

LOUISIANA NAVAL WAR MEMORIAL COMMISSION

Minutes of Commission Meeting

June 9, 2016

4:00 p.m.

Members present:

- Richard Brandt
- Robert Hawthorne
- Joe Jenkins
- Kyle Kennedy
- Henson Moore
- Bobbie Pugh
- Leonard Sedlin
- Karen St. Cyr
- Charlie Dirks, Louisiana Department of Veterans Affairs

Members absent:

- Rudolph Bourg
- Franklin Foil
- Hans Sternberg
- Denis Ricou

Others present:

- Mark Tullos, interim Executive Director
- Tim NesSmith, Ship Superintendent and Educational Director
- Jerry Pugh
- Terri Planchard
- Becky Robert
- Byron Como
- Charles H. Doughty II

Call to order: At 4:00 o'clock p.m. the meeting was called to order by the Chairman, Henson Moore, who asked Dick Brandt to lead in the Pledge of Allegiance. He announced that a quorum was present.

Agenda: The Chairman asked if there were any additions to the agenda. Commissioner Hawthorne asked that the proposed Cooperative Endeavor Agreement discussed at the last meeting be added to the agenda. There was no objection, so this item was added to the agenda under Fundraising & Development.

Minutes. The Chairman asked if there were any additions or corrections to the minutes of the last meeting. There were none so they were approved by consent.

Financial Report:

- The resolution required by the bank to name Mark Tullos, Henson Moore, and Joe Jenkins as authorized signatories was unanimously approved.

- Chairman Moore explained that Commissioner Sedlin has requested reimbursement of \$271 for reproduction and other out of pocket expenses related to our strategic planning efforts to date and that it is necessary for the Commission to approve such reimbursement. On motion by Commissioner Kennedy and seconded by Commissioner Brandt, the Commission unanimously approved the request.
- The profit & loss, balance sheet and budget handouts were explained by Chairman Moore.
- Chairman Moore explained that efforts are underway to revise our accounting system so that we have direct access to our data.

Marketing: In response to questions and comments the Commission discussed various issues related to marketing. Mark Tullos made a number of valuable comments based on his experience in this area. Various initiatives are underway including the ability for internet sales, street signs, and professional advice on a pro bono basis. Chairman Moore related a recent conference he had with the Mayor during which he express appreciation to the Mayor for past support and emphasized the importance of continued support from the Mayor's office.

Governance:

- Commissioner Jenkins announced that he had recently received a letter from the State explaining that Denis Ricou's appointment as a Commissioner was not confirmed by the Senate; therefore, he is not a Commissioner.
- Chairman Moore announced that the legislation we requested and sponsored by Rep. Foil changing our quorum requirement to a majority of the serving commissioners, reducing the required number of meetings to one per year, and providing more flexibility in removing commissioners for lack of attendance was passed by the Legislature and signed by the Governor. So it is now law. He also suggested that our By-Laws be amended to mirror these legislative changes. Commissioner Kennedy moved that the By-Laws be amended to be consistent with this legislation. The motion was seconded by Commissioner Brandt and unanimously adopted by the Commission.
- Procedures for complying with State financial disclosure and ethics training regulations were discussed.

Executive Director's report: Mark Tullos, interim Executive Director, referred to his written report dated June 9, 2016, a copy of which is attached to these minutes. He also distributed a current project list.

Fundraising & Development: Mark Tullos again referred to his written report and made additional comments including the following:

- Preparations for the Fourth of July celebration are presently at the forefront of the staff's activities. The commissioners were reminded of the 400 tickets being sold for the VIP package and the 200 tickets to watch the fireworks from the ship. He reviewed advertising and sponsorship activities and suggested that in the future the income and expenses for this event be broken out separately for accounting purposes.

- The application for the annual grant from the City-Parish is being prepared and will be filed timely. He is also considering a supplemental grant request.
- The Annual Fund Drive will take 5 or 6 years to fully develop. At this point the Chairman reminded the Commission that the Baton Rouge Area Foundation has done the initial mailing at its expense which includes a mailing list that it purchased. Mark Tullos further explained that the mailing includes the Friends group, more than 60 veterans groups, the mailing list used by the old foundation, and other names from various sources. The Chairman pointed out that each commissioner's packet includes the mailing materials and expects each commissioner to respond. Mark Tullos asked the commissioners to please supply additional names and addresses. Commissioner St. Cyr asked about the collection boxes and was told that they supply significant funds. Charlie Dirks stated that the Department of Veterans Affairs would supply more names.
- He explained a business model graph involving three concentric circles which he suggests might be helpful in developing a better business plan for the Commission. He asked that each commission member study the graph and suggest additions. Items in bold type indicate existing programs.

Cooperative Endeavor Agreement: Commissioner Hawthorne called attention to the proposed agreement with the Louisiana Veterans Museum Foundation which was introduced at the last commission meeting. He also outlined some possible goals which the Foundation could undertake this year. Since this item was not on the original agenda for this meeting, several commissioners stated that they needed more time to review the document. Commissioner St. Cyr suggested that we consider this at a special meeting in the near future. Commissioner Sedlin moved that the Executive Committee consider the proposed agreement and act on it at a special meeting. Commissioner Dirks seconded the motion which passed unanimously.

Director Search Committee: Commissioner Hawthorne reported that the committee held its first meeting on Tuesday of this week. In addition to commissioners appointed by the chairman, the committee includes Patricia Calfee, a fundraising person on the staff of BRAF, and Carol Gikas, longtime executive director of LASM. Both of those ladies attended the meeting and showed great interest in our search. Mark Tullos also attended the meeting and was very helpful. The committee edited a proposed document describing the position and the qualifications the committee is seeking. The revised document is in the commissioners' packets. The committee plans to begin distributing the document next week, so each commissioner is asked to review and send Commissioner Hawthorne without delay any suggested changes. Several commissioners asked questions and made suggestions. The committee also discussed and developed an initial distribution list which includes numerous veterans groups. Commissioners are asked to suggest additions to the distribution list.

Strategic Planning Committee: Commissioner Sedlin distributed a document listing deadlines and activities of the committee. He commented on several items and praised BRAF for their interest and assistance in this project. Chairman Moore commented on the energy and leadership Pearce Cinman has shown in this effort. He also commented on the prime location we occupy on the Baton Rouge riverfront.

Governance: Commissioner Jenkins asked that the Commission clarify the status of the names submitted to the previous governor for appointment to the commission. After discussion the Commission reaffirmed without objection its approval of the names previously submitted. Commissioner Jenkins agreed to follow up with the governor's office and take whatever steps are appropriate for those names to be considered by the present governor.

Public Comments. The Chairman asked if there were any comments from the public. There were none.

Adjournment: The Chairman asked if anyone had further business for the Commission. He received no response so he adjourned the meeting at 6:56 p.m.



Robert A. Hawthorne, Jr., Secretary