr. Hickey expressed his thanks in a kind note following the event:



My trip to UMW was very enjoyable. It was great fun spending time with you guys, and I think the lecture went extremely well. I especially enjoyed interacting with the audience (which was pretty well informed on the War of 1812) in the Q and A and conversations afterwards. Please give my best to everyone who made my trip possible!

Next up on the Museum's event calendar are the annual *Deck the Halls* holiday decorating workshop in Dodd Auditorium of George Washington Hall on Saturday, December 1 from 9:30 AM to noon, and the Museum Open House from 4:00-6:00 PM the same day, featuring the popular exhibit, *A Monroe Christmas*. Registration for *Deck the Halls* is \$25 per person, \$22 for Friends of the Museum; the open house is free. Looking ahead to early 2013, the Museum is planning to sponsor lectures for Black History Month in February and Women's History Month in March. Information on these and other 2013 Museum programs will be disseminated in January.

Marketing and Promotion

Staff from the Museum and the Department of University Relations and Communications are working on design concepts for a new Museum brochure, a process that will take several months. Progress on this effort will be reported at the next meeting of the Regents.

Artifacts

No artifacts were acquired, borrowed, or loaned since the last meeting of the Regents. The Museum acquired the latest edition of its collections management software, PastPerfect, earlier this month. Curator Jarod Kearney, with the assistance of Bowley Scholars Sarah Mendelsohn and Candice Roland, is currently adding photographs of every object in the Museum's collection to the database.

Curator Kearney is also researching options and costs for revising some of the museum's exhibit space to accommodate items from the Monroe clothing collection. The goal is to exhibit two or three pieces for six-month periods on a rotating basis. Digital images of the entire collection will be displayed so that visitors may see the full extent of the Museum's impressive collection of period clothes.

Budget

During Fiscal Year (FY) 2012, revenue generated from museum admissions, shop sales, programs, and rentals increased by 34% over FY 2011 (\$18,804 to \$25,259). Among the factors driving this growth are a somewhat improved economy, effectiveness of museum marketing efforts, and greater utilization of the museum's garden for public programs and private event rentals.

As reported at the last meeting of the Regents, the Museum's operating budget for FY 2013 is \$241,341, consisting of a state appropriation of \$205,341 and anticipated revenue from non-state sources (admissions, shop sales, donations, rentals, etc.) of \$36,000. This figure does not include any project-specific grants or donations that may be received during the year. We anticipate applying for grants from the Fredericksburg Economic Development Authority and Virginia Commission for the Arts for program expenses, and I am planning to seek further program sponsorships from Fredericksburg businesses. A particular budget goal for the year is adding new Museum Shop products and increasing sales by at least five percent.