**MINUTES OF THE MEETING OF THE**

**LOUISIANA STATE MUSEUM**

**BOARD OF DIRECTORS**

**Monday, May 12, 2014**

**12:30 PM – The Old U.S. Mint Performance Space**

**New Orleans, Louisiana**

The meeting of the Board of Directors of the Louisiana State Museum was called to order by Chairman Michael M. Davis at 12:30 PM at The Old U.S. Mint in New Orleans. A quorum was present.

Members Present: Jerry F. Adams; Madlyn B. Bagneris; Robert A. Barnett; Myrna B. Bergeron; Charles R. Davis; Michael M. Davis; Jeffrey Pipes Guice; Thomas Frère Kramer, M.D.; Aleta Leckelt; William J. Perret, M.D.; Lawrence N. Powell, Ph.D.; Anne F. Redd; William J. Wilton, Jr.; Philip Woollam; and Diane K. Zink

Members Absent: Rosemary Upshaw Ewing; Allen J. “AJ” Gibbs; Janet V. Haedicke, Ph.D.; H. Wayne McCullen; and Donna Winters

Also Present: Mark A. Tullos, Jr., Director, Louisiana State Museum

Robert E. Wheat, Deputy Director, Louisiana State Museum

**Approval of Minutes**

The minutes from the April 14, 2014 LSM Board meeting were sent to the Board members in advance of the meeting. Ms. Leckelt had a correction to the minutes. She noted that the people who took the tour at E.D. White Historic Site were not Russian exchange students, but instead were representatives from five of Russia’s National Parks. With that adjustment, Ms. Zink MOVED, seconded by Dr. Perret, to approve the April 14, 2014 minutes. **Unanimously approved.**

**Chairman’s Report**

Chairman M. Davis said we should all stop and reflect on Dr. Lupin's achievements over the years. He noted that Yvette Cuccia, Lorraine Gueringer, Mark Tullos, and Celestine Washington attended Dr. Lupin’s wake on behalf of the LSM staff. Representing the LSM Board were Mr. M. Davis, Mr. Guice, Dr. Powell and Mr. Woollam. Ms. Maclay attended on behalf of the Louisiana Museum Foundation.

Mr. M. Davis introduced Graphic Designer Paula Chance. He said she has been working very hard for not only the LSM, but also the LMF and FOC. Paula is from Atlanta, Georgia and said she really loves her job. She was raised in Mississippi, but loves New Orleans and the people with whom she works.

Mr. M. Davis reminded the Board that the Financial Disclosure forms are due to the Board of Ethics by May 15th.

The next Irby/Finance Committee meeting is tentatively set for Monday, June 9th and the LSM Board meeting will also be on Monday, June 9th. The Board will meet in June, August and October, skipping July and September.

**Director’s Report**

The report was sent to the Board in advance. Mr. Tullos said he continues to list the meetings he has in case a Board member knows them and can help further develop a partnership. He said he has asked Dawn Hammatt and her team to list all upcoming events at all properties as far into the future as possible. There are a lot of events coming up at Capitol Park Museum and he encouraged Board members to attend them. Mr. Tullos said there is good synergy happening with the upcoming Battle of New Orleans exhibit. The LSM will be calling upon our partners to assist in getting this exhibit off the ground. In October, the exhibit *Revolution* will open in Baton Rouge.

Marvin McGraw, Director of Marketing and Public Relations, spoke to the Board. He said it has been an interesting month. There are lots of opportunities but also many challenges. Mr. McGraw said most notable is the lack of a brand or logo. He feels to move forward in a progressive manner we need one. He has experience in branding. Mr. McGraw has been working with Paula Chance to get some ideas on a brand/logo in-house. He is still exploring options but will make a decision soon. Mr. McGraw also said the LSM’s website is in bad condition. He sees inconsistencies and it is not very interactive or user friendly. It needs to be dressed up and more attractive. The LSM may eventually need to get some outside help to make the website more navigable. We will undoubtedly have to stay within the context of DCRT and their rules for websites.

Mr. Tullos said that LSM first has to clean up our act and get organized before we can go out and brand and market ourselves. Mr. McGraw said, in addition to problems with the logo/branding and website, social media is not up to par. The LSM just acquired a new employee, Cate Czarnecki, who is good at social media and he will be enlisting her help. Mr. Guice suggested that Mr. McGraw needs a plan and a budget, but Mr. McGraw said he doesn't want to come in with hard numbers yet. He first wants to clean up the internal problems. He hopes to cross promote our many social media outlets that are underused with historical facts about our collection.

Mr. McGraw visited the Mint recently and noticed there was nothing about our properties at all of our locations. He drafted and distributed a one-page summary of our properties, showing what was free, what is in walking distance, etc. Dr. Powell said he would like if it Mr. McGraw added the phrase the “French Quarter Fab Five” instead of “French Quarter Five.” Mr. McGraw said he is open to suggestions.

Ms. Leckelt asked Mr. McGraw to send this promotional piece to her via e-mail.

Mr. Guice said crowdfinding is when someone is going to introduce an exhibit or event, they go find out how much needs to be raised and try to raise funds from the general audience. He said he would send Mr. McGraw his marketing plan. Mr. Tullos pointed out that Mr. McGraw is dealing with a lot of other stuff on a day-to-day basis as well.

Mr. McGraw also noticed that people out on Jackson Square often don’t notice we are a museum or even that we are open, as there is no proper signage on the Square. He is working with Ms. Chance on this aspect.

**Friends of the Cabildo Report**

Robert Freeland gave the report.

April’s volunteer hours were 1,586 for a value of $30,657.38. The April walking tours consisted of 435 adults, generating $6,873, about 12% over April, 2013.

"The Jazz Fest Movies at the Mint" was sold to 125 guests, for about $1,200 in net revenue.

Upcoming events are as follows:

1. The FOC Adult history Class. This is a new program, which will cost $200 per attendee. 22 people have already signed up, and the class goal is 30. Class facilitators are Charles Chamberlain, Karen Leathem, Joyce Miller and Jason Strada. The program is themed around New Orleans neighborhoods. There will be 5 two-hour sessions each Wednesday, beginning May 28th.
2. The FOC’s annual meeting is Thursday, May 15th from 6:30-8:30 PM at the U.S. Mint. Featured speakers will be Mark Tullos and Richard Campanella. At the meeting, Mr. Freeland said he will be stepping down as FOC President, and will be succeeded by Ruth Burke, the FOC Board member responsible for running the 1850 House store for the past two years.

1. The FOC Home and Courtyard Tour will be Sunday, May 18th.  They will tour 5 courtyards, 2 homes and Madame John’s Legacy as the ending venue. The event will be from 4:00-7:00 PM.

1. The FOC will sponsor the New Orleans Film Society Movie at the Mint: "Jazz on a Summer Day" Friday, May 30th at 8:15 PM.

Mr. Freeland said he will continue to serve on the Executive Committee and will be the designated representative on The Battle of New Orleans. He is also working on a Hispanic community project with Mr. Tullos. Mr. M. Davis thanked Robert Freeland for his hard work on behalf of the FOC.

**Louisiana Museum Foundation Report**

Susan Maclay gave her report.

Membership and Annual Meeting

* The LMF spring membership campaign is in full swing. Mailings went out and memberships are coming in at a steady pace.
* The annual meeting is today, May 12th, at Ralph’s on the Park. Wayne Phillips and Jessica Hack will be the key note speakers. They will talk about the conservation process for two War of 1812 coats, one that is already conserved and one that is in the process of being conserved. This of course is to begin to get the members interested in the upcoming Battle of New Orleans exhibit.

Battle of New Orleans Gala and Exhibit

* Mark Tullos and Susan Maclay met with Gary Lagrange and some of his staff to explore a partnership with the Port of New Orleans and the Museum’s Battle of New Orleans exhibit to see if some potential exhibition sponsors can be attracted.
* At the Foundation’s gala, the LMF will honor the Port of New Orleans as it was the reason the British came to New Orleans and Tim Favrot for his conservation of the Favrot coat.
* Rivers Lelong, Philip Woollam and Herschel Abbott have agreed to serve as co-chairs of the gala. Rivers will represent the French Creoles, Herschel will represent what was then known as “the Americans,” and Philip will represent the British.

Dr. E. Ralph Lupin Fund

* The Museum has asked the Foundation to look into working with the Friends of the Cabildo and possibly the Vieux Carre Commission to host a memorial reception for Dr. Lupin. The LMF has also been asked to look into the possibility of starting a Memorial Endowment in Dr. Lupin’s memory. Ms. Maclay said she would keep the Board posted as details become available.

**E.D. White Historic Site Report**

Ms. Leckelt reiterated her correction to the minutes about the fact that Russian National Park representatives toured the house recently, not exchange students.

**Collections Committee Report**

Dr. Perret gave the full report. A Board memo and a rejected outgoing loan were sent out to the Board in advance of the meeting. The proposed outgoing loan to the Basilica of Notre Dame of Montreal for the Napoleon Death Mask was unanimously rejected by the Committee. Ms. Hammatt said the recommendation for a rejection is based on the fact that information received was disjointed, incomplete, and inaccurate and the LSM had little information on insurance and security. The proposed loan to the Basilica of Notre Dame was **unanimously rejected.**

The next document was a Board memo informing the Office of the Treasurer that the LSM staff has decided to remove three of the twelve loaned paintings from their office as there was some question regarding their maintenance and the paintings are in bad shape. Mr. Davis asked that the display issues on the other art be resolved. Recommended motion to remove three of the twelve loaned paintings from the Office of the Treasurer were **unanimously approved.**

The last document was the full Collections Committee Report, which was **unanimously approved**.

**Capitol Park Museum Report**

Mr. Stark said the outdoor sign is completed and looks good. He will have an image at the next meeting. April, 2014 was the biggest month for school tours in the history of the museum.

**E.D. White Historic Site Report**

Staff from LSU came out to the E.D. White Historic Site to assess the oak trees for historic preservation with the Live Oak Society of the Louisiana Garden Club Federation, Inc. He hopes to soon move forward with a general landscaping plan.

**Wedell-Williams Report**

Curators are moving forward with a presentation of a Sawmill film to add to the gallery.

**Louisiana Sports Hall of Fame and Northwest Louisiana History Museum Report**

The Sports Hall of Fame induction weekend is June 19-21.

**Irby/Finance Committee Report**

Dr. Powell said there was a glitch regarding approval of a new lease for Violet's. The owners requested two 3-year extensions whereas the lease normally stipulates two 2-year extensions. The Committee also discovered that the RFP may have been flawed due to a miscalculation in the square footage. These concerns will be reviewed by DCRT Counsel Julia George Moore and should come before the Board with a resolution at the next Board meeting. In the interim, Violet’s will be on a month-to-month lease.

**New Business**

Mr. M. Davis requested unanimous approval to add an agenda item. Approval was granted. He announced the vacancy of the Vice-Chairman’s position. He asked Board members if they are interested, to please contact him.

Both Dr. Kramer and Ms. Redd said they like the acoustics in the performance space at the Mint.

Dr. Powell said he met with LSM Historian Dr. Karen Leathem on the music exhibit planned for the Mint. It is being held up due to lack of funding from the State and he wondered why that is. It is such a worthwhile project. Mr. Wheat said there is a Capital Outlay request for $3.5 million for the exhibit. He called Facility Planning to thank them on the upgrades to the Mint and they did not realize that the music exhibit fund has been lacking. We will have to see where it goes.

The meeting adjourned at 1:48 PM.