

Historic Resources and Museum Program
Advisory Board Meeting
Wednesday, May 22, 2013 at 6 pm

Nick Fountain called the meeting to order at 6:13 p.m. Board members in attendance were Nick Fountain, Ed Morris, Edna Rich-Ballentine, Al Brothers, Treva Jones, Tom Ward, Dwight Coleman, and Greg Paul. Board members absent were Barbara Freedman, Melissa Hockaday, and Cyrus Stacey. Staff members present were Scott Payne, Troy Burton, and Ernest Dollar.

Mr. Fountain began the meeting by approving the minutes of the April board meeting. He also thanked to the board for attending the various evening events over the past several weeks. The group discussed the May 16th mixer with documentary filmmaker Steven Channing and the museum's relationship with the project. Mr. Burton hoped a partnership with Channing would benefit the program but noted the terms and responsibilities of this prospect were still undefined.

Mr. Burton updated the board on the status of the historic sites for the past month, noting the success of the Mordecai plant sale and the increase of trolley visitation and rentals. He also noted the Raleigh City Council awarded the contract for construction of the Mordecai Historic Park Interpretive Center to Centurion and groundbreaking was expected to take place next month with an anticipated completion date of March of 2014. Mr. Burton also noted that staff member, Erin Campo, had been working to update the HRMP program's website and had been utilizing the city's email communication system, Govdelivery, to alert the public about upcoming programs. Lastly, he noted the upcoming summer camp program, Raleigh On The Go!, presented by the HRMP.

Mr. Dollar then updated the Board on the COR Museum by first noting the upcoming exhibit opening on July 4 that tells the story of the Briggs Hardware Building. He also noted the change in staff at the museum and the hosting of the press conference for C-SPAN television's visit to Raleigh. He concluded by encouraging board members to attend the Museum's upcoming fund raiser, Time Warp, scheduled for June 1. Mr. Fountain congratulated Mr. Dollar for his presentation at the Yate's Mill County Park annual meeting. Mr. Ward and Mrs. Jones both expressed their pleasure at the volunteer celebration help at Mordecai Historic Park in April. Mr. Brothers also noted Mr. Dollar spoke for the General Assembly book club. Mr. Burton noted outreach programs like these were important for volunteer membership and community development.

For new business, Mr. Brothers suggested the discussion return to the potential relationship between the HRMP and the documentary of Steven Channing. Mr. Burton noted the City's Public Information Officer, Jayne Kirkpatrick, was taking a lead role in the video effort and stressed the relationship with Channing and the HRMP was still being developed. Mr. Brothers believed the HRMPAB should be consulted in defining this relationship and expressed his concern the project could be injurious to the brand the program was trying to develop. He additionally suggested the HRMPAB could help

review content for the film. Mr. Morris wanted to see more of Mr. Channing's previous projects than the short clips show at the May 16th event.

In old business, Mr. Coleman updated the board on the sign installation project at the Latta University Site. They hoped to have an unveiling in early September to coincide with the Downtown African American Cultural weekend.

The board then dispersed to breakout groups and reconvened at 7:15 p.m.

Mr. Coleman reported for the Program Committee. He noted the committee expressed an interest in helping staff by assisting staff in selecting volunteer award winners at next year's volunteer awards event. The committee thought this could help the advisory board become more involved with the HRM volunteers and the community.

Mr. Brothers reported for the Communications Committee. He presented his draft version of a mission statement to the Board. He noted that the sites in the HRMP were under utilized and noted that with a population of 1 million in the area, the sites should strive to engage at least 5% of these residents. Mr. Brothers suggested that the sites should be viewed as destinations and, as a long term plan, should consider how to expand into different markets. He also suggested a series of short term goals were needed to achieve this goal and the branding of the program was essential. Mr. Fountain reminded the Board that the vision statement was a goal set in the annual retreat and he recommended each board member make comments on the proposed mission statement with the goal to adopt a statement shortly. Mr. Ward asked for a clarification on what the term branding referred to and what it looks like. Mr. Brothers explained that branding was a marketing term and was a series of consistent devices to explain a message or express an idea. Mr. Ward noted previous branding exercises that referred to logos and the look of other organizations appearance. He agreed the HRMP branding should be related to the mission. Mr. Burton reminded the Board that rather than creating and designing branding material, they were constituted by City Council to serve in an advisory role. In that capacity they would best support staff by advising them on current proposed branding efforts being developed internally for the program.

Mr. Morris reported for the Collections Committee. He noted Mr. Dollar had sent out the draft version of the collections policy but not all committee members had received it. Mr. Morris noted he had reviewed the policy and approved of its structure and content. The committee was scheduled to meet on May 31 to collectively review the document and make a recommendation at the next HRMPAB meeting.

Mr. Fountain reported for the Nominations Committee. He noted the committee had met on May 16 to review the names of potential candidates to fill the space vacated by the resignation of Dr. Craig Friend. The committee felt another academic historian was necessary and asked former professor and director of the NC State Archives, Dr. Bill Price, to join the board. Mr. Burton noted that if Dr. Price accepted the nomination his name would then be recommended to the Raleigh City Council for approval. The motion was put forth to nominate Dr. Price and if he accepts the nomination, put forth his name

to Council. The motion came from committee and did not require a second. The motion passed unanimously. The chair of the Nominating Committee, Ed Morris, will contact Dr. Price to ask if he would accept the nomination.

In new business, the board noted the great array of talented individuals who expressed an interest in serving on the board and suggested the possibility of forming an expert resource group that could advise the board on specific topics. Further discussion of this adjunct group was tabled until the next meeting.

The meeting closed by watching a documentary on the Pope House produced by the Raleigh Television Network featuring HRMPAB board member Edna Rich-Ballentine. The documentary focused on Mr. Rich-Ballentine's personal involvement in the Pope House, as well as, her efforts document the life of the Dr. Pope's daughters. The video also featured interviews with HRMP staff, Josh Ingersol, who oversaw management of the house.

The meeting adjourned at 8:23 p.m.