

BOARD OF REGENTS OF THE JAMES MONROE LAW – OFFICE MUSEUM AND MEMORIAL LIBRARY

April 19, 2013

Minor Board Room, Jepson Alumni Executive Center, University of Mary Washington

MEETING MINUTES DRAFT

Call to Order and Welcome

Chairman Corbin called the meeting to order at 2:02 PM. The following members of the Board were present: Ms. Erma Baker, Dr. Porter Blakemore, Mr. Roger Braxton, Jr., Mr. Peter Broadbent, Ms. Mary R. Corbin, Mr. Richard Hurley, Mr. Kerry Johnson, Mr. Justin Logsdon, Mr. James Lucier, Mrs. Mary Grace Lucier, Mr. Charles McDaniel, Mr. Patrick McSweeney, Mr. G. William Thomas, Jr., Ms. Rita Thompson and Judge Pamela White. Others present were Dr. Richard Finkelstein, Mr. Scott Harris, and Ms. Cathleen Romine. The attendees introduced themselves and commented briefly on their backgrounds. Absent were Col. Arthur Buswell, Ms. Barbara Micou, and Ms. Helen Marie Taylor. Chairman Corbin welcomed everyone and thanked those who traveled in adverse traffic conditions to attend. Mr. Harris introduced Ms. Sarah Mendelsohn and Ms. Candice Roland, James Monroe Museum Bowley Scholar interns for 2012-2013.

Approval of Minutes

Chairman Corbin referred to minutes of the 17 October 2012 Regents meeting that were e-mailed to members previously and available today in print form. She asked if there were any corrections to the minutes; none were offered. Mr. Broadbent moved for the acceptance of the minutes, which was seconded by Dr. Blakemore and approved unanimously.

Museum Staff Report

JMMML Director Scott Harris circulated a report (attached hereto as Appendix A) with an overview of the Museum's activities since the last meeting. Mr. Harris summarized and commented upon each section of his report. The report highlighted public programming, exhibits, marketing, financial information and recent staff activities. He provided details on the upcoming Monroe Symposium, the background of the Bookplate Endowment Program and the proposed Annual Work Plan of the James Monroe Museum for fiscal year 2014. At Mr. Harris's request, Mr. Broadbent provided more information to the Regents about the Advisory Council of the Virginia Bicentennial of the American War of 1812 Commission's activities.

The floor was opened for questions following the Director's report. Discussion about the events surrounding the anniversary of the War of 1812 continued. Many comments on how to best promote awareness of James Monroe and the museum followed. Mr. Lucier suggested collaboration with the Thomas Balch Library in Leesburg, Virginia as a possibility as well as partnering with the National Park Service and Ash Lawn Highland.

Mr. McDaniel asked if there had been much of an increase in Friends' memberships over the past year. He noted the success of the membership drive of the new Preservation Virginia organization and suggested that the museum broaden its base, starting with the current Board of Regents members.

Mr. Harris stated that the Friends numbers have remained stable despite declining tourism trends. The museum has created a new membership category at the \$200 level. Ms. Corbin added that the UMW Arts in the Community encourages regional residents and alumni to give at the \$1,000 level that can therefore be divided evenly among the university museums, galleries, theater and orchestra. These donors are thanked personally by President Hurley at an annual event held at Brompton. She also mentioned that memberships are great holiday gifts.

Mr. McDaniel mentioned that Fredericksburg tourism promotions have been less than effective for many years and asked how James Monroe Museum or Mr. Harris could help to advance regional tourism efforts. Mr. Harris cited various successful collaborations with Fredericksburg Area Tourism, media exposure in *Virginia Living* magazine, *The Free-Lance Star*, *Richmond Times-Dispatch*, as well as articles and advertisements in *Recreation News* and *The Civil War Traveler*. He also noted the museum's continued participation in the Blue Star Museums program providing free admission for military personnel and their families during the summer months and the statewide exposure earned through the loan of the Rembrandt Peale portrait of James Monroe to the Virginia governor's mansion and the promotion and book tour of *First House: Two Centuries Living with Virginia's First Families* documenting the bicentennial of the Virginia Executive Mansion.

OLD BUSINESS

Mr. Harris reported on the Bookplate Conservation Program (see Appendix A) providing background on Laurence Hoes' book collecting and solicitations for funding book conservation. He stated that he could not find any evidence of activity since the mid 1990's. Mr. Broadbent asked if we had contacted the Library of Virginia for technical assistance and mentioned that the Library has an excellent staff that could provide book restoration services. Mr. Thomas offered to help with contacts at the Library of Virginia. Ms. Corbin asked who would spearhead the program. Mr. Harris stated that UMW student interns, under the direction of curator Jarod Kearney have made positive progress cataloging the books. He has been in contact with the UMW librarian concerning the collection. Many books still need to be sorted and evaluated for relevance to the museum's mission. Mr. Thomas suggested that UMW promote a Monroe Scholars' Center, similar to VCU, to highlight the book collection, a valuable asset of the university. He recommended asking the Jessie Ball DuPont fund for monetary assistance. Mr. Thomas then made the motion to have the Board of Regents develop a strategy to rejuvenate the book plate program. The motion was seconded by Mr. Hurley and passed unanimously by all present.

NEW BUSINESS

Discussion of the *James Monroe: Life and Legacy* symposium to be held at the University of Mary Washington (UMW) on October 18-19, 2013 was opened. Mr. Harris credited Dr. Daniel Preston and his staff for developing the programming and scheduling. Dr. Lucier suggested that UMW provide on-line streaming of the conference. Mr. Harris stated that Dr. Preston has been in contact with C-Span with regard to recording and broadcasting the symposium. Mr. Thomas reminded members of the 1999 C-Span presidential series and recommended contacting Richard Norton Smith who has appeared on C-Span numerous times in hopes that he could influence C-Span's participation. Mr. Logsdon commented

on the success of the C-Span First Ladies series and numerous remarks followed about the series, the Monroes' role in furnishing the White House and their sense of style. Mr. Logsdon also remarked as to how well known Monroe is outside of Virginia; therefore, marketing of the symposium should strive to draw visitors from across the nation.

Many suggestions about sponsorship and promotion of the symposium followed:

Mr. McDaniel suggested that the James Monroe Museum host a cocktail party in the museum garden that could be sponsored by the city of Fredericksburg and/or area restaurants. Mr. Harris noted that he had applied for an Economic Development Authority grant for the conference and it was rejected. Mr. McDaniel, Mr. Hurley and Mr. Harris conversed about the important impact on restaurants, hotels and tourism that historic site events can make. Mr. Thomas concurred that is also true in Westmoreland County where the Monroe birthplace is located. Dr. Finkelstein proposed seeking sponsorship from downtown restaurants as well as exploring advertising opportunities in the academic community. Mr. Thomas recommended sending out a "save the date" announcement. Mr. Harris replied that Dr. Preston may have already done that since he is the lead organizer of the project. Mr. Thomas asked where on the UMW campus the symposium will be held and he also suggested that UMW President Hurley welcome the attendees, that the War of 1812 segment be expanded to attract the interest of the 1812 commission members and that former director of Ash Lawn-Highland, Carolyn Holmes, be invited to attend. Mr. Hurley agreed to welcome the symposium participants.

The James Monroe Museum and Memorial Library Proposed Annual Work Plan for Fiscal Year 2014 was addressed next. Mr. McDaniel expressed the opinion that the revenue increase goal of 10% was too modest. Mr. Johnson suggested setting higher goals as well. Ms. Baker asked if the museum could obtain corporate sponsorships. Mr. Harris stated that he is working with the UMW community relations department to complement, not compete, with university fundraising campaigns. Dr. Finkelstein believed that the symposium should provide connections for contributions to the museum. Mr. Logsdon asked for an explanation of museum funding sources and restrictions. He also asked for the time frame of the fiscal year. Mr. Harris explained the state appropriation, general and non-general funding, and services available to the museum through the university foundation. Mr. Hurley added that ethical oversight is exercised in all areas of the museum's fiscal management. Mr. McDaniel asked if checks to the Friends of the James Monroe Museum are tax deductible. Mr. Harris replied in the affirmative. Mr. McSweeney questioned how the museum planned to increase donations and attendance. Mr. Harris responded that increasing the museum's visibility and outreach programming/events would help substantially in garnering additional monetary support and increased attendance. Ms. Thompson referred to the university's northern neck high school initiative as starting point for the museum's educational outreach programming. Mr. Thomas suggested reaching out to Boys and Girls clubs, perhaps using Jessie Ball DuPont funding resources. Mr. Hurley said he believed some of the funding for these northern neck programs did come from DuPont funds.

Ms. Corbin passed out save the date cards for the Dancing with the Stars fundraiser that Arts in the Community is sponsoring. Mr. Hurley, a participant in the competition, encouraged all to purchase tickets to the event.

Mr. Thomas reminded everyone of the birthday program at the James Monroe birthplace in on Saturday, April 27, 2013 beginning at 10:30 a.m. He thanked Mr. Hurley for agreeing to speak at the ceremony and thanked all who had helped in its establishment. He explained Ms. Taylor's absence and introduced board member Kerry Johnson whose arrival had been delayed.

Date for Next Meeting

Chairman Corbin announced that the next Board of Regents meeting will have elections. Due to some degree of confusion over calendar and fiscal years, the board neglected to adhere to its odd/even year chairmanship rotation. Dr. Blakemore asked if this would cause a problem every year. Ms. Corbin said the board could agree to a one time change to fix the problem. Mr. Logsdon advocated that the board go out of sequence to get back in sequence. Judge White advised that no formal agreement was necessary. A motion to amend the chairmanship process was made by Mr. Hurley, seconded by Mr. Mc Sweeney and approved unanimously. Mr. Broadbent proposed meeting during the Monroe Symposium on October 18, 2013. The next meeting date was set for October 18, 2013, at a time to be determined.

Adjournment

There being no further business, Chairman Corbin thanked everyone for attending and adjourned the meeting at 4:02 PM.

Respectfully submitted,

Col. Arthur Buswell, Secretary, Board of Regents (with clerical support from Cathleen Romine, Office Manager of the James Monroe Museum)