

**DRAFT Minutes**  
James Monroe Museum and Memorial Library Board of Regents  
October 18, 2013, 12:00 PM  
Ann Carter Lee Hall, Room 412, University of Mary Washington

Invocation by Rev. Thompson

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

**Welcome and Call to Order.** Chairman Corbin called the meeting to order at 12:34 PM. She introduced and welcomed Lynda Allen, new office manager of the James Monroe Museum and Memorial Library.

**Approval of Minutes, Meeting of April 19, 2013.** Mrs. Corbin called for questions and additions concerning the minutes. Mr. McDaniel moved to suspend reading of the minutes, seconded by Ms. Baker. The motion carried unanimously. Mr. McDaniel moved approval of the minutes, seconded by Rev. Thompson. The motion carried unanimously.

**Election of Officers for Fiscal Year 2014-2016.** Ms. Corbin noted that the agenda listed officers' terms as more than one year, but upon reviewing the by-laws suggested that the board elect only for FY 14 (until June 30, 2014). In April the board had agreed to go out of sequence in order to get back into sequence. The next election will choose chair and vice chair for FY 2015.

Ms. Corbin called for nominations for the office of Chairman, to be filled by a representative of the James Monroe Memorial Foundation. Ms. Taylor nominated Mr. Thomas, seconded by Col. Buswell. The motion carried unanimously.

Ms. Corbin called for nominations for the office of Vice Chair, to be filled by a UMW representative. Ms. Baker nominated Ms. Corbin, seconded by Rev. Thompson. The motion carried unanimously.

Ms. Corbin noted that the by-laws state that the gavel will be passed at end of meeting. She also noted that Col. Buswell will continue to serve as Secretary. (Mr. Thomas noted that Col. Buswell is also Superintendent of the James Monroe Birthplace and Memorial Park).

President Hurley explained that Judge Pamela White, UMW Rector, was not reappointed to the Board of Visitors and was only advised of that fact the week of this meeting. Hence, she was not in attendance at the meeting today as Rector. The by-laws say that the Vice Rector shall serve on the Board of Regents until the next regularly scheduled meeting. A new Rector will have been chosen by the next meeting of the Regents.

Ms. Corbin asked members if they had received a call and official letter from the Governor's office confirming their reappointment to the Board. Most replied affirmatively that they had received a letter of appointment. Ms. Micou and Ms. Corbin did not receive their letters, though like all Regents they were reappointed. Mr. Harris will investigate the matter with the Governor's staff.

**Museum Director's Report.** Mr. Harris reported on museum activity since the last meeting of the Regents (copy of report attached at the end of these minutes). He noted that the symposium, *James Monroe: Life and Legacy*, began on a very positive note, and he encouraged Regents to attend as many of the sessions as possible.

Dr. Lucier noted that this December marks the 190th anniversary of the Monroe Doctrine. He asked if the museum was doing anything to commemorate the anniversary. Mr. Harris replied that the museum strives to promote awareness of the Doctrine and James Monroe, and would explore appropriate ways in which to commemorate the 190<sup>th</sup> anniversary.

Among other report items, Mr. Harris noted the donation by Mr. and Mrs. Charles McDaniel of a letter from Gen. George Weedon to James Monroe dated May 30, 1785, discussing Monroe's impending move to Fredericksburg. Mr. McDaniel explained that Weedon was encouraging James Monroe to come here and recommended a house, which he described as "a nice little sentry box." Weedon later built his own house and called it the Sentry Box (it is today the residence of Mr. and Mrs. McDaniel). Mr. McDaniel noted that there is not much information about James Monroe coming to Fredericksburg, and he was delighted to give the Weedon letter to the museum. Mr. Harris expressed the museum's gratitude for the donation, which is a New Business item for the board.

Mr. Harris noted that the UMW resource allocation study prompted analysis of financial data for the last three fiscal years. Based on positive trends in grants, gifts, events, rentals, and Friends of the Museum membership, overall museum revenue grew 54% from FY 2011 to FY 2013. One area needing further attention is day-to-day admissions and sales, which were largely static during the three-year period.

Ms. Taylor raised a question about the number of children visiting the museum. Mr. Harris replied that the museum has not seen large numbers of school field trips in recent years. Discretionary time for field trips is smaller because of curriculum limitations, and budget cuts also impact trips. The museum will be developing outreach programs for classroom use that will yield little revenue in the short run, but may help future visitation. The current main goal is still raising awareness of James Monroe and the museum.

Mr. McDaniel inquired as to the number of Friends of the James Monroe Museum. Mr. Harris put the number at 180. [A subsequent check after the meeting verified the number as closer to 250.] The Board of Regents is close to achieving 100% of members becoming Friends. The biggest single thing the Regents could do to obtain additional support for the museum would be to build the Friends organization. Mr. McDaniel stated that the museum should be able to have 500 Friends. A general discussion followed regarding the importance of expanding the Friend's membership and what the Board of Regents members can do to contribute to that effort by encouraging neighbors, friends and families to become members.

## **Old Business**

**Update on Bookplate Endowment Program.** Mr. Harris confirmed that both the museum and the James Monroe Memorial Foundation desire to revive the program, which has lapsed. He and Foundation officers are working on a plan and will report results at the next meeting of the Regents.

## **New Business**

**Consideration of Donation from Mr. and Mrs. Charles McDaniel of Letter from General George Weedon to James Monroe dated May 30, 1785.** Museum Curator Jarod Kearney was not available to present the matter to the Board due to duties with the symposium. In his place Mr. Harris asked for Board approval of the donation from Mr. and Mrs. Charles McDaniel of the Weedon letter discussed earlier in the meeting. The donation will be presented to the Board of Visitors for final approval at the BOV's November meeting. Mr. McSweeney moved to approve the donation and recommend acceptance of it to the UMW Board of Visitors. The motion was seconded by Mr. Broadbent and passed unanimously.

**Consideration of Artifact Loan Request from the Hall of Presidents Exhibit, Walt Disney World.** Mr. Harris reported that Disney officials asked about borrowing a Monroe-related artifact to display at the Hall of Presidents at Walt Disney World in Florida. Disney provided a general facility report and noted that its exhibits operate in accordance with standards of the American Alliance of Museums. The Museum staff feels that providing an artifact would have great potential for promotion of the James Monroe Museum. Mr. Kearney suggested three possible objects to loan. Mr. Harris asked that the Board approve the loan in principle to move forward. Museum staff will refine the artifact choice with Disney and report back to the Board. The loan also requires approval by the Board of Visitors.

Mr. McDaniel moved approval of the loan and recommendation of same to the Board of Visitors. The motion was seconded by Ms. Baker and passed unanimously.

## **Other Items**

Mr. Broadbent presented two resolutions:

- Commending The Hon. Helen Marie Taylor on the occasion of her 90<sup>th</sup> birthday and for her years of service on the Board of Regents.
- Thanking Mrs. Mary Randolph Corbin for her service as chairman of the Board of Regents.

Mr. Broadbent moved adoption of the resolutions, seconded by Dr. Lucier. The motion passed unanimously.

Mr. Thomas commented on a symposium that will be presented in 2014 at Fort Monroe by the Virginia War of 1812 Bicentennial Commission. He shared a vision of the James Monroe Museum as the centerpiece of an interpretation of “all things Monroe” in cooperation with Ash Lawn-Highland, the James Monroe Birthplace, Fort Monroe, and Oak Hill (Monroe’s last home, currently in private hands). He urged the Board to endorse a request from Mr. Harris to Fort Monroe for display space for the James Monroe Museum during the symposium. Mr. Broadbent so moved, seconded by Dr. Lucier. The motion passed unanimously.

Col. Buswell provided an update on the Monroe Birthplace. Westmoreland County put out an RFP for development of the Monroe Timeline Trail and received five bids for construction of a walkway from the birth house to the river. There were 339 visitors to the Birthplace museum over the summer, the second highest visitation recorded since it opened four years ago.

At the end of the meeting Ms. Corbin passed the gavel to Mr. Thomas, who called upon Rev. Thompson for a closing prayer.

The meeting adjourned at 1:50 PM.

## MEMORANDUM

**TO:** Board of Regents, James Monroe Museum and Memorial Library  
**FROM:** Scott Harris, Director, JMMML  
**DATE:** 12 October 2013  
**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 and Outreach

The museum presented its annual James Monroe Birthday celebration on April 27, with period music, artifact discussions by Curator Jarod Kearney, and birthday cake.



Earlier that day, UMW President Richard Hurley spoke at the James Monroe Memorial Foundation's annual birthday event at the Monroe Birthplace in Westmoreland County.

*Yoga in the Garden*, offered on Saturdays in May and June in the Museum Garden, was a great success. Led by staff from Healing Arts Yoga, the program qualified the museum for First Lady Michelle Obama's "Let's Move! Museum and Gardens Initiative." The program was offered again in September and October.

*Americans in Paris: The Diplomatic Adventures of James and Elizabeth Monroe* was presented on May 18 in the Museum Garden. The French-themed evening reception, cosponsored by the museum and the Fredericksburg Sister City Association, featured a talk by Dr. Daniel Preston, Editor of the Papers of James Monroe.



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Elizabeth Monroe's birthday was commemorated on June 8 with our annual tea. Harpist and storyteller Eve Watters performed a selection of period songs and stories, and interpreters in early-nineteenth-century costume were on hand to serve tea and answer questions about the style of the times.

*Major Monroe's History Camp*, offered for the first time in July, was enjoyed by 12 children who learned about the experiences of soldiers in the Revolutionary War era. Reenactors and a colonial storyteller assisted museum staff with the program, which was highly rated in participant surveys.



The 24<sup>th</sup> Annual Fredericksburg Welsh Festival took place on September 21 under the threat of rain, which ultimately brought the event to an early end. Despite the weather's intervention, a good time was had by all for much of the day.



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 Poston, 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-Harper, executive director, Ash Lawn-Highland 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 Saffer, The Thomas Balch Library, Leesburg, 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," Jason 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 Tams, students, University of Mary Washington
- 3:30 p.m. — "A Conversation with James Monroe," featuring historical interpreter Dennis Bigelow

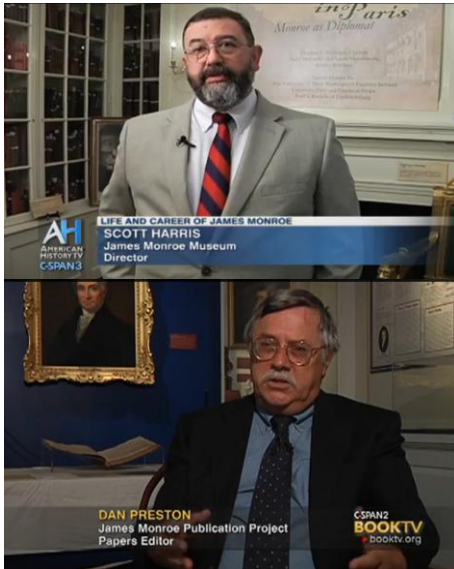
After months of planning and preparation, the James Monroe Museum and the Papers of James Monroe are pleased to present *James Monroe: Life and Legacy*, a symposium at the University of Mary Washington held on October 18 and 19.

This symposium is made possible by generous support from the Friends of the James Monroe Museum; the James Monroe Memorial Foundation; the Paul M. Jones Revocable Trust; and the Stewart Jones Charitable Trust.

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## Marketing and Promotion



Echoing the positive reaction to Elizabeth Monroe's segment during C-SPAN's *First Ladies: Influence and Image* series, James Monroe was highlighted in two C-SPAN programs airing in September as part of the network's Fredericksburg City Tour. Museum director Scott Harris was interviewed for American History TV, and Papers editor Dan Preston appeared on Book TV.

The museum partnered with Stafford County Tourism to promote the Welsh Festival and a Civil War event held in Falmouth the same weekend. Director Harris donned period garb to join Jay Harrison ("Colonel James Monroe"), Union cavalry reenactor Logan Metesh, and Buzzy the Bee (mascot of radio station B101.5) at the Spotsylvania Towne Centre.



In a joint venture with Ash Lawn-Highland, the museum shared the cost of T-shirts bearing the silhouette of James Monroe to sell in our respective gift shops. Each site features shirts with its logo on the front.



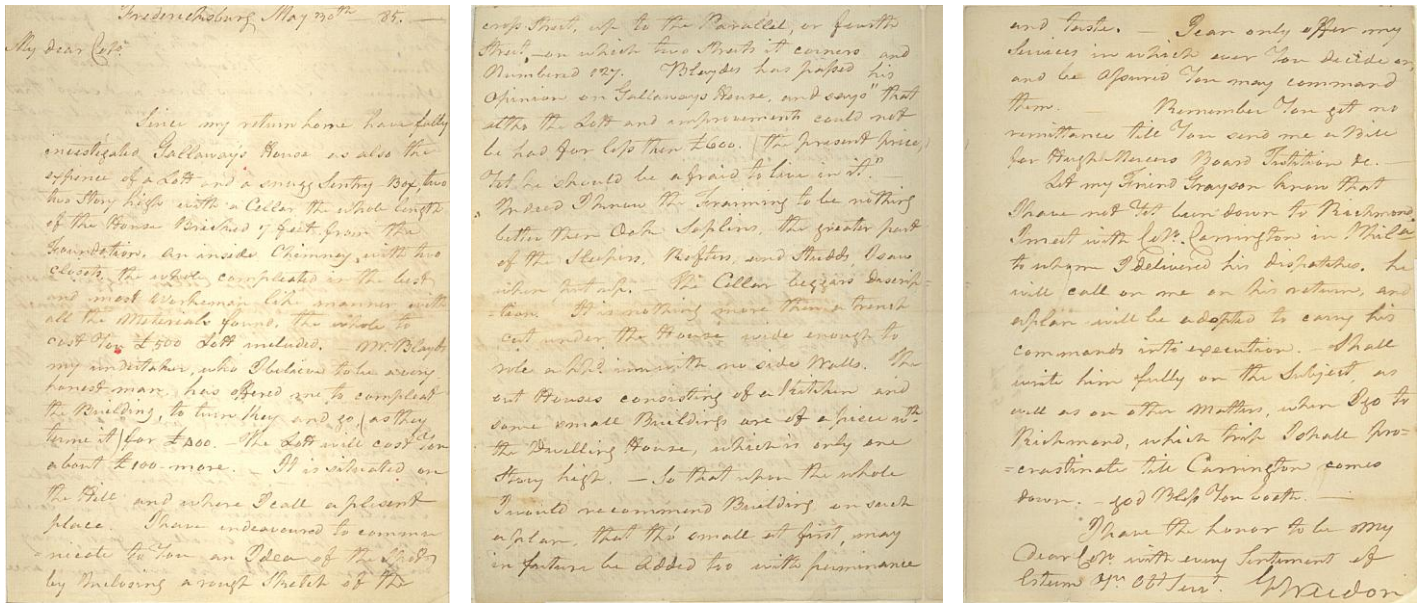
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## Artifacts and Exhibits

Board of Regents member Charles G. McDaniel and his wife Mary Wynn McDaniel have given the museum a letter written by General George Weedon to James Monroe, dated May 30, 1785. Weedon wrote to describe a piece of property which he proposed as a residence for the Monroes when they moved to Fredericksburg. This donation will be presented for approval by the Board of Regents before final action by the UMW Board of Visitors at its November meeting.



Revision of a portion of the museum's exhibit space to accommodate items from the Monroe clothing collection was completed in May. Two to four pieces will be exhibited for six-month periods on a rotating basis. Digital images of the entire collection are displayed so that visitors may see the full extent of the Museum's impressive collection of period clothes.



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## Financial Information

As part of a UMW exercise to examine resource allocation, the museum recently compiled comparative data for Fiscal Years 2011, 2012, and 2013. The results of this analysis have yielded positive news about the museum's financial health.

Over the past three fiscal years the James Monroe Museum has seen solid growth in overall revenue generated through admissions, store sales, facility rentals, grants, and support from the Friends of the Museum. In FY 2011 total revenue was \$35,984. In the next year, FY 2012, the figure was \$48,615. For the most recent period, FY 2013, total revenue amounted to \$55,602. **Thus, over the three budget years, total museum revenue increased by more than 54%.**

Here are some highlights of this fiscal success:



- Income from museum events (including grants for program expenses) grew 216% from FY 2011 to FY 2013. The profit/loss ratio of events went from a 23% loss in FY 2011 to a 31% profit in FY 2013.



- The museum garden was renovated in FY 2011, providing a venue for private functions like weddings and parties. Over the next two fiscal years, rental income totaled \$3,598, with a profit margin of 45%.



- Combined admissions and store revenue averaged \$19,147 over the three fiscal years. While this income is relatively stable, there is definitely room for improvement. Admissions and sales are heavily influenced by Fredericksburg regional tourism and the museum's marketing effort. The museum will continue to explore strategies aimed at increasing visitation and strengthening the revenue it generates.

- Income from the Friends of the James Monroe Museum increased 121% from FY 2011 to FY 2013. This support, coming from individuals, families, and organizations, is especially gratifying for the positive statement it makes about community support for the museum's activities.



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