



Fort Monroe Authority Board of Trustees
Board Retreat
April 19, 2018

Paradise Ocean Club/Bay Breeze Conference Center
490 Fenwick Road
Fort Monroe, VA 23651
8:00am – 1:30pm

PUBLIC MEETING: PLEASE POST

Continental Breakfast – 8:00 am

Call to Order – 8:30 am

1. Opening Comments – Jim Moran, Chairman
2. Roll Call – Jessica Turner, Assistant Secretary
3. Minutes from February 15, 2018 Meeting – Jim Moran, Chairman

Reports and Briefings

4. Executive Director's Report – Glenn Oder, Executive Director
 - Departmental reports
 - Fort Monroe Foundation Report
5. Financial Report – John Hutcheson, Treasurer, Deputy Executive Director
 - Year-to-date financials
6. Chairman's Report – Jim Moran, Chairman
7. FOIA and COI Requirements Overview – Katheryn Surface-Burks

Strategic Sessions

8. Fort Monroe Foundation – Colin Campbell, Michael Westfall, Mary Ellen Stumpf
 - The Short Term Fundraising Strategy and Year One Action Plan
 - The Plan is in progress and a \$250,000 challenge grant has been announced from the Mary Morton Parsons foundation. Moving forward, the FMF is making progress toward serving as the central fundraising entity across the site. Additionally, the Five-Year Priorities have been expanded as requested by the Board.

- Transition Plan and Foundation Models
 - The FMF model is developing based upon our experience and review of similar state institutions that also have foundations to support their efforts through philanthropic development. Discussion of the best-related foundation models across the Commonwealth and our recommendation for proceeding.
 - Operating Agreement Review and Approval
 - As the operation of the FMF has increased, the need and opportunity for increased staff time and resources has led to the development of a FMA-FMF Operating Agreement. The FMF requests the review and approval of the Operating Agreement.
 - Public Comment
 - ACTION ITEM: Approve Operating Agreement
9. Moving Properties to the Marketplace – Jay Joseph, Glenn Oder, John Hutcheson
- RFQ Executive Summary – Glenn Oder
 - Discussion on the goals of the RFQ and strategic objectives.
 - Review and Discussion of the Proposed Marketing Plan – Delceno Miles and Kathy Howell
 - Plan to reach regional as well as national audience.
 - Request suggestions and seek input into other resources and opportunities.
 - Describe Project Timeline – John Hutcheson
 - Discussion on projected timeline.
10. National Park Service – John Reynolds, Destry Jarvis, Terry Brown
- Cultural Heritage Destination
 - The big goal for Fort Monroe is to quickly become a cultural heritage destination of equal stature with the other members of the Historic Triangle. The foundation for this growth has been laid by our mutual participation in 2019 Commemoration activities, the FMVEC, and our growing partnerships in the community and state.
 - Connect New Audiences
 - The NPS and FMA recognize that the rich history of the site and numerous stories of the people who occupied this property bring a unique diversity to Fort Monroe. Given this rich diversity, Fort Monroe holds a unique opportunity to reach a very diverse population and desires to connect new audiences.
 - Superior Visitor Experience
 - Visitors to Fort Monroe recognize the unique ambiance of the property immediately upon passing the brick entrance to the site. As signage improves the entrance experience and the FMVEC is developed to provide orientation, the FMA and NPS recognize the importance of building on this momentum and creating a superior visitor experience that sustains the positive impression of this property.

- Partnership Success Story
 - In just a few short years, the FMA and NPS have accomplished much in creating a successful partnership to manage the property and provide interpretation of this historic site. Additional partnerships with the City, the Fort Monroe Foundation, and other stakeholders continue to provide opportunities for interpretation, special events, and property improvements. Opportunities for improving these partnerships and expanding relationships will lead to even more success at Fort Monroe.

11. One Fort Monroe – Bill Leighty, Decide Smart

- The Decide Smart team is working mutually with the FMA and NPS by following a strategic planning process that involves:
 - Review work products.
 - Cementing a true partnership between the FMA and NPS for the future of Fort Monroe.
 - Following and adhering to the governing documents and operation parameters.
- The Decide Smart Team has participated in extensive presentations by both the FMA and NPS and is now completing a thorough one-on-one interview process with key players in the FMA, NPS, FMF, and City of Hampton.

12. General Open Discussion

Break – 10:30am

Lunch – 12:00pm

General Public Comment

Adjournment – 1:30 pm

13. Next Meeting is June 21, 2018