

APPROVED MINUTES
James Monroe Museum and Memorial Library Board of Regents
May 24, 2017 12:00 Noon
James Monroe Museum Garden

Regents Present: G. William Thomas, Jr., Chairman; G. Scott Walker, Vice Chairman; Peter Broadbent; Art Buswell; Justin Logsdon; Charles McDaniel; Helen Marie Taylor; Rita Thompson; Porter R. Blakemore; Mary R. Corbin; Troy Paino, President, UMW; Fred Rankin, Rector, UMW.

Regents Absent: Erma Baker; Kerry Johnson; James Lucier; Mary Grace Lucier; Patrick McSweeney; Barbara Micou.

Others Present: Scott Harris, director, JMM; Tracy DeBernard, office and store manager, JMM; Marianna Broadbent.

Welcome and Call to Order

Chairman Thomas called the meeting to order at 12:10 PM and invited Rev. Thompson to offer an opening prayer, following which lunch was served. Rev. Thompson's prayer was as follows: "Give us peace to enjoy one another's company at this meal together. Give us the wisdom to know Your will in the decisions we have to make as Board members. Give us the courage to do a great job! Bless this food and these people. Amen."

Approval of Minutes, Meeting of October 19, 2016

Chairman Thomas noted one correction to the minutes: Mr. Logsdon, who was shown as absent from the October 19 meeting, in fact arrived while the meeting was underway and should be recorded as present. Col. Buswell moved to approve the minutes with the change noted, seconded by Mr. Broadbent. The motion carried unanimously.

UMW Rector's Report

Rector Rankin stated that the University's academic year, which concluded with Commencement on May 6, has been a good one. He reviewed a nine-point work plan on which he and President Troy Paino have spent an enormous amount of time. Major elements of the plan are increased compensation for faculty and staff; enhancing diversity and inclusion within the student body; and careful review of the budget to guide strategic investments in the future.

Mr. Charles McDaniel asked the Rector to explain what he meant by "strategic investment." Mr. Rankin gave three examples: faculty/staff compensation; infrastructure (particularly renovated and new residence halls); and expansion of non-traditional educational programs aimed at adults, such as the new bachelor's degree in nursing.

UMW President's Report

President Paino stated that he has enjoyed a great first year at UMW. He and his family are getting to know the students, faculty, and staff. He is glad to be a part of and know the Board of Regents.

The president summarized several construction projects forthcoming at UMW. The first is a new science building on College Avenue that will be incorporated into the existing Jepson Science Center, which will also be renovated. He noted that science and math are STEM fields that are strong and popular programs at the University. Following the science buildings will be renovation of Seacobeck Hall, which will house the College of Education and other facilities.

Dr. Paino commented favorably on the University's relationship with The James Monroe Museum. He indicated his intention to seek federal and state funding for renovation and expansion of the Simpson Library on the main UMW campus, and suggested that the project could present an opportunity to provide facilities for the Museum and the Papers of James Monroe. This is consistent with his belief that James Monroe should be a more visible and important part of the University.

Mr. McDaniel noted that many people think public education is failing on the teaching of history. He asked President Paino to comment on the state of history and historic preservation at UMW. President Paino replied that historic preservation is a signature program at UMW. We recruit nationally and maintain a high profile in historic studies. He stated that it is a core mission value. It is fundamentally important that one knows history to envision the future and be an engaged citizen.

Chairman Thomas mentioned a recent comment from historian David McCullough that there is a state of emergency with respect to teaching history. Mr. Thomas believes we should adhere steadfast to the ideas of James Monroe. The Papers of James Monroe needs a permanent, prestigious home, and UMW is great for that. He noted that the Board of Regents previously endorsed the idea of incorporating space for the Museum and the Papers in a renovated Seacobeck Hall.

Mrs. Taylor urged President Paino to read the deed of gift that conveyed the James Monroe Museum to the Commonwealth of Virginia in 1964. She feels it is vitally important to have a James Monroe Presidential Library to show how the Monroe Doctrine represents freedom to people in the western hemisphere.

Chairman Thomas asked if there were any additional comments or reports from Regents. Col. Buswell reported on the progress of construction of a replica house at the James Monroe Birthplace in Colonial Beach. Chairman Thomas thanked him for being on "Team James Monroe."

Museum Director's Report

Mr. Harris offered thanks to President Paino for his comments on the importance of the Monroe legacy to UMW. He noted that the Museum has a good rapport with the University's history and historic preservation departments, and engages students from those programs in a variety of ways. Graduates from UMW in historic preservation and museum studies receive sound theoretical and practical education that prepares them for success in graduate school and employment in the museum field. The Bowley Scholars who work at the Museum have a particularly strong track record of professional success after graduation.

Mr. Harris summarized his Director's Report, a copy of which is attached to these Minutes. He noted that the Museum enjoyed great success in recent months with activities tied to the Monroe Presidential Bicentennial. He also highlighted the various public programs that the Museum has offered, including a successful talk by Curator Jarod Kearney on artifacts featured in the current changing exhibit, *The Era of Good Fashions: Clothing and Accessories of the Monroe Family*. This and other popular First Friday programs are introducing the Museum to new audiences, and have resulted in new members of the Friends of the Museum.

Mr. Harris addressed several highlights of the Museum's outreach activities: a Monroe symposium sponsored by the Mosby Heritage Area Association in Loudoun County; the concluding lecture in UMW's Mary Talks series; the annual Monroe birthday observance at the president's newly-restored tomb in Richmond, an endeavor of the James Monroe Memorial Foundation; and the White House Historical Association's French symposium. Mr. Harris elaborated on the latter, sharing that it was gratifying to have White House china pieces from the Museum's collection exhibited at the symposium along with those from James Monroe's Highland. [Each Regent received a copy of the newest edition of the White House Historical Association's journal, *White House History*, titled "France and the White House." Mr. Harris wrote the lead article on James Monroe's lifelong relationship with France, and several other articles prominently feature artifacts from the Museum's collection.]

Mr. Harris shared favorable press coverage of the Museum's presidential bicentennial activities in *UMW Magazine* and the Fredericksburg *Free Lance-Star*. He said that his lecture and others from the Monroe Symposium in Loudoun County

are airing on C-SPAN. He attributed increases in Museum visitation and revenue to the impact from the media exposure, and noted that visitation has doubled over the last five years.

Mr. McDaniel inquired as to the record number of Museum visitors. Mr. Harris stated that in the early 90's it was at its highest, and that he would check records to determine the highest visitation total. [NOTE: A check of available records by Mr. Harris after the meeting indicated that the Museum's highest annual visitation was 10,340 in 2002. FY 2012 visitation was 4,207, while FY 2016 was 7,875.]

Mrs. Corbin asked if those numbers included events such as First Fridays. Mr. Harris replied that First Fridays and other events are part of the total. He added that even though the Museum currently faces parking challenges due to the construction and expansion of businesses in the immediate area, earned revenue is up 23%, membership is ahead, and facility rentals are increasing compared to this time last year.

Chairman Thomas asked Mr. Harris about the pop-up displays that were present at the Inauguration reenactment. He told everyone that they were wonderful. Mr. Harris proceeded to describe the panels and the traveling exhibit tour. There are 10 vinyl panels that are scheduled to visit 15 venues in six states. Starting June 2017, three copies of the exhibit are traveling to communities that James Monroe toured in 1817. Students in UMW's museum studies program worked on all aspects of the exhibit, including research, graphic design, and copywriting.

Mr. McDaniel commented that it is an amazing project. He asked the cost. Mr. Harris stated it was approximately \$3,000 per set. Included are an introduction panel; a summary of James Monroe's career; an overview of the entire tour; individual site panels; and a credit panel with JMM and UMW logos. The credit panel also contains a link to online resources such as an interactive tour map (created by UMW geography students), lesson plans, and other educational resources. Mr. Harris hopes it to be very popular and raise awareness about James Monroe and the University. He pointed out that the sites will make it known that UMW students did all the work and UMW recruitment brochures will be included in the traveling cases.

Chairman Thomas commented that initiatives such as these bring the story of James Monroe to life and he is excited about the endless possibilities available.

Mr. Harris concluded his report with upcoming projects to be presented by the Museum, including preparation of a traveling exhibit on Monroe's 1818 and 1819 tours of the Chesapeake region and southern states. The Museum's fall program schedule was distributed and he stated that many of next year's projects will touch on the bicentennial.

Mr. Harris also gently reminded the Regents to renew their membership in the Friends of The James Monroe Museum.

Old Business

Update on James Monroe Presidential Bicentennial Commemoration.

Mr. Harris observed that most of the information regarding activities related to the bicentennial had already been discussed during the course of the meeting.

New Business

Endorsement of Museum work Plan for FY 2018.

Mr. Harris summarized the Museum's proposed Work Plan for Fiscal Year 2018, a copy of which is attached to these Minutes.

Chairman Thomas requested questions from the Board for Mr. Harris. None were forthcoming.

Mr. Peter Broadbent moved to endorse the proposed Work Plan, seconded by Mr. Rankin. The motion carried unanimously.

General Discussion

Chairman Thomas spoke of the regard for the James Monroe Museum expressed by Dr. William Seale, who is the editor of *White House History*. He hoped that the Museum would capitalize on that interest. Mr. Harris replied that the Museum enjoys a good rapport with Dr. Seale and other staff of the White House Historical Association. He noted that he hopes to borrow the four watercolor paintings of the Folie de la Bouëxière acquired by the Association for exhibit in the Museum.

Mr. Thomas also suggested that the Museum consider applying for grant funding from the Jessie Ball DuPont Fund for projects. Mr. Harris said that he would consult with UMW's Advancement staff on the matter. He noted that UMW has received grants from the DuPont fund for other projects, most recently the Rappahannock Scholars program. Mr. Thomas described the Monroe Scholars program at the College of William and Mary, and a similar program at Virginia Commonwealth University.

Chairman Thomas invited Reverend Thompson to offer a closing prayer.

Adjournment

With no further business to come before the Board of Regents, Chairman Thomas requested a motion for adjournment. Mr. Broadbent so moved, seconded by Rev. Thompson. The motion carried unanimously and the meeting was adjourned at 1:50 PM.

Respectfully submitted,

Arthur T. Buswell, Secretary

Clerical support by Tracy DeBernard
Office and Store Manager
The James Monroe Museum



THE JAMES MONROE MUSEUM

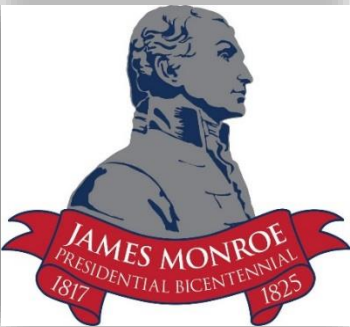
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MEMORANDUM

TO: Board of Regents, James Monroe Museum
FROM: Scott Harris, Director, James Monroe Museum *SHH*
DATE: May 24, 2017
RE: Director's Report and Proposed FY 18 Museum Work Plan

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 ended 2016 with a well-attended Holiday Open House and sold-out "Deck the Halls" program in December. Presidential Bicentennial activities loomed large in the new year with two public programs tied to commemoration of Monroe's first inauguration: a joint press conference featuring James Monroe (portrayed by Jay Harrison) and new UMW President Troy Paino, and a reenactment of Monroe's March 4, 1817 inaugural ceremony, held 200 years to the day after the historic event. Both programs had enthusiastic audiences and were live-streamed online by UMW.





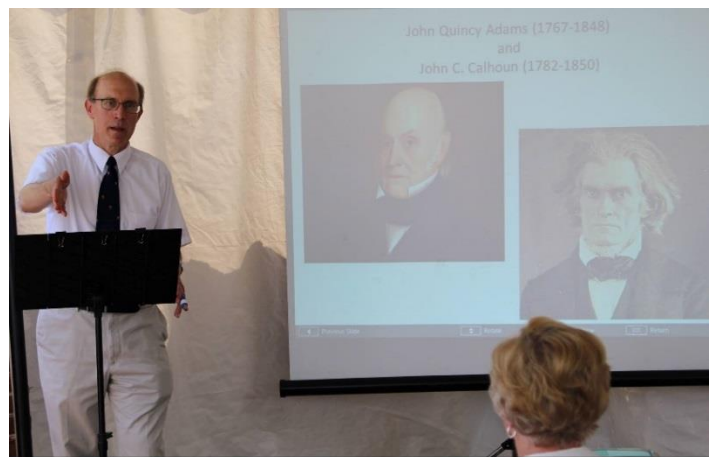
Popular First Friday events at the Museum, previously confined to the warm-weather months, now take place throughout the year thanks to the gallery renovations done in 2016. Highlights of these free programs were an in-depth presentation on clothing and accessories by Curator Jarod Kearney in April (at which our new changing exhibit was previewed), and "Sketchy History," the Museum's version of "Win, Lose, or Draw," in May. Upcoming First Friday programs include the return of History Trivia, a tavern night, and more game nights and curator talks.



Outreach opportunities abounded during the first part of 2017, again largely due to the commemoration of the presidential bicentennial. In March, JMM director Scott Harris took part in a symposium on Monroe sponsored by the Mosby Heritage Area Association in Loudoun County. Among the other speakers were Dan Preston, editor of the Papers of James Monroe, and Sara Bon-Harper, executive director of James Monroe's Highland. The symposium closed with a reception at the Monroe's former estate, Oak Hill. The individual lectures are currently airing on C-SPAN.



On April 27, Harris was the concluding speaker in UMW's inaugural "Mary Talk" lecture series at the Hurley Convergence Center. The talk was live-streamed, and like other such programs has been archived on the University's website.





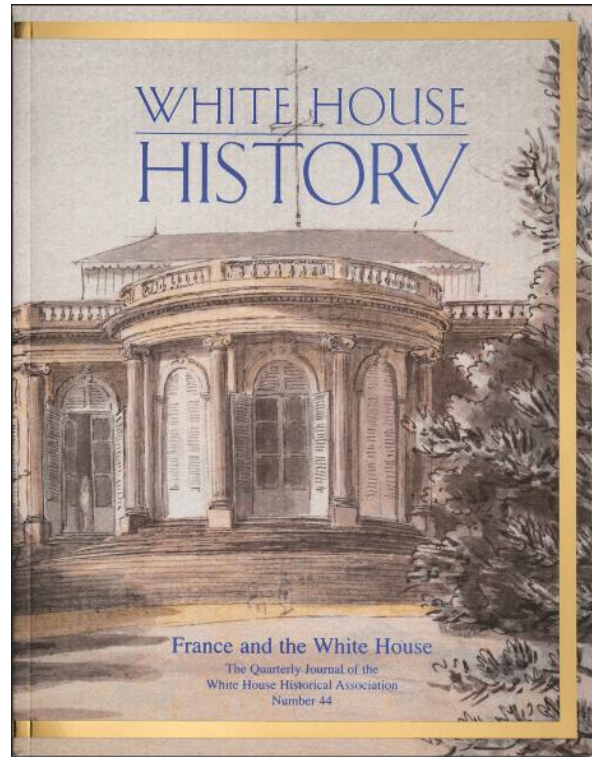
James Monroe's 259th birthday observance at the Museum included a discussion of the recently published new edition of Monroe's autobiography by Dr. William Ferraro, editor of the Papers of George Washington at UVA, who wrote the foreword to the new edition. On April 28 Scott Harris and Sara Bon-Harper took part in the James Monroe Memorial Foundation's annual birthday ceremony at the newly-restored Monroe tomb in Richmond's Hollywood Cemetery.

Exhibits

The Museum's current changing exhibit is *The Era of Good Fashions: Clothing and Accessories of the Monroe Family*. Featuring details on the composition and construction of distinctive items from the Museum's extensive collection of textiles and accessories, the exhibit will run into the fall.

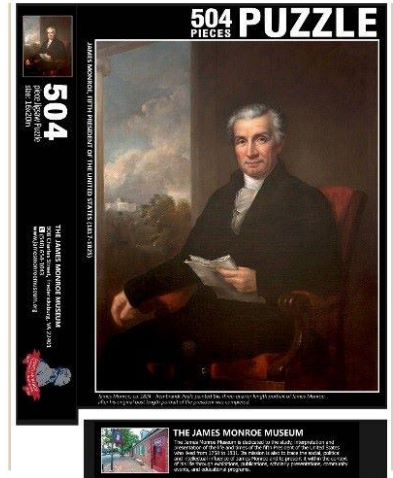
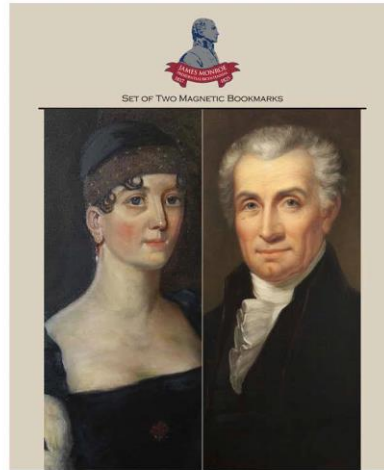


The Museum partnered with Highland to present a small exhibit of Monroe presidential china at the White House Historical Association's symposium, "France in the United States," on May 4. The symposium complemented the latest issue of the WHHA's journal, *White House History*, devoted to French influences at the executive mansion. The issue has a large amount of Monroe-related content, including lavish photography of pieces from the James Monroe Museum's collection and the lead article on Monroe's ties to France written by Scott Harris.



Marketing and Media Presence

Promotion of the Museum in this fiscal year has benefitted greatly from attention to the Monroe Presidential Bicentennial. Free and paid advertising makes use of a bicentennial logo developed by the UMW Office of Creative Services, and the logo has also been used to “brand” a group of Museum Store products. The Fredericksburg *Free Lance-Star* newspaper gave considerable coverage to bicentennial events in February and March, including the Monroe/ Paino press conference and the inauguration reenactment. The inauguration reenactment is prominently featured in the current issue of the *University of Mary Washington Magazine*.



A4 MONDAY, FEBRUARY 20, 2017 **FREDERICKSBURG, VA. TH**

OPINION

ONLINE: FREDERICKSBURG.COM/OPINION TWITTER: @FLS_OPINION

Presidents Monroe, Paino to trade ideas

IT'S not often that you get two presidents in the same room. Usually, that happens only at the White House, or some national memorial or international summit meeting.

But tonight, that will occur on the University of Mary Washington's Fredericksburg campus, and you are invited to attend.

The presidents in question were born in vastly different eras, so a bit of imagination and quasi-time travel may be required.

Yet James Monroe, fifth U.S. president, and Troy Paino, UMW's 10th president, share a spirit of civic engagement in common.

Tonight, they'll share a stage inside, appropriately, the university's Monroe Hall as well as their thoughts about education, democracy and responsibility.

Turns out that their views on various pressing issues of their day are remarkably alike.

Kortright, a New York socialite.

Many decades later, Monroe's great-granddaughter rescued his Charles Street office's site from oblivion and founded the museum that still occupies it, beside the Masonic Cemetery. It is administered by UMW, as is artist Gari Melchers' home in Falmouth.

Back in his time here, Monroe could scarcely have imagined he would one day become president of the United States. But he did, and his presidency mattered. Recently, many U.S. communities and historic sites have begun honoring the bicentennial of his two terms in office, which an admiring Boston newspaper dubbed “the Era of Good Feelings.” That's not news to Paino, a historian by trade before he became a university administrator.

But consider the accord between these two men's ideas. One example: “In providing for the prosperity and happiness of a country, a careful attention to literary institutions, and

1817 STYLE

Celebrating President Monroe's Inaugural Bicentennial

★★★★★

A crowd gathered near UMW's Monroe Hall in early March to celebrate the statesman the building is named for. James Monroe, fifth president of the United States, was inaugurated March 4, 1817, in Washington, D.C. Two hundred years later to the day, the James Monroe Museum invited the community to witness the pageantry of a re-enactment of the inauguration on the steps of Mary Washington's oldest building.

Soldiers in plumed caps and coarsely stitched breeches held muskets and bayonets. Ladies in colorful hats and dresses – hands in muffs and shawls pulled tight against the early March cold – waited with a crowd of modern guests.

Jaunty music rang out from the trumpets of the United States Army Old Guard Fife and Drum Corps. Soldiers from the Society of the War of 1812 in Virginia presented the color guard, and a smart, white carriage delivered the dignitaries of an earlier era: outgoing President James Madison, first lady Dolley Madison, and John Marshall, chief justice of the Supreme Court. The crowd cheered as the president-elect and his wife – James and Elizabeth Monroe – stepped down from the horse-drawn rig.

James Monroe Museum Director **Scott H. Harris '83** welcomed the crowd as did Fredericksburg's mayor, **Mary Katherine Greenlaw '61**. UMW President Troy D. Paino said the university is proud of its association with the museum, which it administers, and with James Monroe.

The modern speakers left the dais to a tableau lifted from the 1800s: James Monroe delivered an excerpt from his first inaugural address, and Chief Justice Marshall administered the oath of office. After a military salute, the trumpets and fifes struck up a brisk rendition of *Yankee Doodle*. Harris led the crowd in cheers of “hip, hip, huzzah!” before a reception where guests got to meet the interpreters and learn more about their costumes and the people they portrayed.

★ Photos by Norm Shafer ★

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Financial Information

NOTE: The following figures reflect comparative fiscal year activity through March, 2017:

- Combined revenue from admissions (including “Fredericksburg Timeless” block tickets), store sales, and donations is \$28,197, as compared to \$23,000 at the same point in FY16, an increase of 22.6%. Year-to-date Museum visitation stands at 6,008, virtually flat when compared to 6,139 last year. The last quarter of the fiscal year is usually a busy period, so increases in visitation are hoped for by the end of the year.
- Year-to-date Friends of the James Monroe Museum income from memberships, program fees, and rentals is \$20,629, which is an increase of 13.8% over the total of \$18,119 reported at this point last year.



Proposed Museum Work Plan for FY 2018

1. Grow Museum revenue from admissions, store sales, facility rentals, program fees, and donations to \$90,000 during the fiscal year. Estimated FY 2017 total revenue is \$75,000.

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

2. Administer traveling exhibit, In the Spirit of the People: James Monroe’s 1817 Presidential Tour of the Northern States. This exhibit, which will travel to its first venues in June, will continue into the fall of 2017. Thirteen venues in six states have been confirmed to date, with others to be added.

Success Measures: Fulfillment of schedule to current and future venues; results of final reports from venues detailing number of persons reached, associated programs at venues, and activity at tour page on JMM website featuring supplemental educational resources.

3. Prepare second traveling exhibit on Monroe’s tours of Chesapeake region (1818) and southern states (1819). The exhibit will be similar in format to the northern states version. Museum studies students at UMW will again provide services for research, writing, and graphic design. James Monroe’s Highland will be approached about making this exhibit a collaborative efforts between our respective institutions.

Success Measures: Establish rough outline of content by December, 2017. Determination of Highland participation, if any, by same date. Museum studies class work during spring, 2018 semester. Secure financial sponsorship of exhibit by June 30, 2018.

4. Develop series of short educational/promotional videos featuring selected artifacts from JMM collection for online distribution. Initial goal is five videos, each approximately three minutes in length, utilizing UMW production facilities and students. Distribution will be via JMM website and YouTube channel, and other online venues.

Success Measure: Completion of project by end of the fiscal year.