

**AT A REGULAR MEETING OF THE DUMFRIES TOWN COUNCIL WITH HISTORIC DUMFRIES VIRGINIA, INC., HELD ON MARCH 7, 2013, AT 6:00 P.M., IN WEEMS-BOTTS MUSEUM, 3944 CAMERON STREET, DUMFRIES, VIRGINIA:**

**THERE WERE PRESENT:** Mayor Gerald Foreman  
Kristin Forrester  
Helen Reynolds  
Derrick R. Wood  
Daniel Taber, Town Manager

**THERE WERE ABSENT:** Vice-Mayor Willie Toney  
Charles Brewer  
Gwen Washington

**IN RE: CALL TO ORDER AND ROLL CALL**

Mayor Foreman called the meeting to order.

**IN RE: TOUR OF THE WEEMS-BOTTS MUSEUM**

Council Members present took a tour of the Weems-Botts Museum.

**IN RE: RECESS**

Council took a recess to relocate the meeting to Council Chambers.

**IN RE: RECONVENE TO COUNCIL CHAMBERS**

Council reconvened in Council Chambers, 17755 Main Street, Dumfries, VA

**IN RE: DISCUSSION ITEM(S)**

**A. DISCUSSION ON NEEDS FOR MERCHANTS PARK**

Ms. Barron, Director, Weems-Botts Museum, Historic Dumfries Virginia, Inc. (HDVI) went over the following list of building and park needs noting the first and fourth items on the list are a priority.

INTENTIONALLY LEFT BLANK

## MARCH 7, 2013 COUNCIL MEETING MINUTES

### *Building & Park Needs*

**Park Well** – Safety hazard, wooden wheel on top has been broken and if touched will drop and perhaps smash a hand.

One **out door grill** was lost in the park last year and needs to be replaced near the pavilion.

**Outdoor Kitchen** – the Fire Extinguisher needs to be refilled or replaced and certified. The fan in the kitchen needs to be repaired; it may only be a fan belt?

**Trees in park** – one pine is leaning over badly behind the bandstand and will need to be cut, the tree in the front of the Annex needs to be trimmed away from the power lines, as well as trees by the pavilion.

**Pavilion** – We have had all the picnic tables repainted by volunteers, they look wonderful!!! The pavilion itself does need repainting and refreshing. The roof is starting to rust.

**Horse Shoe Pit** – needs to be repaired. I replaced the sand last year with “Play Sand.” It needs to be replaced again and needs regular maintenance with weeding.

**Bandstand** – we have had some repainting of the railing, but the interior of the bandstand needs to be refreshed.

**Museum** – Outside of Building– We have had the house power washed by the boy scouts this Fall (as the land fill causes it to be covered in dust on a regular basis); a regular scheduled light power wash needs to be considered. Dirt & dust is a serious issue and very hard on an historical building! Porch, outdoor furniture and shutters have been repainted this year with an Eagle Award project, as well as the line on the sidewalk.

**Lawn and beds:** The PWC Master Garden project has been maintaining the weeding and garden beds of the park. The person manning this program (over the last two years) informed me she is back in college full-time and will have to give up this volunteer work. We will need to relay on the town once again for assistance. Mowing has been an issue on some of the weeks during the summer. I will provide a list of times when the parks is rented, as during hot dry times we are not mowed consistently and when rented we hear that the grass is too high. We have also had copperhead snakes in the garden of the museum and on the grounds.

**Moles** – FYI, We have moles all over the grounds causing mounds to trip on, we have had our exterminator look at it and he put a gel down which we hope will take care of the problem.

### **B. HISTORIC DUMFRIES STRATEGIC PLAN**

Ron Smith, Vice-President, Board of HDVI, explained that previously there was no strategic plan in place. The Strategic Plan is important. It not only is a guiding document, but it sets direction for the future, strategic goals. He mentioned the following highlighted items of the strategic plan. In order to get federal funding there has to be a strategic plan in place and a Form 990, a financial document.



10 January 2013

*Historic Dumfries Virginia Incorporated/  
Weems Botts Museum  
Strategic Plan  
FY 2013 - 2017*

**1. Purpose.** This Strategic Plan will inform and guide the work, development, and growth of Historic Dumfries Virginia Incorporated/Weems Botts Museum (hereafter referred to as “HDVI/WBM”) over the next five years.

**2. Background.** The HDVI Board of Directors (hereafter referred to as the “Board”) and the WBM Staff, over the past year, have reviewed our current mission statement, financial and attendance materials from 2009 to 2012 and researched current trends in Museum governance. The Board and WBM Staff found best practices dictate a museum system should have the following documents in place to guide decision-making.

**Museum System Best Practices Documents**

- **Mission Statement** – Foundation for decision-making; describes the impact the HDVI/WBM hopes to have on the community.
- **Vision** – Sets the direction; describes what the Museum is trying to achieve.
- **Core Values** – Describes the HDVI/WBM guiding principles.
- **Goals** – Describes the HDVI/WBM guiding principles.
- **Strategic Plan** – Tells the community how the Museum intends to fulfill its mission and get to its vision.
- **Case for Support** – Describes why the museum should be funded.

Of the documents listed above, the HDVI/WBM has only one currently in place, a Mission Statement. This Strategic Plan encompasses a revision of the Mission Statement and developing a supporting Vision, Core Values, and Goals. The Case for Support is a follow-on development once this Plan is approved. Typically, creating or updating such documents is a multi-year project involving a great deal of input from various constituencies. Due to the critical nature of this, the Board determined to start with reviewing the existing mission statement of the Museum, determining if it needed to be updated, and addressing the vision, values and goals for HDVI/WBM. These critical statements could then be used for a broader discussion with the Town of Dumfries Council and the community on the future direction of HDVI and WBM as part of the FY13-14 budget process and beyond. The Board’s intent is to distribute this document to the Town Council for review and comment as well as to others in the community and to post it on the Museum’s website. Changes may be made as a result of the Board receiving comments.

# MARCH 7, 2013 COUNCIL MEETING MINUTES

10 January 2013

3. **Mission Statement.** HDVI/WBM mission is to preserve and promote the heritage of Dumfries, Virginia and to educate the general public about the area's significant history.

- Promote.
- Educate.
- Engage.

4. **Vision.** The vision of HDVI/WBM is to inspire a sense of place and history for the Town of Dumfries by collecting, studying, interpreting, preserving, and presenting the Town's natural and cultural heritage. This vision for HDVI/WBM is a place that:

- is a welcoming place where people are drawn together to share their passion and interest in our history and sense of place;
- has sustainable modern facilities while retaining its traditional character;
- creates and maintains educational programs and exhibits professionally-presented, inspiring, and intellectually challenging;
- has collections exhibited, stored and preserved (via professionally-accepted preventative conservation methods) as per American Association of Museums (AAM) accreditation standards, and which will provide a continuing source of inspiration and learning;
- has a staff and volunteer corps that are creative, enthusiastic, and supportive of each other, the HDVI/WBM's mission, and the good of the profession; and
- promotes in and participates in open strategic partnerships.

5. **Core Values.** HDVI/WBM at Dumfries Virginia is committed to:

- **Openness** – Of purpose, governance, and communication;
- **Integrity** – In fair and ethical practices, and the respectful treatment of all;
- **Excellence** – In leadership, cooperation, and in utilization of the highest museum standards, as established by the AAM;
- **Relevance** – In identifying and responding to new challenges;
- **Stability** – Of its Mission, Vision and resources (particularly its collections);
- **Respect** – For different viewpoints, diverse cultural values, and the traditions of the HDVI/WBM.
- **Balance** – In dealing with all aspects of HDVI/WBM operations fairly and honestly.

10 January 2013

6. **Strategic Goals.**

Museum work is about providing the public, both visitors and the community, with meaningful experiences that are personally relevant, significant and enduring. Museum work should not be just about doing more. Museum exhibits and programs should be relevant and relate directly to the adopted mission. HDVI/WBM stewardship should maximize the use of it's' facilities and collections to fulfill the mission statement and preserve the fabric of the community. Therefore, the Board has developed goals relating directly to the proposed mission of the HDVI/WBM.

***Strategic Goal 1: Manage and Develop Our Collections to Engage Community Ownership & Engagement.*** To acquire additional collections to enhance our exhibits by either purchasing items and/or soliciting gifts, build on current strengths, and to manage and protect all works in the museum's care.

Key Strategies:

- Maintain and develop the collections catalogue through research, imaging, and documentation, using appropriate technologies.
- Research, document, and review current collections, identifying strengths and gaps and evaluating future acquisitions needs.
- Build on our role as a museum in an academic environment by promoting our dual provision of public programs and exhibits.
- Conserve, protect, and secure the collections by reorganizing, improving, and expanding storage facilities.
- Identify potential donors and acquire collections or acquisition funds.

***Strategic Goal 2: Manage and Develop Our Audiences providing an Excellence in the Guest Experience.*** To provide access to collections through displays, exhibitions, programs and activities, publications, the internet, and external promotion.

Key Strategies:

- Engage our audiences by promoting our collections and works on loan through lively and diverse exhibitions, displays, and publications.
- Identify and evaluate our academic (schools and colleges) and community audiences to develop their knowledge of and access to our collections, exhibitions, and programs.
- Make the most effective use of facilities, including the museum, annex, park, study area, and information technology for our diverse audiences.

# MARCH 7, 2013 COUNCIL MEETING MINUTES

10 January 2013

- Inspire, educate, and collaborate with college and broader audiences through direct engagement with exciting and provocative collections.
- Attract new audiences by developing and promoting the relationships between academic programming and other educational programming at the local schools and colleges and in the community through collaboration and partnerships.
- Increase our capacity to engage local schools and colleges and broader audiences through enhanced facilities, promotion, and information technology services.

***Strategic Goal 3: Manage and Develop Our Resources while providing Organizational Sustainability.*** To strengthen our funding, facilities, staff, technology, and intellectual capital. HDVI shall operate within a balanced budget that returns a percentage of operating cost to the general fund and has the resources to add, renew, or upgrade exhibits, programs and facilities.

Key Strategies:

- Organize and manage our staff, facility, and information technology resources to make effective use of our collections in support of our objectives.
- Manage and evaluate our resources to provide the most effective access for our diverse audiences.
- Realize the potential of our many sources of support to fund our objectives.
- Identify and secure funds for the development of our collections, staffing, facilities, and information technologies resources.
- Develop our resources to attract, inspire, and engage our audiences with curricular and non-curricular programming.
- Expand and develop new sources of support to fund our objectives.

**In Summary.** At issue is the future direction and contribution of HDVI/WBM. Working in collaboration with the Town of Dumfries Historic and Cultural Resources Plan, HDVI/WBM has the capability to be a positive economic force for the Town of Dumfries by contributing to the Town being a tourism destination. The Town of Dumfries Comprehensive Plan Historic and Cultural Resources Section supports the Town taking a proactive approach to tourism by strategically leveraging its historical, cultural and recreational assets through aggressive planning, marketing and partnerships. This Strategic Plan provides the direction for HDVI/WBM in support of the above.

## **MARCH 7, 2013 COUNCIL MEETING MINUTES**

Gary West, Acting Treasurer, Board of HDVI, mentioned when there are meetings or kids programs at the Museum space is very limited. An addition to the building for a meeting room is on the wish list. He asked if funding was provided whether that would have to go before Council for approval.

Mr. Taber noted the contract would have to be reviewed by the Town Attorney to make sure it is allowed and Council would have to agree to permit the addition, then the funding could be worked out from there.

Mike Cecere, President, Board of HDVI, asked if the design would be determined by the Board, the Council, or both.

Mayor Foreman explained the Board would come before Council with the proposed need and design for input through the Town Manager.

Mr. Cecere asked if the Town would pick out the contractors.

Mr. Taber noted it would go through the normal procurement process.

Mr. Wood asked who the grant writer was on the Board.

Ms. Barron pointed out that HDVI did not have a strategic plan to be able to apply for any grants.

### **C. FUTURE GOALS FOR HISTORIC DUMFRIES**

Mr. Cecere noted the second bedroom needs a theme, items purchased, and then set up properly. The goal is to tell the rest of the story. The Museum is doing a fine job on the Colonial, Revolutionary, and Weems period. He felt the Civil War period and the period after in the Town's history was not represented. He had a personal goal of getting an empty hogshead, because tobacco was such a big deal.

Mayor Foreman asked if Weems-Botts would be able to advertise its events on the Town's TV channel.

Mr. Taber thought the Museum could be included; however, it would have to be discussed with the Town Attorney to make sure.

Mayor Foreman mentioned the historic markers Council voted on purchasing and installing combined with a walking tour to create some connectivity.

Mr. Taber noted the Weems-Botts Museum is in the first group of markers the Town is purchasing this fiscal year. There will be a push for publicity coverage. The schedule is to do the Community Center, the Old Courthouse with the house across the street that former Mayor Brown lives in, and then Weems-Botts Museum.

**MARCH 7, 2013 COUNCIL MEETING MINUTES**

Mayor Foreman explained the Town got a hold of Lee Lansing’s old walking tour and part of marketing the Town would be its history. A flyer would be created as a guide for an individual to follow through the Town. The program will consist of three markers a year until done.

It was clarified that the marker would be on a pole. The white sign outside of Williams Ordinary was given as an example.

There was a brief discussion about the success of the past two Charter Day events.

**D. QUESTIONS AND ANSWERS**

Ms. Reynolds mentioned the website not being up to date with newsletters.

Ms. Barron explained the individual who handles the website is a volunteer high school student and it is very hard to get in touch with him. She noted another website has been developed and needs to be brought before the Board. A brief discussion was held between the Board Members about what needed to be done to get the website updated.

Mr. Wood asked how many employees there were.

Ms. Barron advised there is a part time bookkeeper and a docent.

Mr. Wood expressed concern over not having a person available should Ms. Barron be sick.

Mayor Foreman asked that Council be provided with a copy of the HDVI bylaws and the contract with the Town.

**IN RE: ADJOURNMENT**

Mayor Foreman adjourned the meeting.

Minutes submitted by

Approved by

\_\_\_\_\_  
Dawn Hobgood  
Town Clerk

\_\_\_\_\_  
Gerald M. Foreman  
Mayor