

**Frontier Culture Museum
Board of Trustees Meeting 4-29-22
9 a.m. Lecture Hall
Draft Minutes**

Members Attending: Ron Capps, Pamela Fox, Dianne Fulk, Cliff Garstang, Wendy Gooditis, Emmett Hanger, Iris Park, Kenneth Plum, Ned Ruby, Chris Runion, Peggy Sheets, William Sibert, Emmett Toms, Paul Vames, Kenneth Venable

Members Absent: Nwachukwu Anakwenze, Eric Bond, David Bushman, LTC. Kevin Callanan, Sally Hudson, Monty Mason, Frank Nolen, Scott Surovell, Michael Webert, John Welch

Guests Attending: Ramona Taylor, Office of the Attorney General, David Trainum, President American Frontier Foundation, Glenda Western, Treasurer, American Frontier Culture Foundation, John Dod, American Frontier Culture Foundation

Staff Attending: Lydia Volskis, Andrew Richardson, Cliff Edwards, Susan Grable, David Tierney, Eric Bryan

I. Call to Order and Approval of Minutes:

Mrs. Peggy B. Sheets

Peggy Sheets, Chair of the Board of Trustees, welcomed all attendees and asked each person to introduce themselves. She asked for a motion to allow those attending virtually to participate in the meeting. Mr. Toms made the motion. It was seconded by Mr. Capps, there was no discussion and the motion passed unanimously. Mr. Vames made a motion that the minutes of the September 2021 meeting be approved as presented. The motion was seconded by Mr. Garstang, there was no discussion and the motion passed unanimously.

II. Agency Head Report

Mrs. Sheets

Mrs. Sheets said that staff members will report for their areas and the Board Committees that they staff.

I. Facilities and Grounds Committee

Mr. Cliff Edwards

Cliff Edwards described the difference between Maintenance Reserve and Capital projects as the state defines them. He said that the Museum has an A&E term contract with a firm to provide help with small design projects so that we can avoid repeated RFP's for these small projects. He said that two upcoming

projects are the renovation of the administration building and the move and update of the West African Farm.

Mr. Edwards reviewed future Maintenance Reserve projects which include work on the 1820's Barn, work on the 1850's Farm, English Farm regrading and updates, fire alarm systems updates complete, new traffic signs along Cochran Parkway, and restriping of main parking lot. Upcoming Capital Projects include the Mill and the Crossing Gallery. Recently completed projects are the traffic circle and Augusta Woods signs.

Delegate Runion said that his company had won the contract with the Foundation for the sign, and expressed his appreciation for being selected to do the work.

II. Exhibits and Programs Committee

Mr. Andrew Richardson

Director of Education Andrew Richardson reviewed year-to-date outreach, virtual and in-person field trip totals. Museum staff conducted 1,200 virtual programs, reached over 4,000 students via outreach programs and more than 11,000 students on field trips and the numbers are still growing. The Foundation's Trailblazers grant program has served over 6,500 students as well for virtual, outreach and in-person learning experiences.

Mr. Richardson continued that summer camps are over 54% filled so far and that reservations are increasing. We have hired all but one of the eight needed camp counselors, and there are 24 scholarships to be awarded with the help of local schools and social services.

The John Lewis Society, the volunteer program for youth aged 12-16 will return with 14 students returning whose year was cut short due to covid, and four new members.

"Adventures at the Museum", formerly known as non-fiction nights, for students and parents hosted by Staunton, Augusta and Waynesboro Schools, saw over 3200 guests visit the Museum. This is more than any year during the five years of the program.

Mr. Richardson also gave the Interpretation Department report, and reviewed upcoming events, announced several new site volunteers, recent collaborations with the Jamestown-Yorktown Foundation, called attention to the first draft of the Gallery Narrative prospectus, reported on the status of simple indoor signage for sites that are unstaffed, and updated the Board on the difficulties faced with hiring part-time employees.

Mr. Richardson continued and gave the Collections update. Noting that the Museum has recently acquired several items which relate to our interpretation and time periods. Curator of Collections David Puckett is working to identify some items which are extraneous or do not fit the Museum's mission, for deaccessioning with Board approval at the next full Board meeting.

Mr. Richardson also reported that the Virginia Museum of Fine Arts Artmobile will be at the Museum over the Memorial Day weekend.

III. Finance Committee

Ms. Susan Grable

Director of Finance Susan Grable gave the financial report, and reviewed the several “buckets” of money the Museum receives to carry out its mission. These are General fund, Special revenue fund, Maintenance Reserve, and during the last two years, Cares Act funds to deal with Covid issues.

She reviewed expenditures and reminded attendees that the largest expenditure is always personnel costs. She explained several equipment purchase expenses and sales of surplus items, and reviewed a chart depicting Maintenance Reserve funds.

Ms. Grable said that the Museum received a total of \$110,000 in Cares Act funds and used the money for personal protective equipment (masks), cleaning products and hand sanitizers, signage and technology upgrades to be able to conduct virtual programs and meetings. A small amount of funding was returned after the December 31, 2021 deadline.

She noted that she expects, if the trend continues, that the fourth quarter of FY 2022 will be strong in terms of revenue, and that the Museum will move closer to our revenue target. Delegate Plum asked is all of the other revenue from the front property comes to the Museum or via the Foundation. Mrs. Sheets said that all of those revenues come to the Foundation and eventually the funds come from the Foundation to the Museum.

IV. Marketing Committee

Mr. Ken Venable

Mrs. Sheets said that in the absence of Marketing Director Alex Thymmons, he has left an audio report and a handout for attendees. The materials review the essentials of a good logo, such as simplicity and the ability to be clearly reproduced. In his audio, Dr. Thymmons described Marketing Strategy with the use of a Gantt chart. Areas covered include Strategy and Branding, Visitor Experience, Membership Experience, Social Media, Email Marketing, Website, and Special Events.

Mr. Venable gave an example of his own experience with planning a marketing strategy, and said that Dr. Thymmons and the Marketing Committee have examined all aspects of the Museum’s “brand” in planning the new logo. He noted the need to consider a broad picture concerning image and brand. He said that the new logo will be important as we begin our capital campaign. Dr. Fox complimented the work on the new logo and marketing plan.

V. Joint Operations Committee

Mr. Paul Vames

Mr. Vames reported that the Joint Operations Committee met recently and discussed the current Memorandum of Understanding between the Foundation and the Museum, and had no recommended updates to the document. The MOU is reviewed annually by the Committee.

The Committee also decided that David Trainum will replace Butch Smiley on the Frontier Property LLC management group, and thanked Mr. Smiley for his many years of participation.

III. Old Business

Mrs. Sheets

No items of Old Business were discussed.

IV. New Business

Mrs. Sheets

A. Report from the Foundation

Mr. David Trainum

American Frontier Culture Foundation President David Trainum reported that the Foundation had a good year, and hired a second part-time employee in January, Kelly Sheely.

The Foundation Finance Committee has prepared a new budget for FY23 which includes an increase in the amount sent to the Museum.

The Development Committee is planning an event on August 13 celebrating the years of the Cochran Pavilion and Justice and Mrs. Cochran's role at the Museum. They plan to send "save the date" announcements soon.

The Annual Fund has surpassed its goal of \$75,000 and now stands at \$80,000 with another two months to go. The Trailblazers fund has raised \$60,000 for the Museum to support field trips and plans to give another \$15,000.

The Golf Tournament will be in Harrisonburg in late October, details will be announced later in the summer.

The Foundation financially supported some of the new signage.

The Foundation will discuss the upcoming Capital campaign at their meeting this afternoon.

Mrs. Sheets said that the relationship between the state Board of Trustees and the Foundation Board of Directors is stronger than it has ever been, and said that the Museum is most successful when the two Boards are working together.

B. Ratification Items

Mrs. Sheets

A. Logo

Mrs. Sheets said that Marketing Director Alex Thymmons, Mr. Venable and the rest of the Marketing Committee and the Executive Committee have approved the new logo, and asked for any discussion or questions. Mrs. Fulk wondered if the twelve spokes on the wheel had any significance; Mrs. Sheets said she did not know but could find out. Dr. Fox said that she liked the font used in the logo. Mr. Garstang pointed out that the wagon wheel is featured in one of the planned exhibits in the new Gallery, where a partial travel wagon will be displayed. He said that the Executive Committee talked it over thoroughly and reviewed other possible symbolism for the wagon wheel and decided that we need that image for our logo and branding. Senator Hanger asked if we can change the image on our front property signage; Mrs. Sheets said that the two side panels containing the images can be updated. Mr. Capps made a motion that the Board adopt the new logo as presented. The motion was seconded by Mrs. Fulk there was no discussion and the motion passed unanimously.

B. Strategic Plan

Mrs. Sheets said that the Strategic Plan as presented is an internal document for the agency, not the one we complete for the state, however the goals are the same. Individual staff are responsible for various parts of the plan and have this task included in their evaluations.

The goals are to increase visitation, increase revenue and to grow interpretation and education programs. Mrs. Sheets said that the Executive Committee has reviewed and recommended the plan. Dr. Fox asked if the details of the plan require measurable results, and Mrs. Sheets said that they do. Dr. Fox and Mrs. Fulk said that they would like to know more about the plans details; Mrs. Sheets said that perhaps the Board could approve the plan in concept with more details to come at the September meeting. Mr. Garstang pointed out that baselines are difficult to establish now so that will need to be considered when completing the plan. Mr. Venable said that the Marketing Director has good metrics and can have information ready for the September meeting.

Dr. Fox made the motion that the Board approve the Strategic Plan in concept with additional details to come at the September 2022 meeting. The motion was seconded by Mr. Venable, there was no discussion and the motion passed unanimously.

C. Miscellaneous

No miscellaneous items were discussed.

V. Public Comment

There was no public comment.

VI. Closed Session

At 10:10 Mr. Toms said:

I move that the Board of Trustees of the Frontier Culture Museum of Virginia enter closed session for:

- 1. Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community, pursuant to the exemption in Virginia Code § 2.2-3711(A)(5), and related to the potential sale or lease of real property conveyed by the Museum to the American Frontier Culture Foundation.*

The motion was seconded by Delegate Runion, there was no discussion and the motion passed unanimously. All staff left the room.

At 10:35 Mr. Sibert said:

I move that the Board enter open session.

The motion was seconded by Mr. Venable, there was no discussion and the motion passed unanimously. At 10:35, Mr. Toms said:

Whereas, the Board of Trustees of the Frontier Culture Museum of Virginia convened in closed meeting on April 29, 2022 pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act;

NOW BE IT RESOLVED, in accordance with Virginia Code § 2.2-3712, that the Board of Trustees of the Frontier Culture Museum hereby certifies that, to the best of each member's knowledge:

(1) only public business matters lawfully exempted from open meeting requirements under Virginia law, and

(2) only such public business matters as were identified in the motion by which the closed meeting was convened

were heard, discussed, or considered in the closed meeting of the Board of Trustees of the Frontier Culture Museum of Virginia.

The motion was seconded by Mrs. Fulk, there was no discussion and each member affirmed verbally that no other matters had been discussed.

Mrs. Sheets thanked Ms. Ramona Taylor, the Museum's representative from the Office of the Attorney General for her help before and during the meeting.

VII. Next Meeting Date (Sept 23 or 30)

Mrs. Sheets

The meeting date will be announced to the Board soon.

VIII. Adjournment

Mrs. Sheets

The meeting was adjourned at 10:40 a.m.