

**MINUTES OF THE MEETING OF THE
LOUISIANA STATE MUSEUM
BOARD OF DIRECTORS**

**Monday, February 22, 2016
3:00 PM – The Old U.S. Mint
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 4:30 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; Rennie S. Buras II; Michael M. Davis; Rosemary Upshaw Ewing; Jeffrey Pipes Guice; Janet V. Haedicke, Ph.D.; Kevin Kelly; Aleta Leckelt; William J. Perret, M.D.; Lawrence N. Powell, Ph.D.; Philip Woollam; William J. Wilton, Jr.; and Diane K. Zink

Members Absent: Myrna B. Bergeron; Sharon Turcan Gahagan; Thomas Frère Kramer, M.D.; Anne F. Redd; and Donna Winters

LSM Staff Present: Mark A Tullos, Robert E. Wheat

Also Present: Julia George Moore, DCRT Counsel; Billy Nungesser, Lieutenant Governor

Adoption of the Agenda

Chairman M. Davis called the meeting to order. Ms. Ewing MOVED, seconded by Dr. Haedicke, to approve the agenda. There was no public comment. **Unanimously approved.**

Approval of Minutes

The minutes from the December 14, 2015 meeting were distributed in advance. Ms. Bagneris MOVED, seconded by Dr. Powell, to approve the LSM Board minutes from December 14, 2015. There was no public comment. **Unanimously approved.**

Chairman's Report

Mr. M. Davis introduced Lt. Governor Nungesser, who wished to make a suggestion.

Lt. Governor Nungesser asked that the LSM Board please not vote on the Irby Rent Study today until he can investigate further. The Lt. Governor's office will investigate the matter further with LSM staff and the residential tenants and give an opinion at the next Board meeting.

Mr. M. Davis introduced Deputy Secretary Rennie Buras, who will be an LSM Board member.

**LSM Board minutes
February 22, 2016**

Director's Report

Mr. Tullos said he has been asked to serve on the AAM (American Alliance of Museums) mentor program. He directed the Board to the report, which was sent out in advance.

Irby/Finance Committee Report

Mr. Barnett said there were two motions that passed, but both motions are not coming before the Board for a vote. The first motion was acceptance of the Rent Study submitted by Mr. Geoffrey Lutz and the other motion was implementation of the staff recommended residential rates, effective April 1, 2016.

Ms. Zink asked staff to send her a revised chart of the current residential base rent with CAM so she can see the actual % increase. She also asked to see the difference in square footage and have that highlighted. Ms. Zink noted that the change in square footage accounts for some of the rent increases.

Mr. Barnett MOVED to defer the vote on implementing the new rates from the Rent Study. Seconded by Mr. Wilton, the motion was **unanimously approved**.

Collections Committee Report

Dr. Perret pointed out that it had been sent to the Board for review in advance of the meeting and MOVED for acceptance. Mr. Guice seconded the motion, which was **unanimously approved**.

Friends of the Cabildo Report

Ms. Burke gave the report.

Ms. Burke said discussions continue on carving out a dedicated space for promoting the FOC walking tours in the 1850 House shop.

The 2016 annual symposium will be held the weekend of December 9th & 10th, and they are in discussions with Dr. Larry Powell regarding this year's topic, which will be on Privateering and the slave trade along the gulf coast during the colonial period.

Plans for the French colonial architecture and lifestyle exhibit at Madame John's Legacy are moving forward, and the FOC should have a general outline for the exhibit within the next few weeks, after which they will begin their fundraising campaign. If all goes as planned, they project an opening date in March, 2018.

The 1850 House gift shop fell below expectations for January, 2016 with a \$1,100 drop in sales from the previous year. However, February is looking healthier.

Last month, the FOC volunteers spent 527 hours of service valued at \$10,185, in support of the State Museum.

During the current fiscal year to date, the FOC has paid \$32,000 in donations to the LSM, \$23,000 of which was for renovation work at the 1850 House Museum.

Mr. M. Davis suggested that the Board members take an FOC walking tour for free. Mr. Buras said he had a meeting recently with City Park officials and would love to see the FOC involved in partnership discussions with them.

Louisiana Museum Foundation Report

Ms. Maclay gave the report.

The Louisiana Museum Foundation would like to welcome aboard our new Lt. Governor, Billy Nungesser and Deputy Secretary Rennie Buras. Their president, Gary Brewster, is out of town but he sends his greetings and wanted Lt. Governor Nungesser to know how much the LMF looks forward to working with him.

The Louisiana Museum Foundation's audit for the 2014-2015 fiscal year was submitted to the Legislative Auditor at the end of December. Normally, copies would have been submitted to LSM Board members at the January meeting, but due to the transition with the new Lt. Governor's administration, copies will be submitted at an upcoming meeting. However, to summarize the high points, the LMF ended the 2014-2015 fiscal year with:

- Total revenues of \$1,091,148
- Total expenses of \$1,083,712, of which over \$926,000, or a little over 85%, was expended in support of Museum programming
- LMF ended the fiscal year with \$2.889 million in net assets, slightly up from the prior year-end of nearly \$2.884 million in net assets

The LMF has been greatly expanding their social media following and have revamped the website, so if the Board has not visited thelmf.org in a while please do so.

The LMF currently has approximately 7,500 social media followers between LMF and Music at the Mint sites (2,000 Facebook, over 1,100 Twitter and over 4,400 Instagram).

As a result, the LMF tried an experiment. The LMF normally focuses on an older, financially higher-end following. In order to reach out to a younger, more financially diverse social media following, the LMF hosted a low-cost outreach event, similar to events that the Ogden and other museums routinely host, on Friday, February 12th in the Cabildo, centered around Valentine's Day.

The event attracted nearly 200 primarily locals, and while the age range was diverse, the majority were in their 20's and 30's, which was the primary target audience.

The guests tremendously enjoyed touring the Cabildo, many remarking that this was the first time since childhood that they visited the Cabildo. Indeed, many guests spent more time in the galleries than on the dance floor.

The \$40,000 National Park Service (National Center for Preservation Technology and Training) Grant, hereafter referred to as the “NCPIT” grant that the Foundation acquired with LSM’s Greg Lambousy, who served as the Project Director, is close to completion, with the final report to be submitted by the end of March.

This grant paid for a study to test a possible solution to damage being caused to the historic bricks and masonry due to salt intrusion and rising damp at Madame John’s Legacy.

As this problem affects historic structures worldwide and particularly in the French Quarter, a requirement of the grant was to hold a symposium for the team to share its findings.

The symposium took place last Friday, February 19th in the Mint’s 3rd floor performance venue, followed by a tour of Madame John’s.

The 3rd floor venue’s lecture capacity was reached with over 130 in attendance, many of whom were preservationists from all over the state.

The LMF continues to administer a \$275,000 National Endowment for the Humanities (NEH) grant originally acquired by the Foundation with LSM’s then Director of Collections, Greg Lambousy. Dawn Hammatt became the project director when Greg was moved to exhibits over a year ago.

This grant is paying for the digitizing and indexing of the Museum’s Colonial Documents collection, with the ultimate goal to have the entire collection accessible online from anywhere in the world.

This three year grant is due to end this June. As indicated in the semi-annual report Ms. Hammatt provided in January for LMF, to submit an extension on the grant was thought likely to be necessary in order to complete the project. So the LMF was pleased to hear from Mr. Tullos during his report earlier in this meeting that the project will be finished in the next few weeks.

At the end of last fiscal year in May, the Museum Foundation contracted with Dr. Jeff Hale, a local development consultant, who has a particular passion to see the city where jazz was born have a Jazz Museum.

Dr. Hale has spent the last eight months working with Mr. Tullos and LSM’s Karen Leathem and other museum staff members to get the details of the New Orleans Jazz Museum solidified sufficiently to be able to create the materials necessary to launch a major fundraising initiative and this work has resulted in his finally completing a case statement package.

He has also been working with Ms. Maclay and key Foundation board leaders to put a campaign committee together. While she is not at liberty to announce the campaign’s co-chairs at this time, they do have confirmations from three nationally recognized individuals.

Their first major fundraising presentations were made to the Hearst Foundation and Shell Oil Company and Mr. Hale is lining up presentations to take place in New York City in mid-March, so Ms. Maclay hopes to have more to report next month.

Prior to Dr. Hale's participation, the LMF had acquired over \$20,000 in support of the initiative to bring the Jazz Museum back, all from overseas supporters, so they are very excited to hear that the LSM's Director of Exhibits, Greg Lambousy, has been invited to the International Jazz Festival, which this year is in Poland, at the Polish Government's expense, to speak about the development of the Jazz exhibit and to raise awareness of their fundraising campaign for the New Orleans Jazz Museum.

If anyone would like to provide a gift to this effort or can open doors, please let Ms. Maclay know.

The annual membership dinner meeting is Tuesday, May 17th at Brennan's on Royal, and they have extended an invitation to Lt. Governor Nungesser to serve as the keynote speaker.

The LMF is trying to settle on one of three possible dates for their 2016 gala, which will either be September 30, October 7 or October 14.

The theme that they are exploring is *Mojitos at the Mint* featuring Latin Jazz, Dizzy Gillespie's trumpet, and other examples of how New Orleans Jazz influenced jazz internationally.

This should be firmed up within the next couple of weeks.

E.D. White Historic Site Report

Ms. Leckelt said the "Kids under the Oaks" event will be on April 2nd from 10:00 AM to 4:00 PM. There will be children's art programs, music and food. Lt. Governor Nungesser will be attending.

Wedell-Williams Aviation and Cypress Sawmill Museum Report

On March 19th, the annual Easter Egg Hunt will take place. Usually around 700 people attend the event. The annual Cypress Sawmill Festival will take place the weekend of April 2nd.

Capitol Park Museum Report

Mr. Stark said on March 17th the Friends will have their *Thirsty Thursday* program. At each event, a special drink is featured and placed in a historical context. The drink on March 17th will center around St. Patrick's Day.

Louisiana Sports Hall of Fame and Northwest Louisiana History Museum Report

Branch Director Jennae Biddiscombe attended the meeting. She said there was a book signing with Billy Cannon in December.

On March 12th, the museum will have a special performance by the NSU symphony orchestra.

From June-August there will be an exhibit called *Hometown Teams: How Sports Shape America*. The LSM received a \$5,000 grant for the exhibit from LEH (Louisiana Endowment for the Humanities). The LSM is in the process of obtaining artifacts and images.

On September 22nd, the Saints exhibit will open, which celebrates their 50th anniversary.

Lt. Governor Nungesser said a change in the law needs to happen so that the employee who currently takes the tickets can run the gift shop.

**LSM Board minutes
February 22, 2016**

Old Business

Dr. Haedicke pointed out that the LSM Board still has not seen the VCC list for the representative on the VCC.

Mr. Adams asked when the Board lots will be drawn. The Lt. Governor said that will take place at the first meeting of the new Board.

New Business

Dr. Powell read the Resolution of Respect for Randy Davis. It reads as follows:

WHEREAS Charles “Randy” Davis served with distinction and dedication as a member of the Louisiana State Museum Board from 2010 through 2015; and

WHEREAS Charles “Randy” Davis gave unsparingly of his time, energy, knowledge, and leadership in the governance and management of the Office of State Museum and Louisiana State Museum; and

WHEREAS Charles “Randy” Davis helped shepherd and enhance the partnership between the Louisiana State Museum and the Department of Culture, Recreation and Tourism; and

WHEREAS Charles “Randy” Davis will continue as an active supporter of the Louisiana State Museum;

NOW, THEREFORE, BE IT RESOLVED, that the members of the Louisiana State Museum Board, meeting in regular session this 14th day of December 2015, at New Orleans, Louisiana, express their individual and collective gratitude and respect for Charles “Randy” Davis; and

BE IT FURTHER RESOLVED, that this action shall be entered into the permanent records of the Louisiana State Museum and that this resolution shall serve as evidence that the Board of Directors, Administration, Staff, and Stakeholders of the Louisiana State Museum hereby express their sincere appreciation to Charles “Randy” Davis.

Lt. Governor Nungesser said he wants to do a better job of getting out information on all of the LSM events and fundraisers.

Lt. Governor Nungesser said the Baton Rouge Area Foundation called him and about a new rental car tax in which 1/2% (or half cent) will go to local government. When budget holes are plugged, he got assurances that DCRT will be able to tap into that fund. This will be for out of town rental cars. Mr. Guice suggested the Lt. Governor tap into the Uber market as well.

Lt. Governor Nungesser said he has received the information on the new Board and will be reviewing it soon. He hopes to make his decision on the new Board in the next few weeks.

Meeting adjourned at 5:45 PM.