

APPROVED MINUTES
James Monroe Museum and Memorial Library Board of Regents
April 16, 2015, 10:00 AM
Rotunda at Eagle Landing
University of Mary Washington

Regents Present: G. William Thomas, Jr., Chairman; Peter Broadbent; Art Buswell; Holly Cuellar; Justin Logsdon; James Lucier; Mary Lucier; Charles McDaniel; Helen Marie Taylor; G. Scott Walker; Erma Baker; Kerry Johnson; Rita Thompson

Regents Absent: Mary R. Corbin, Vice Chairman; Porter Blakemore; Patrick McSweeney; Richard Hurley

Others Present: Scott Harris; Jarod Kearney; Lynda Allen; Marianna Broadbent; W. Gregory Burkett, Antonio Monroig, and Leonard Overlander, trustees of the James Monroe Memorial Foundation.

Welcome and Call to Order

G. William Thomas, Jr., Chairman

Chairman Thomas called the meeting to order at 10:19 am and invited Rev. Thompson to offer an opening prayer.

Approval of Minutes, Meeting of October 23, 2014

Mr. Thomas

Col. Buswell moved to approve the minutes without changes, seconded by Mr. Broadbent. The motion carried unanimously.

Report from the Rector

Holly Cuellar, Rector of the Board of Visitors
University of Mary Washington

The Rector offered a welcoming statement and an update on UMW activities. She discussed the incoming class for fall 2015 and the freshmen seminar book, which will be *The Immortal Life of Henrietta Lacks*. Dr. Doug Searcy, Vice President for Student Affairs, is leaving UMW to become president of Barton College. His wife, Elizabeth Searcy, Director of Admissions Events & Strategic Initiatives, is leaving as well. The University Center is almost complete. The Information Technology Convergence Center has been an incredible success. An update on the Divest UMW sit-in was discussed. Mr. Johnson requested background on the sit-in, which Ms. Cuellar provided.

[Regents G. Scott Walker and Helen Marie Taylor joined the meeting at approximately 10:25 AM and 10:37 AM, respectively.]

Museum Director's Report Summary

Scott H. Harris, Director

Mr. Harris went over some highlights from the Director's Report (attached to these minutes), which included information about marketing, public programs, and financial data.

Marketing and Promotion – Mr. Harris noted that the general level of awareness of the James Monroe Museum is increasing not just through its own efforts, but because of Fredericksburg’s growing visibility as a tourism destination. The Museum benefits from the increased attention through growth in visitation, store revenue, and donations.

Visitation and sales numbers have been going consistently up, with numbers for April so far running ahead of the whole month of April last year. Store sales in particular are up compared to last April. The Museum is still looking to make the goal of \$75,000 in revenue (above the Museum’s state appropriated funds) from sales, rentals, admissions and membership. The total to date is a little more than \$39,000. It was noted that \$6000 was cut from the budget this fiscal year and that the Museum was able to accommodate the cut so far, thanks to private funding through the Friends/UMW Foundation.

Museum staff and Bowley Scholars are continuing to work through the StEPS program and are approximately halfway through completing the program. Mr. Harris will report at the next Regents meeting on the conclusion of the self-study process.

Due to the volume of other projects, programs focused upon educational outreach to area schools have been temporarily put on hold. The programs will become a focus again in the next fiscal year.

One of the goals of the Museum is to support UMW student activities through internships and by helping graduates as they approach graduate schools and jobs. Both of the Museum’s current Bowley Scholars have been accepted to graduate programs in museum studies. Mr. Harris shared that he recently attended a seminar with the two current Bowley Scholars at which several former Bowleys were also in attendance.

Mr. Broadbent brought up the recent closing of the Fredericksburg Area Museum and a general discussion of the situation followed. If the museum reopens, Mr. Thomas encouraged the idea of offering a Monroe-related display to make visitors aware of the James Monroe Museum and Monroe’s legacy.

A question was raised about the numbers presented by Mr. Harris, specifically why visitation and sales numbers are up, but membership numbers are down. Mr. Harris explained that this is the time of year when many membership renewals are due, so it is most likely a timing issue in terms of when the report was generated. He stated that, the total number of Friends has remained fairly constant, but that some members have increased their levels of giving.

Mr. Harris was asked to address the work he has been doing with Ash Lawn-Highland and other Monroe-related sites. He stated that the Museum is working with colleague institutions as much as possible to advance the legacy of James Monroe. Ash Lawn-Highland is undergoing a renaissance, and there will be a statue of Monroe unveiled at the College of William & Mary at 5:00 PM on April 23. Mr. Harris discussed the changes in site interpretation at Ash Lawn-Highland, and how the Museum is in discussion with William & Mary, Ash Lawn-Highland, and possibly the University of Virginia to create a shared digital online database of Monroe-related archives. The project, which is still in the exploratory stage, would encompass archive materials from the collections of the James Monroe Museum, Ash Lawn-Highland, William and Mary, and others. The goal is to have one database for all the information which includes documents and transcriptions. Document transcription is the most costly part of the process. The parties are still defining costs and how to sustain the project over time. Mr. Logsdon offered that the New York City Public Library has a similar program, which led to a discussion of the various software options available for such a project. Mr. Harris reported that Papers of James Monroe editor Daniel Preston and Ash Lawn-Highland executive director Sara Bon-Harper are leading the discussion on what database system to use. Mr. Thomas suggested to the Rector that this is an important project for the Board of Visitors to be apprised of by Mr. Harris and suggested that a Monroe Commission be formed at

UMW. Mr. Broadbent shared information on a crowdsourcing project being done to help transcribe documents in the collection of the Library of Virginia.

Mr. Harris discussed a conversation he had with Robin Reed, director of the Casemate Museum at Fort Monroe, about adding a Monroe exhibit to that site's interpretation. He suggested that it be something about Monroe's focus on national defense and fortification systems. The matter will be discussed further in the near future.

The Museum was asked to assist in the creation of text for interpretive markers that are part of an interpretive trail at the James Monroe Birthplace. The request came from Hill Studio, a landscape architect consultant working for Westmoreland County. In addition to text, each marker will feature a QR code that may be used by Birthplace visitors to access additional information on the Museum's website.

Col. Buswell offered his thanks to Mr. Harris for speaking in his place at a recent meeting of the Lane's Mill Chapter of the Daughters of the American Revolution in Centreville, Virginia.

Mr. Thomas shared that he and Mr. Broadbent were at a Westmoreland County Board of Supervisors meeting about the Birthplace project. They brought an example of the roadside marker information to share with the Regents. Westmoreland County has about \$500,000 for landscaping, the trail, and signage around the birthplace.

Mr. Harris gave an overview of the Community Give in Fredericksburg, scheduled for May 5. A flyer was included with the meeting materials (attached).

Old Business

Report on Book Conservation Program

Jarod Kearney, Curator

Mr. Kearney reported that two books have been identified for conservation this year, and that a prioritized list has been developed for other books in need of conservation. One of the books to be conserved this year is the account book of James Monroe, which is currently in poor condition. The other book is *View of Soil and Climate of 1804*, which was a book owned by James Monroe. Several potential conservators have been identified in Virginia and Maryland and quotes have been received and are being evaluated. Mr. Kearney is confident that the Museum will select a conservator soon and will move forward with the process this year.

Mr. Thomas inquired about a brochure for the program, which Mr. Harris said will be created.

FY 2016 Work Plan, James Monroe Museum

Mr. Harris

Mr. Harris summarized the work plan that was provided to the board previously. He has been working with development staff at UMW to develop a refined list of alumni who will be sent a fundraising appeal. This appeal is above and beyond the existing "UMW First" campaign, of which the Museum is a part. The goal is to increase the Museum's profile within the alumni community.

The Rector offered an update on the "UMW First" campaign, which is finishing the third year of a five year cycle. The current total raised is \$39 million. There followed general discussion of the campaign.

Mr. Harris stated that the Museum staff is halfway through the StEPs self-study program, which consists of six modules pertaining to different operational areas. He will provide a comprehensive report when the process is complete.

Work on the education outreach program will carry over into the next fiscal year. Staff are trying to find ways to get out into the schools more because there are fewer field trips being made through the school system.

Mr. Thomas suggested that the collaborative work Mr. Harris is doing with other Monroe-related institutions be added to the work plan. Additionally he suggested that the staff look at ways for students to learn about the validity of the Monroe Doctrine as part of the work plan.

Mr. Harris introduced the idea of Sites of Conscience. It is a possibility he is looking into for the Museum after exploring research on the demographic data for audiences for museums 20 years from now, and how to reach them. For future audiences it may be that a general awareness of Monroe and American history cannot be assumed. The idea would be to look at concepts and values from Monroe's legacy that can be broadly applicable to diverse audiences. Sites of Conscience is a consortium of historic sites that relate historic places and events to contemporary issues. For instance, President Lincoln's Cottage in Washington, DC discusses the relationships of slavery and the American Civil War to the problem of human trafficking today. Mr. Harris sees the platform of being a Site of Conscience as a way to discuss topics like the Monroe Doctrine and civic responsibility in a modern context. It would also put the museum on a broader international stage, as well as provide opportunities for additional collaborations with other UMW departments. Currently, the only other registered Site of Conscience in Virginia is Scotchtown, the home of Patrick Henry.

Mr. Harris addressed some of the Museum's ideas for marking Monroe's presidential bicentennial beginning next year and extending through 2025. Some of the topics being considered include Monroe's national tours (including potential collaborations with states he visited); Indian removal; slavery; the Missouri Compromise; and the Monroe Doctrine. Among the programmatic approaches considered to address these topics are symposia; apps specific to the museum and Monroe's presidency; a children's book; and a documentary film. The Papers of James Monroe will publish further volumes during the eight-year period. There is an active conversation underway regarding how best the Museum can use the bicentennial as a platform to share the Monroe legacy.

Rev. Thompson moved to approve the Work Plan, seconded by Mrs. Taylor. The motion carried unanimously.

New Business

[Rector Cuellar left the meeting at approximately 11:26 AM.]

Consideration of Loan of Greek Textbook owned by Maria Hester Monroe Gouverneur to the Valentine Museum, Richmond, Virginia

Mr. Kearney

Mr. Kearney shared that the Valentine Museum in Richmond requested the loan of a copy of a translation of the *Iliad* owned by Maria Monroe. The loan is for an exhibit involving Greek influences in 19th century America. The book bears Maria Monroe's signature on the inside from when she was 11 years old. Mr. Thomas noted that former JMMML curator David Voekel (now at the Valentine) has given Monroe top billing in the exhibit and included a portrait of Lafayette that has not been exhibited in a number of years.

Col. Buswell moved to approve the loan to the Valentine, seconded by Mrs. Baker and Mr. Lucier. The motion carried unanimously.

Consideration of Donation of Artifacts from Mrs. Anne Silver

Mr. Kearney

Mr. Kearney discussed two recent artifact donations made to the Museum by Mrs. Anne Silver. One is a painting of James Monroe by Fredericksburg artist Keith Pitzer, painted in the 1950s. The painting is a likeness of the Peale portrait. Mr. Harris shared that Mrs. Silver's uncle knew Laurence Gouverneur Hoes. It is a contemporary product, but with ties to a local artist. It has not yet been determined where it will be exhibited.

The second item presented was a signet ring, with an M for Monroe. In addition to staff, local expert Bill Beck is evaluating the piece as well. It is believed to be from the period shortly after Monroe's death, and was possibly given out by the family as a memorial. Further evaluation of the piece is still being done. Mr. Harris shared that the Silver family story states that Lawrence traded the ring to the Silvers for Monroe documents which are currently in the Museum's archives. There followed general discussion of the ring, the custom of giving mourning tokens, and the idea of creating a replica of the ring for sale in the Museum Store.

Ms. Baker moved to accept the donations, seconded by Mrs. Micou. The motion carried unanimously.

Consideration of donation of a postmaster's Receipt ca. 1836 signed by Samuel Gouverneur, from the James Monroe Memorial Foundation

Mr. Thomas

Mr. Thomas stated that the document was donated to the James Monroe Memorial Foundation. It was printed in New York in 1836 and includes the printed name of Samuel Gouveneur who was the son-in-law of President Monroe. The item will be deferred to the next Board of Regents meeting in order to have time to receive the supporting documentation.

Consideration of Accession of Portrait of James Monroe by Unknown Artist, ca. 1821

Mr. Harris

Mr. Harris addressed the sequence of events that led to the acquisition of a new and previously undiscovered portrait of James Monroe. The museum was contacted by Michael Meyer, a fine arts dealer and collector of presidential portraits from Yonkers, New York, about two unidentified paintings he had purchased at auction. Once the paintings were in the temporary custody of the museum it was determined that the female portrait was not Elizabeth Monroe as was hoped, though it is likely a portrait by William Jennys. There was no further information available from the auction house where the paintings were originally purchased by Mr. Meyer.

In researching the painting, museum staff consulted JMM's former directors and curators, as well as Sarah Meschutt, the widow of David Meschutt who was the author of the book *Images of a President*. Laura Pass Barry, Curator of Paintings, and Shelly Svoda, Conservator of Paintings, at the Colonial Williamsburg Foundation were also consulted. The conclusion regarding the age of the painting of James Monroe is that it was done in Monroe's lifetime. The artist is as yet unknown, but it is possibly in the style of Bass Otis, or one of Charles Willson Peale's nieces. There are several documented paintings of

Monroe for which whereabouts are unknown. Mr. Harris pointed out that Monroe's physical features in the acquired portrait appear to depict him midway between his ages represented in the Samuel F.B. Morse and Rembrandt Peale portraits.

Mr. Harris stated that due to the sequence of events and the timeline presented by Mr. Meyer, the purchase was made with President Hurley's authorization. The final price of \$16,000 was in the mid-range of what was possible based on research done by staff of comparable paintings of other early national presidents. Bill Beck and Archer Di Peppe were also consulted about a potential purchasing price. Mr. Meyer paid \$2,800 for both portraits in 2013. The Museum will pursue donations to offset the expense of the portrait upon approval of its accession by the UMW Board of Visitors.

There followed general discussion of the painting, the frame, the *Images of a President* book and the desirability of an acquisitions fund for the Museum.

Mr. McDaniel moved to approve the accession of the painting, seconded by Col. Buswell. The motion passed unanimously.

General Discussion

Mr. Harris mentioned other potential loans, including one to the forthcoming American Revolution Museum at Yorktown, as additional avenues to share the Monroe legacy. There followed discussion about the idea of loaning facsimiles of documents rather than originals.

Mr. Harris pointed out upcoming events presented by the Museum, including the James Monroe birthday celebration on April 25, preceded by the painting preview reception on April 24. There will also be the James Monroe's Fredericksburg Walking Tour led by Regent G. Scott Walker on May 16 beginning at 1:00 PM.

Mr. Thomas shared information about the James Monroe Birthday celebration at the Monroe Birthplace on April 25, which begins with a public ceremony at 10:30 AM. Congressman Rob Whitman will attend the event. An update was offered by Col. Buswell on repairs being done at the Birthplace due to a leak in the visitor center roof which brought down some of the drywall. The repairs will be completed in time for the celebration on the 25th. The birthday celebration includes presentation of colors by the James Monroe Chapter, Sons of the American Revolution color guard, and lunch at the nearby Moose Lodge. There will also be the annual wreath laying ceremony at the Monroe tomb in Richmond's Hollywood Cemetery on April 28, which will feature a talk about James Monroe at Valley Forge.

Mr. Thomas made closing comments and invited Rev. Thompson to offer a closing prayer.

Adjournment

Mr. Thomas

With no further business to come before the Board of Regents, Mr. Thomas requested a motion for adjournment. Mr. Broadbent so moved, seconded by Rev. Thompson. The motion carried unanimously and the meeting was adjourned at 12:06 PM.

Respectfully submitted,

Col. Arthur Buswell, Secretary
Clerical support by Lynda Allen, Officer Manager, James Monroe Museum



THE JAMES MONROE MUSEUM

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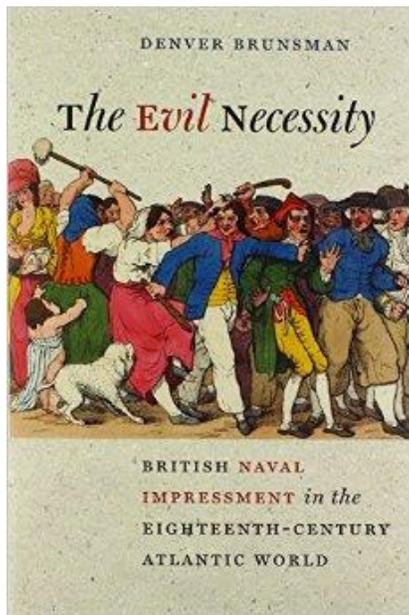
MEMORANDUM

TO: Board of Regents, James Monroe Museum
FROM: Scott Harris, Director, James Monroe Museum
DATE: April 13, 2015
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

The Museum's public programs continued to attract significant audiences during the fall and winter of 2014 and into the spring of 2015. The 27th Annual James Monroe Lecture, *The Evil Necessity: British Naval Impressment in the Eighteenth-Century*



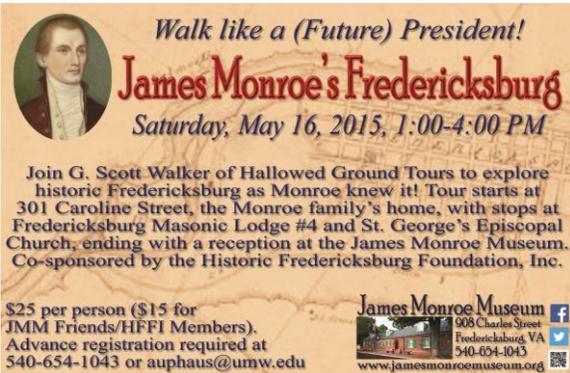
Atlantic World, was delivered by Dr. Denver Brunsman, Associate Professor of History at George Washington University. December saw the perennial holiday favorites *Deck the Halls* and *A Monroe Christmas*. In January the Museum showcased its recently-conserved silver collection during a *Chocolate and Silver* reception that featured hot chocolate from a period recipe. Collaborations with other UMW departments sponsored two winter programs. The Third Annual Black History Month Lecture, *The Enslaved Community of James Monroe*, by Loudoun County historians Lori Kimball and Wynne Saffer, described ongoing research into the enslaved population of Monroe's estate Oak Hill. The Third Annual Black History Month Lecture, *Never Caught: The President's Runaway Slave Woman*, by Dr. Erica Dunbar, Associate Professor of Black American Studies and History at the University of



Delaware, told the story of Ona Judge Staines, the African American woman who escaped slavery from the household of George and Martha Washington. [Dr. Dunbar endeared herself to the audience when she graciously delivered an engaging lecture despite an unexpected breakdown in audiovisual support.]

Marketing and Promotion

Efforts to promote the Museum via social media increased through a daily series of “On This Date” posts on Facebook and Twitter, and the addition of Instagram as a venue. Paid advertisements were placed in targeted publications, including *Recreation News* (DC Metro area), the *Free Lance-Star* and *Front Porch* (both Fredericksburg region), and the Riverside Dinner Theatre (Fredericksburg). The



Walk like a (Future) President!
James Monroe's Fredericksburg
 Saturday, May 16, 2015, 1:00-4:00 PM

Join G. Scott Walker of Hallowed Ground Tours to explore historic Fredericksburg as Monroe knew it! Tour starts at 301 Caroline Street, the Monroe family's home, with stops at Fredericksburg Masonic Lodge #4 and St. George's Episcopal Church, ending with a reception at the James Monroe Museum. Co-sponsored by the Historic Fredericksburg Foundation, Inc.

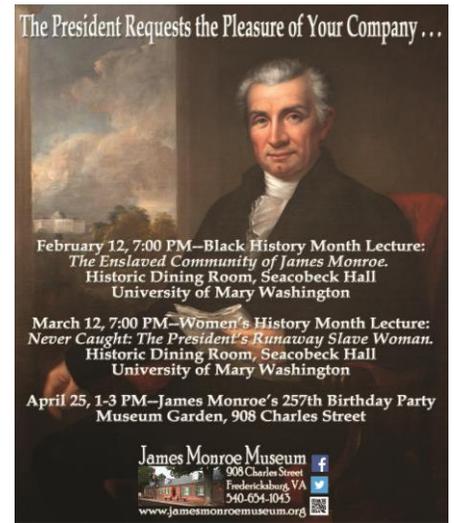
\$25 per person (\$15 for JMM Friends/HFFI Members). Advance registration required at 540-654-1043 or auphaus@umw.edu

James Monroe Museum
 908 Charles Street
 Fredericksburg, VA
 540-654-1043
 www.jamesmonroemuseum.org

Museum's main brochure and 2015 program schedule are distributed at three Virginia Welcome Centers along the I-95 corridor and at 70 certified tourist information centers throughout the Commonwealth.

Development of new Museum Store products continued, with introduction of several new books, toys, and craft items.

Work has also begun on publication of a children's book based on a family's visit to the Museum, to be ready later this year.



The President Requests the Pleasure of Your Company...

February 12, 7:00 PM—Black History Month Lecture:
The Enslaved Community of James Monroe.
 Historic Dining Room, Seacoack Hall
 University of Mary Washington

March 12, 7:00 PM—Women's History Month Lecture:
Never Caught: The President's Runaway Slave Woman.
 Historic Dining Room, Seacoack Hall
 University of Mary Washington

April 25, 1-3 PM—James Monroe's 257th Birthday Party
 Museum Garden, 908 Charles Street

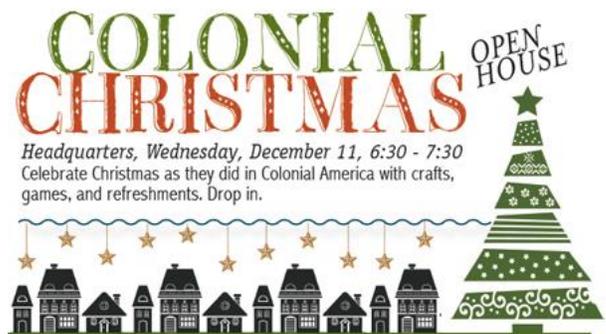
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CENTREVILLE, VIRGINIA

Lane's Mill Chapter DAR
 Daughters of the American Revolution

The Museum took part in two promotional events locally in December: the Central Rappahannock Regional Library's *Colonial Christmas* and a homeschool event at the Riverside Dinner Theatre. I spoke to the Colonel Fielding Lewis Chapter, Virginia Society of the Sons of the American Revolution, in November, and the Fredericksburg chapter of the National Society of Active and Retired Federal Employees in February. Also in February, I was Col. Art Buswell's “understudy” for a talk at the Lane's Mill Chapter of the Daughters of the American Revolution in Centreville, Virginia (Col. Buswell's daughter is a member).



COLONIAL CHRISTMAS OPEN HOUSE

Headquarters, Wednesday, December 11, 6:30 - 7:30
 Celebrate Christmas as they did in Colonial America with crafts, games, and refreshments. Drop in.

Future Project: Monroe Birthplace Timeline Walk

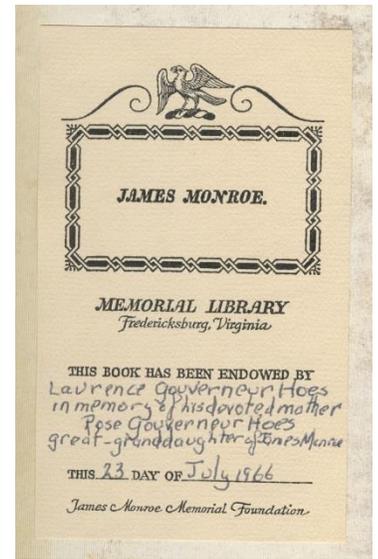
In late February I met with Glenn Stach, Preservation Landscape Architect with Hill Studio, PC. Mr. Stach's firm is the prime consultant for the James Monroe Birthplace Timeline Walk project under development by Westmoreland County. Mr. Stach asked the Museum to assist with writing text for interpretive markers featured in the Timeline Walk. Additionally, pylons at various locations on the site will display QR (Quick Response) codes that will allow visitors to access additional interpretive information from the Museum's website via smart phones and tablets. This effort will involve no direct expenditure of funds by the Museum, and relatively little investment of staff time, while offering a new promotional opportunity.

Artifacts and Archives

Conservation. In addition to overseeing ongoing conservation of the Museum's silver pieces, Curator Jarod Kearney obtained quotes from several book and manuscript conservators to resume restoration of books in the Museum's collection. Funding for this endeavor comes from the James Monroe Memorial Foundation via the Bookplate Endowment Program that was discussed at the October, 2014 meeting of the Board of Regents.

Outgoing Loan. The Valentine Museum in Richmond, Virginia has asked to borrow a Greek textbook belonging to Maria Monroe for a special exhibit from May, 2015 to February, 2016. Consideration of this loan is on the agenda for the April 16 meeting of the Board of Regents.

Donation. Mrs. Anne Silver donated a signet ring associated with the Monroe family and a portrait of James Monroe (a copy of the Rembrandt Peale image), painted by Fredericksburg artist Keith Pitzer, ca. 1950. Consideration of this donation is on the agenda for the April 16 meeting of the Board of Regents.



Accession of Purchased Artifact. In November, 2014 the Museum was contacted by Michael Meyer, a fine arts dealer in Yonkers, New York, concerning two portraits of unidentified persons that he had bought at auction. Mr. Meyer believed that the paintings depicted James and Elizabeth Monroe, and he brought them to the Museum for examination.



The female portrait bears little resemblance to known images of Elizabeth Monroe, and displays hallmarks of the style of William Jennys (1774-1859), an American primitive portrait painter who was active from about 1790 to 1810. He traveled throughout New England seeking commissions in rural areas and small towns, and there is no evidence that he ever had any contact with the Monroe family. Based on these factors, the Museum declined to consider the painting.

Museum staff consulted a variety of experts to determine whether the male portrait is indeed Monroe, and whether it is a work of Monroe's era or one from a later time period. Staff talked to former JMM director John Pearce and former curators Meghan Budinger, Lee Langston-Harrison, and David Voelkel, all of whom agreed that the subject is James Monroe. The painting was also analyzed by curatorial and conservation staff of the Colonial Williamsburg Foundation, who confirmed it as a product of Monroe's era. Based on these findings and other research, the museum is confident that the painting is a previously unknown portrait of James Monroe, done ca. 1821. The Museum's research regarding the portrait's artist, and the circumstances that caused it to be made, continues.

Because of a timetable set by the seller, purchase of the portrait took place before the April meetings of the Board of Regents and the UMW Board of Visitors. Given that this was an extraordinary situation, UMW President Richard Hurley authorized me to negotiate the purchase and then bring a recommendation for accessioning the object into the Museum's collection to the two boards at their April meetings. In early March the Museum purchased the Monroe portrait for \$16,000. Private funds, maintained by the UMW Foundation, were used for the purchase.

The Board of Regents bylaws provide for review and comment on artifact accessions and deaccessions by the Regents before submission to the Board of Visitors. Consideration of accessioning the purchased portrait into the Museum's collection is on the agenda for the April 16 meeting of the Board of Regents. Following action by the Regents, the matter will be submitted to the Board of Visitors for approval.

Digital Database of Monroe Archives

The Museum is exploring a joint project with the Papers of James Monroe, Ash Lawn-Highland, and the Earl Gregg Swem Library at the College of William and Mary to create a public database of Monroe-related archival collections. Discussions are at a very preliminary stage, but the basic intent is to make both images and searchable transcriptions of selected documents available online. Collections would ultimately include not only those of the project partners but also those of other institutions, such as the Library of Congress and National Archives. In a separate but related matter, I met in March with personnel from the Miller Center at the University of Virginia to discuss the Museum's possible affiliation with *Connecting Presidential Collections* initiative, a website maintained by the Miller Center that collaborates with partners to create a place for users to search across presidential collections. Updates will be provided to the Board of Regents on these initiatives as they evolve.

Financial Information

NOTE: Figures below reflect FY 2015 activity through the end of March, 2015.

- Museum visitation is 42.27% ahead of FY 2014 (5,405 visitors compared to 3,799).
- Admissions (including block tickets) are up 18.05% (\$10,766 versus \$9,120).
- Museum Store sales increased 31.32% (\$6,285 versus \$4,786).
- Total revenue increased 24.11% (\$17,495 versus \$14,096).
- Membership dues and contributions to the Friends of the James Monroe Museum totaled \$11,857 as of April 8, 2015. While the figure is roughly 30% behind FY 2014, this is likely a timing issue, as a large number of renewals are pending. The overall trend in Friends support over the past five years has been upward, and is expected to remain so.





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
DATE: 16 April 2015
RE: Proposed Museum Work Plan for FY 2016

1. Raise \$75,000 in Museum revenue from admissions, store sales, facility rentals, program fees, and donations during the fiscal year. This would carry forward the FY 2015 revenue generation goal.

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

2. Complete institutional review via the American Association for State and Local History 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. [Audience/Interpretation modules to be completed by December, 2015; remaining three modules to be completed by June 30, 2016.]

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. [Deferred goal from FY 2015.]

Success Measures: A) Create, review, and revise draft programs by end of Fall, 2015 semester; B) Acquire needed instructional materials by end of Spring, 2016 semester. [Outreach program implementation will begin in Fall, 2016.]

4. Explore feasibility of the Museum becoming a Site of Conscience, possibly in partnership with UMW's James Farmer Multicultural Center.

Sites of Conscience:

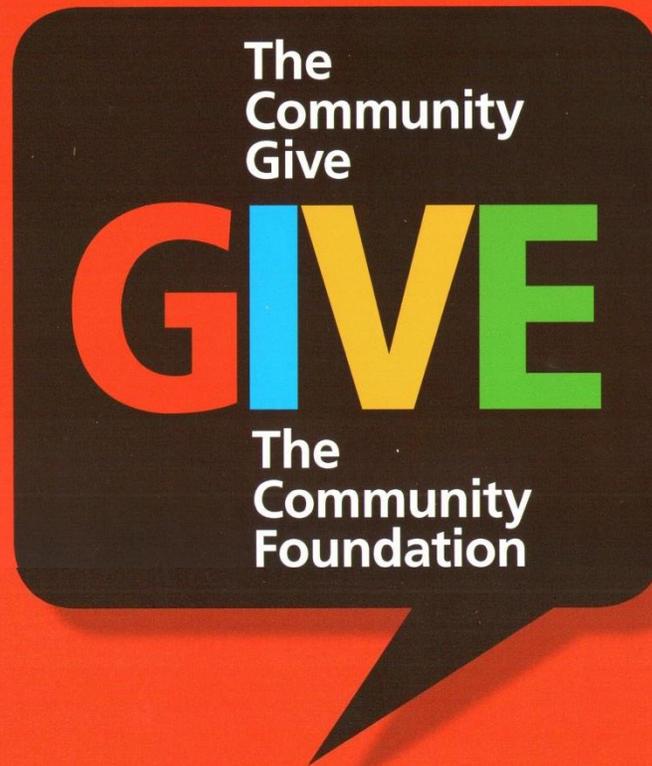
- Interpret history through historic sites
- Engage in public programs that stimulate dialogue on pressing social issues
- Promote humanitarian and democratic values as a primary function
- Share opportunities for public involvement in issues raised at the site

Success Measures: Staff recommendation to Board of Regents and Board of Visitors at Fall, 2015 meetings.

5. Develop and implement work plan for James Monroe Presidential Bicentennial (JMPB), to commence in 2016 with activities aligned to the Presidential election.

Success Measures: A) Work plan submitted to Board of Regents and Board of Visitors at Fall, 2015 meetings; B) Successful kickoff of JMPB activities by Summer, 2016.

What's Your Passion? Click And Give. May 5th



Starting at 12AM On May 5th
A Powerful 24 Hour Online Day Of Giving

Help James Monroe Museum

Win Their Share in Our \$100,000 Prize Pool!
It's as easy as 1-2-3.

1. On May 5th visit www.TheCommunityGive.org
2. Choose your favorite nonprofit(s)
3. Make a secure online donation

