

MINUTES
James Monroe Museum and Memorial Library Board of Regents
October 22, 2015, 10:00 am
Jepson Executive Alumni Center
University of Mary Washington

Regents Present: G. William Thomas, Jr., Chairman; Mary R. Corbin, Vice Chairman; Peter Broadbent; Holly Cuellar; Richard Hurley; James Lucier; Mary Lucier; Charles McDaniel; Helen Marie Taylor; G. Scott Walker, Erma Baker; Kerry Johnson, Barbara Micou, Patrick McSweeney, Porter Blakemore, and Justin Logsdon.

Regents Absent: Rita Thompson, Col. Buswell.

Others Present: Scott Harris; Lynda Allen, Joe Shubart, Jan Pifer, Carolyn Thomas, Mary Anna Broadbent, Alan Dailey, John Reid.

Welcome and Call to Order

G. William Thomas, Jr., Chairman

Chairman Thomas called the meeting to order at 10:15 AM and invited Kerry Johnson to lead an opening prayer. Mr. Thomas asked that the minutes reflect that President Hurley and Rector Cuellar are the favorite President and Rector with whom the James Monroe Memorial Foundation has worked in its association with the University of Mary Washington.

Approval of Minutes, Meeting of April 15, 2015

Mr. Thomas

Mr. McDaniel moved to approve the minutes, seconded by Mr. McSweeney. The motion passed unanimously.

Rector's Report

Ms. Cuellar

Last June the Commonwealth appointed three new members to UMW's Board of Visitors; two are alumni, and one is from outside of the UMW community. They have been on the Board since July. Orientation for new BOV members was held recently concerning the roles and responsibilities of members. President Hurley made a presentation at this orientation. Rector Cuellar stressed the many accolades received by Rick Hurley at the meetings in Richmond.

The new University Center on College Avenue opened recently. It is a place for students to congregate and features the post office, student association offices, and the main dining facility. It was also one of the first buildings the Rector helped plan when she joined the BOV. The center is generating a lot of conversation both on and off campus. Ms. Cuellar suggested that the next meeting of the Board of Regents could occur in the University Center.

Recent statements by Governor McAuliffe to higher education officials verify that the Virginia economy is growing, and that public colleges and universities must play a key role in workforce training.

Presidential Search Update – Currently the University is in an active recruiting phase. At the end of August there were forums held on campus with students, faculty, staff, alumni, and community members. The forums focused on what are we looking for in a President, and were attended by 400-500 people. A presidential leadership statement was created and is being used to recruit candidates. A hybrid search model is being used. A search committee does a first round of interviews then will pass the baton to the BOV. The first round of interviews will be in November. There will then be a second round which will likely include home visits. The goal is to be able to announce the new president in February 2016. Martin Baker from the firm handling the search, Baker and Associates LLC, said that it is the best leadership statement with which he has ever worked. Mr. Baker is passionate about the liberal arts and this is the only presidential search the firm is currently doing. The Rector expressed excitement about the prospects for future of UMW and that the BOV and UMW community are ready to continue on the trajectory President Hurley has set forth.

Mrs. Taylor requested that the Rector stay in touch with the Chairman as the search progresses. Ms. Cuellar promised to do so.

At the September meeting of the Board of Visitors, the Information & Technology Convergence Center (ITCC) was renamed the Hurley Convergence Center. A formal spring unveiling and dedication is forthcoming. The Regents will be informed of the plans once they are finalized. UMW has a tradition for recognizing its presidents and Ms. Cuellar feels it is important to express gratitude to President Hurley while he is still with the University. The innovative design of the building is fitting as a tribute to President and Mrs. Hurley's commitment to making the university appealing to today's students. The initials HCC are already being used by students.

Mr. Thomas inquired about space availability in Seacobeck Hall for showcasing the Monroe legacy. Mr. Hurley stated that there is still a possibility as the College of Education would not need all the space in the former dining hall. Mr. Thomas inquired whether there was anything the Board of Regents needs to do to reaffirm their desire to support a space on campus. Mr. Hurley assured the Board that it would not be necessary, as Mr. Harris represents the group well and advocates on behalf of the museum.

Museum Director's Report Summary

Scott H. Harris, Director

Mr. Harris summarized his report, which is attached to these minutes. Of all the topics covered in the report, research into the portrait of James Monroe purchased earlier this year generated the most discussion.

Mr. McDaniel asked how much money has been raised to help offset the cost of purchasing the portrait of James Monroe earlier this year, and whether its monetary value has increased due to research on the artist. Mr. Harris stated that about half of the purchase price has been raised so

far to replenish the Friends of the Museum account. The year-end appeal to Friends and supporters will highlight the portrait, as well as the children's book. There has not yet been an increase in the value of the painting, but it will surely be enhanced once the painter has been determined.

Mrs. Taylor inquired whether there has been any consideration that the subject of the painting might be someone other than Monroe. Mr. Harris stated that the consensus of current and past museum staff is that it is indeed Monroe. This consensus is based on its general resemblance to identified portraits, and comparison of specific facial features. Mrs. Taylor asked to be noted in the minutes as being unconvinced that the portrait is of Monroe.

Mr. Harris went on to say that the dimensions of the portrait support the hypothesis of it being by Otis because it matches the dimensions of the others done by him in 1816. Among these are portraits of Dolley Madison at the New-York Historical Society and Thomas Jefferson at Monticello. The museum is arranging side-by-side comparisons of the Monroe image with these and other Otis works.

Referring to the images in the PowerPoint presentation of the Director's Report, Mr. Lucier pointed out that side by side they look as if they are done by the same artist. He said there are peculiarities each artist has that distinguish them. He agrees that it does reflect the same style even though it may deviate from the previous images of Monroe we have seen before.

Mr. McSweeney inquired about the brush strokes and how they are being used in the identification process. Mr. Harris responded that the National Portrait Gallery indeed looked specifically at the brush strokes when evaluating the portrait to identify the artist.

Mr. Thomas inquired about opportunities to have exhibits about Monroe at other institutions such as the American Revolution Museum under in development at Yorktown. Mr. Harris confirmed that has already spoken to staff there about the matter. He also shared that William Seale, editor of the White House Historical Association's journal, has invited JMM staff to write another article about the Monroes and the White House collection for publication in 2017. Mr. Seale liked the previous article written by Mr. Harris and Mr. Kearney, and is a fan of James Monroe and our collection. Mr. Harris gratefully accepted the invitation.

Mr. Lucier inquired about the White House Historical Association gift catalog and the possibility of having a Monroe-related product listed in it. Mr. Harris replied that museum staff have inquired about plans for a new Monroe Christmas ornament tied to his presidential bicentennial.

Mr. Thomas noted on Mr. Seale's enthusiasm for the Monroes, stating that he has said in the past that no President and First Lady have had more of an impact on the White House than the Monroes. Mr. Thomas urged Mr. Harris to consider multiple articles. He suggested writing an article based on the *Images of a President* book, or one on the Monroe Doctrine desk. Further, he suggested that during the bicentennial every issue of *White House History* should feature some aspect of Monroe's life.

Mr. Harris distributed a sample of a rack card promoting the book conservation program, which has been named “Pages of History.” Mr. Thomas stated that the James Monroe Memorial Foundation is giving the museum \$1,000 to support this effort. The back of the card features the donor form, and the museum will track and make sure the Foundation is aware of donations to the program. The card will be made available to visitors of the museum, and there will be an online component as well. Mr. Harris stated that if the card was a satisfactory direction in which to go, he would move forward with Design Services. The consensus of the Board was to do so.

Mr. Harris discussed the two books currently being conserved through the “Pages of History” program: the account book of James Monroe, which helps us to know what he was doing on a daily basis, and *A View of the Soil and Climate of the United States of America* by C.F. Volney, 1804. Staff will continue to work their way through the list of books to be conserved as more funds are raised.

There followed a discussion of the book collection in the basement of Trinkle Hall. The JMM curator is currently working on an exhibit featuring books that belonged to Monroe, and there is an ongoing project with interns to update the database catalog of the book collection.

Mr. Thomas encouraged Dan Preston to be consulted in relation to an article for the WHHA Journal and commended the important work he is doing through The Papers of James Monroe. He hopes Mr. Preston will be able to attend a Board of Regents meeting in the future.

In discussing the financial data presented in the Director’s report, Mr. Thomas asked if 100% of the members of the Board of Regents are Friends of the Museum. Mr. Harris confirmed that this is the case. Mr. Thomas stressed the importance of full board participation as a basis for fundraising from other sources.

Mr. Harris reported that current JMM museum guide Melissa Webb will start on Monday, October 26 as the Museum’s new Membership and Special Events coordinator, succeeding Adele Uphaus-Conner. Ms. Webb previously worked at the Fredericksburg Area Museum and Cultural Center, and in human resources management. We are excited that she will be taking a larger role at the museum.

[Dr. Blakemore arrived at 11:00 AM.]

Old Business

There was no Old Business to be discussed.

New Business

Consideration of purchase of two volumes of *Systema Naturae* by Carolus Linnaeus, owned by James Monroe, from Mr. Patrick Kelly. **Scott H. Harris**

Mr. Patrick Kelly of Purcellville, Virginia bought two volumes of the seven-volume 1806 edition of *Systema Naturae* (System of Nature) by Carolus Linnaeus. Both volumes have the James Monroe bookplate. We have none in our collection currently. Mr. Kelly paid \$2,400 for the books 15 years ago, and has offered to sell them to the Museum for the same price. They would make a wonderful addition to the collection, and the funds are available, so the museum staff recommends moving forward with the purchase.

Mr. McSweeney moved to approve the purchase. Mrs. Taylor seconded the motion.

Mr. McDaniel inquired where the funds would come from and was informed that they would come from the Friends of the Museum account. The books will also be highlighted in the fall financial appeal, in hopes of replenishing that fund for the cost of the books. Mrs. Lucier inquired as to how many volumes are in the complete set. Mr. Harris replied that a full set has possibly nine volumes [the actual number is seven]. The volumes available to purchase from Mr. Keely are volume 2 and 4 and both have Monroe bookplates. James Monroe had the full set originally, but various volumes were sold off individually and the set was split up.

Mr. McDaniel called the question, which Mr. Thomas posed to the Board. The motion passed unanimously.

Consideration of loan of Monroe tomb fragment to Mack Art Conservation, Inc., for reference in Monroe tomb restoration project. **Scott H. Harris**

The iron “birdcage” covering of the tomb of James Monroe is being restored under the authority of the Commonwealth’s General Services Administration. JMM staff has previously worked with the GSA on specifications for the restoration. The New York firm Mack Art Conservation is doing the work. The firm has asked to borrow the fragment of the tomb in the Museum’s collection for reference in matching the original patina during the restoration process.

Mr. Broadbent gave an update on the conservation work being done on the tomb. The cost of the project is in the \$900,000 range. It has been very well researched and detailed design specifications have been developed by expert metal consultants. The completed work should be good for 50-60 years. The JMMF has been working with the Commonwealth on an interpretive sign for the time period when the “birdcage” is undergoing restoration, though the sign may remain when the structure is reinstalled.

Mr. Broadbent moved to approve the loan, seconded by Mr. McSweeney. The motion passed unanimously.

Election of Chairman and Vice Chairman

Mr. Thomas

Mr. Thomas stated that he has enjoyed his time serving as Chairman of the Board of Regents. He then called for nominations for Chairman, which under the Board's bylaws will be a representative from UMW.

Mr. McDaniel nominated G. Scott Walker, seconded by Mrs. Corbin. The motion passed unanimously.

Mr. Thomas called for nominations for Vice Chairman, which under the bylaws will be a representative from the JMMF.

Mr. Broadbent nominated Mr. Thomas, seconded by Mrs. Taylor. The motion passed unanimously.

Mr. Thomas noted that the Rector and President of UMW and the Secretary and President of the JMMF serve on the Board by statute. Col. Buswell, as Secretary of the JMMF, will continue to serve in the same capacity for the Board of Regents.

Upon a recommendation from Mr. McSweeney, the Board by applause expressed its gratitude to President Hurley for his service.

Adjournment

Mr. Thomas

At the invitation of Mr. Thomas, Mr. Johnson offered a closing prayer.

Mr. Thomas requested a moment of silence in honor of Dr. Robert Selle, who, since the last meeting of the Board of Regents, passed away. Dr. Selle was a former Regent, and a recipient of the James Monroe Distinguished Service Medal. He was an enthusiastic supporter of the museum, and bought the TV and audiovisual equipment that is used there.

With no further business to come before the Board of Regents, Mr. Thomas called for a motion to adjourn. Mr. McSweeney so moved, seconded by Dr. Lucier. The motion passed unanimously and the meeting was adjourned at 11:37 AM.



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, James Monroe Museum *SHH*
DATE: October 21, 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 spring and summer months saw another successful series of programs, including the annual birthday observances for James and Elizabeth Monroe, *First Friday History Trivia Nights*, and the *Yoga in the Garden* series. A new addition was a walking tour, *James Monroe's Fredericksburg*, led by local educator and Board of Regents member G. Scott Walker. *Major Monroe's History Camp* in July was once again co-sponsored by the Fredericksburg Department of Parks and Recreation, and grew in numbers from the previous year.

On September 19, the Museum not only continued its co-sponsorship of the Fredericksburg Welsh Festival with the local Welsh Society, but also erected a "pop-up" museum on the UMW campus as part of Family Weekend. The Welsh festival drew approximately 1,700 visitors, while the pop-up museum was experienced by roughly 500.



Stroll, Party, and March with the Monroes!

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.

Elizabeth Monroe's Birthday
Sunday, June 28, 2015, 2:00-4:00 PM
Say happy birthday to First Lady Elizabeth Monroe at an elegant afternoon tea in the Museum Garden featuring her good friend Rosalie Stier Calvert (portrayed by Mary Ann Jung). Rosalie will share her experiences of domestic life during the Federal period and her relationship with the Monroe family.

Major Monroe's History Camp
Monday-Tuesday, July 6-7, 9:30 AM-Noon
Enlist now in this two-day hands-on history camp for boys and girls ages 7-12! Features games, crafts, demonstrations, and tours focused on the Revolutionary War and the War of 1812. Light refreshments served (no lunch).

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

Advance registration required for all programs! For details visit website or call 540-654-1043.


Marketing


The President Requests the Pleasure of Your Company...

Revolutionary War Hero
Ambassador
Congressman
Senator
Governor of Virginia
Secretary of State
Secretary of War
President of the United States
Author of the Monroe Doctrine

At the James Monroe Museum, explore the life and legacy of one of our nation's most popular and respected public servants—a story told using a collection of artifacts and images like no other.

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






Make Historic Memories!
Bridal Showers Rehearsal Dinners
Weddings

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Ribbons and Reels at the James Monroe Museum!

Regency-Era Fashion Show
Saturday, August 29 11:00 AM-2:00 PM

Get your Jane Austen on!
The MerryMakers living history group illustrate the fashions of the British Regency era (1811-1820), along with period music and dancing. Light refreshments served.

"Music for Mr. Monroe"
Saturday, October 3, 2:00-4:00 PM

David and Ginger Hildebrand of the Colonial Musical Institute present a concert of colonial and early national music that will surely set your toe to tapping! A reception follows.

Free and open to the public!
For details visit website
or call 540-654-1043.

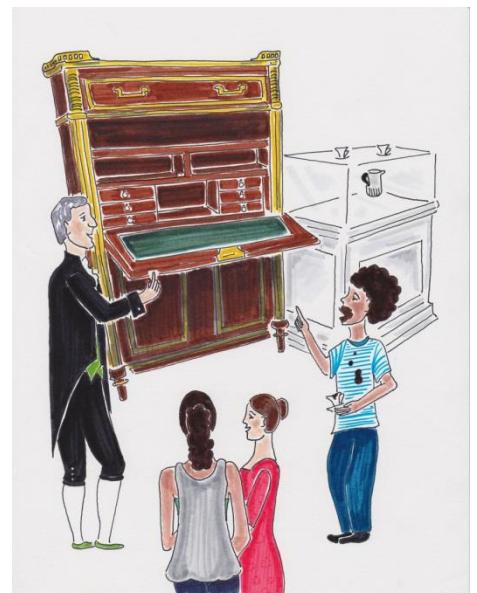
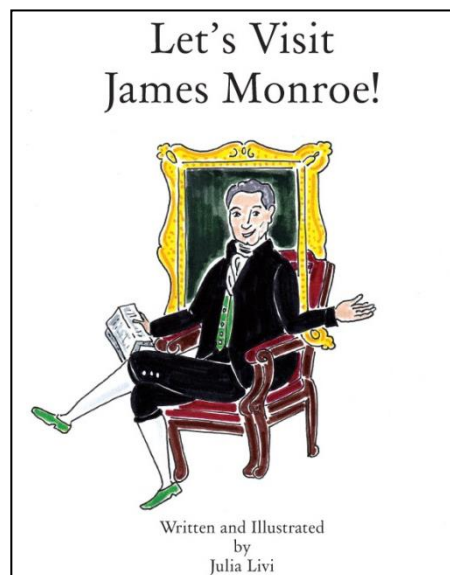
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Marketing of the Museum on a general basis and for specific programs took several forms over the past few months. Paid advertisements were augmented by free listings in numerous community calendars and via several social media platforms. The Museum was also publicized through regular interviews on local radio, and in two programs on Northern Virginia cable television.

An exciting new project that combines marketing with education is a forthcoming children's book, *Let's Visit James Monroe!* This imaginative tour of the Museum, led by James Monroe himself, brings history to life for a visiting family through encounters with artifacts and historical figures. Author/illustrator Julia Livi is the sister of Andrea Livi-Smith, chair of the Department of Historic Preservation at UMW. Julia has written two previous books, but this is her first historically-themed project. The book will be available in time for Christmas, as will a second CD of period music played on the Museum's Astor pianoforte.

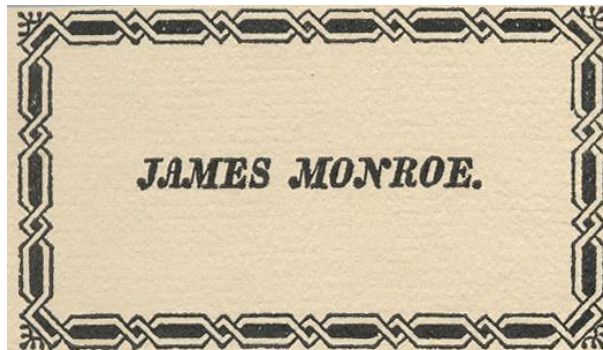


Artifact Research and Conservation

Research into the portrait of James Monroe purchased by the Museum earlier this year has continued. After consultation with staff at the National Portrait Gallery and several other institutions, a consensus is emerging that the unsigned painting may be the work of Bass Otis (1784-1861). A Massachusetts native, Otis studied with Gilbert Stuart in Boston, and later embarked on a career during which he painted many of the most prominent people of his era. In 1816 he made portraits for Philadelphia publisher Joseph Delaplaine's "Repository of the Lives and Portraits of Distinguished American Characters." Among Otis' subjects were Thomas Jefferson, James and Dolley Madison, and James Monroe. In total, Otis painted twenty-four portraits for the "Repository," though only the Jefferson likeness was published before the end of the project in 1818. Some of the remaining portraits were exhibited in Delaplaine's Philadelphia gallery until they were acquired by Rubens Peale in 1818 for his museum in New York (which, in turn, was later bought by P.T. Barnum in 1837). The style and size of the Museum's Monroe portrait, and the physical appearance of the subject, are consistent with the images Otis made for Delaplaine's "Repository." Shown below are the Monroe painting; a version of the Otis portrait of Jefferson owned by Yale University (low-resolution image); and Otis' portrait of Dolley Madison, at the New-York Historical Society. Our research into this artistic mystery continues.



Conservation of the first two volumes in the Museum's library, funded by the generosity of the James Monroe Memorial Foundation, is underway at Delaney Restorations. Additionally, the Museum has produced a draft of a promotional flyer related to the book conservation project for distribution to visitors. This will be shared with the Board of Regents at the tomorrow's meeting.



Financial Information

NOTE: The following figures reflect comparative fiscal year activity through the month of June:

- Combined revenue from admissions (including “Fredericksburg Timeless” block tickets), store sales, and donations rose from \$20,249 in FY 2014 to \$26,990 in FY 2015, an increase of more than 33%. Strong Museum Store sales were augmented by additional admissions revenue following an overall rate increase in January, 2015. The number of Museum visitors, apparently not adversely affected by the rate change, finished the fiscal year up 34.25%, from 5,324 to 7,148.
- Friends of the James Monroe Museum membership income fell roughly 12.5%, from \$20,900 in FY 2014 to \$18,582 in FY 15. This number is likely to change as some lapsed members respond to renewal.
- Income from museum programs and rental of facilities was \$13,938 in FY 2014, and \$17,185 in FY 15, an increase of over 23%.
- The Museum will send out an end-of-year financial appeal to the Friends, and focus on strategies for increasing membership in the group going into 2016. In September of this year, informational letters were mailed to eight charitable foundations (most based in Virginia), to promote awareness of the Museum and lay the groundwork for grant applications. This effort is being coordinated with the UMW Office of Advancement.

Staff Transitions

Within the last year the Museum said goodbye to several longtime employees owing to retirement, relocation, and changed circumstances. As Museum Guides Carol King, Cathleen Romine (also our longtime Office Manager) Suzanne Sawan, Regina Spencer, and Jessie Watkins departed, we welcomed to the Guide staff Pat Baughman, Dixie Cassell, Katie Finch, Michelle Hamilton, and Melissa Webb.

Adele Uphaus-Conner (pictured below at right), the James Monroe Museum’s Membership and Special Events Coordinator since 2008, resigned her position in September to join the staff of the *Quantico Sentry* newspaper as a full-time reporter. [Adele’s husband Owen is Curator of Uniforms and Heraldry at the National Museum of the Marine Corps.] The Membership and Special Events Coordinator position vacancy will be filled by the end of this month.

The Museum thanks all of these employees for their dedicated service, and extends best wishes for their future endeavors.

