Event: Historic Resources and Museum Advisory Board (HRMAB) Meeting

Details: Wednesday, January 24th, 2018, 6:00PM; Mordecai Visitor Center

Attendance:

HRM Board: Ed Morris, Steve Rabin, Alicia McGill, Clare Bass, Esther Hall, Jannette Coleridge-Taylor, Barbara Freedman, Sam Mordecai, Joe Mobley, Holmes Harden, Jennifer Wagner

Staff: Troy Burton, Stacie Perryman**,** Ainsley Powell, Jenna Kostka, Kathryn Neuhart, Douglas Porter, Scott Payne, Matthew Wright

Community Members: None

Excused Absent: Fred Belledin, Tom Ward

Unexcused Absent: None

Call to Order, Welcome and Public Comment, Ed Morris:

HRMAB Chair, Ed Morris, called the meeting to order at 6:03pm and opened the floor for public comment.

1. Approval of Minutes:

Mr. Morris asked for approval of the draft minutes from Wednesday, November 15th, 2017. The minutes were approved by acclamation.

2. HRM Program Report:

Museums, Troy Burton:

Rental income, gift shop, and donations are on track at the Museum.

First Night was a huge a success that brought in over 800 people. This event had higher attendance than last year despite the cold weather.

HR&A consulting group supported *First Night* and helped administer surveys.

On December 9th, the Pope House hosted its first holiday program called *Holidays with the Popes.* It featured the only African America Santa Claus in this area. The Oakwood Garden club helped decorate the Pope House.

Sites, Douglas Porter:

In the month of December, Mordecai was very active with the *Holiday Open House*, *Holiday Lantern Tour*, and *Santa's Trolley*. The events were all well attended.

Staff are taking this slow season to clean out some space in the staff room in the Mordecai House. Staff are planning some interpreted pieces and tour spaces.

Moore Square, Jenna Kostka:

The Assistant Director position for Moore Square is now posted on the City of Raleigh website and will close on February 1st.

Attractions, Matthew Wright:

Mr. Wright introduced himself as the new Operation Manager at Pullen Park Attractions.

Holiday Express went extremely well. This year there was a new layout for the event that was well received.

A new concert series is coming up in the Spring. Also coming up is the *Egg Hunt* in March and *LetterLand* in April.

The Train and Kiddie Boats are down for annual scheduled maintenance.

3. Chair's Report:

a. No report

4. Old Business:

2018 HRM Advisory Board Work Plan, Ed Morris

City Council approved the 2018 HRM Advisory Board Work Plan on January 5th.

5. New Business:

2018 HRM Strategic Plan, HR&A Advisors

The HR&A team consists of HR&A, Ryan/Harris, LLC and Gensler. HR&A will produce a ten-year strategic plan for the HRM Program focusing on resources and users.

The project goal is to complete the HRM Plan for use starting in FY19.

The 5 project phases:

1. Project Kick-Off & Due Diligence - Kick-off meetings to confirm program vision and coordinate project logistics, including public engagement activities.
2. Existing Conditions Analysis - Conversations with HRM staff to identify organizational capacity, current program offerings, and operating and funding considerations.
3. Public Participation Plan - Work closely with staff to coordinate public engagement activities, designed to gather community perspective on HRM programing and generate maximum public interest and impact throughout the planning process.
4. Strategy Development -Synthesis of analysis to identify site-specific and overall opportunities, encompassing programming, operational, physical, and funding recommendations.
5. Final Plan - Presentations to the public, PRCR executive staff, HRM Board, and Raleigh City Council.

HRM Program Draft Vision Plan:

The curator of places that are sources of understanding and appreciation of Raleigh's heritage by diverse populations.

The steward of activated, innovating places for community engagement that draw residents and visitor downtown.

An accessible organization with a broad interpretive reach for today's audiences.

The recognized, unifying organization for a system of City owned historic assets in Raleigh.

A financially and operationally sound organization.

3 Strategic Key Questions:

1. Given a desire for a broad and diverse audience that will by definition have a range of interests, how should we strengthen and maintain a single HRM brand, while offering different experiences at different HRM assets?

2. What are the current gaps in the interpretive program, and is there capacity to address them through existing resources?

3. How can financial resources be leveraged, first, to strengthen sites of higher activity, then to support low-activity sites? Should the Plan explicitly consider potential sources of new revenue?

6. **Committee Reports**

   a) **Collections Committee, Clare Bass:** The committee met and approved nine donations. Eight donations went to the Museum and one went to Mordecai Historic Park. The items were a mixture of photographs, paper documents, and three-dimensional objects. The Committee forwarded a draft HRM Collection Plan for consideration. Ms. Freedman gave materials to support the HRMAB Collection.

   b) **Community Engagement Committee, Jannette Coleridge-Taylor**: The Committee discussed collaboration with other organizations including the RHDC. The reach and scope of the HRM Program newsletter, *Raleigh* Register, was discussed. The *Volunteer Banquet* is April 26th at Mordecai. April 28th is the annual *Plant Sale*.

      Mr. Burton asked the committee to consider a new board liaison to the Friends of City of Raleigh Museum as Ms. Freedman will be rotating off the HRM Board shortly.

   c) **Nominating Committee, Barbara Freedman:** The committee did not meet. Ms. Freedman mentioned if you know of any names for new board members please let her know. There are board members rotating off this year.

   d) **Program/Exhibits Committee, Alicia McGill:** The committee discussed planning a Community History event at the Latta House and University Site and Oberlin area. A member of the Friends of Oberlin, Latta Foundation, and RHDC participated in the discussion.

   e) **Executive Committee, Barbara Freedman:** The committee reviewed the agenda, minutes, and the approval of the 2018 Work Plan.

7. **Friends of the COR Museum, Barbara Freedman:**

   Ms. Freedman reported the new Friends Program Director, Dan Howe, is doing an amazing job with the Friends group.

   Membership renewal letters are out.

   Time Warp is April 21st and this year theme is the 1970's.

8. **PRGAB Report**, **Jennifer Wagner**:

   Ms. Wagner introduced herself to the board.

   The committee reviewed a proposal from staff about increasing fees for City owned ball fields where tournaments are hosted.

   The Walnut Creek Wetland Park master plan was approved.

Mr. Payne mention that the amusements tickets prices for Pullen and Chavis may increase to $1.50 if approve by council.

9. Upcoming Events	**Date**	**Time**	**Location**
Black History Symposium	2/3	10am-1pm	COR Museum
Historic Fayetteville Walking Tour	2/3; 2/10 2/17; 2/24	2pm	COR Museum
Yoga in the Museum	2/3; 2/10 2/17; 2/24	11:30am-12:30pm	COR Museum

10. Committee Meeting Reminders	**Date**	**Time**	**Location**
Collections Committee	Mon. 3/12	3:00pm	**TBD**
Community Engagement	Tues. 2/13	5:00pm	**Tucker House**
Nominating Committee	TBD		**TBD**
Program and Exhibit Committee	Mon. 2/12	6:00pm	**Mordecai Visitors Center**
Executive Committee	Fri. 2/23	8:30am	**Tucker House**
Monthly HRMAB Meeting	Wed. 2/28	6:00pm	**Mordecai Visitors Center**

** All meetings of HRMAB Committees are open to the public.*

11. Adjournment, Mr. Morris:

Mr. Morris asked if there were any questions or comments before closing.

Mr. Morris adjourned the meeting at 7:32pm.