

Dr. Mark Crabtree, Treasurer, gave an overview of the quarterly financial report. Dr. Keiper gave an overview of the museum's proposed annual budget. The proposal includes a one-time appropriation of approximately \$145,000 for next fiscal year and a second appropriation of \$155,000 for the following year. This is in response to requests made for marketing and to fund a curatorial position.

Research and Collections Committee Report

Monica Monday, committee chairman, presented the Research and Collections Committee report.

The Board welcomed Dr. James Beard back to VMNH after a two-year posting at the National Science Foundation (NSF). Dr. Beard reported on his activities and accomplishments during that time.

The Committee took the following actions:

- Reviewed acquisitions from last quarter.
- Approved the reappointment of six research associates.
- Reported the upcoming retirement of Dr. Judy Winston. A curator will be hired to fill her position.
- Dr. Alton Dooley will be elevated to full curator status.

Education and Public Programs Report

The Education and Public Programs Committee was unable to meet. Dr. Denny Casey gave an overview of programs delivered over the past quarter.

Executive Director's Report

Dr. Keiper gave an overview of his written report and the Museum Without Walls Dashboard Report.

The two-year Museum Without Walls plan will conclude May 2014.

An overview of the Advancement written report was given.

- Fundraising is up from this quarter last year.
- The 2-year membership opportunity has been very popular, with many taking advantage of the discount.

Waynesboro Special Committee Report

Janet Scheid provided an update on the work done by the Waynesboro Special Committee.

Dr. Keiper distributed a resource packet on the proposed interpretive facility to each Board member prior to the meeting. Included in the recourse packet were branch specifications and cost, along with estimated economic feasibility and impacts.

Dr. Keiper reported that a VMNH analysis shows that with a modest but appropriate staffing, and using the current VMNH budget as an example, that the offsite facility can be run for an estimated \$12 per sq ft per year, equaling \$262,200. Revenue based on the analysis is estimated at \$287,500.

A capital campaign would be required if it is decided to move forward with the facility.

Mrs. Scheid stated that the committee received a good feel for the City of Waynesboro's commitment to the Interpretive Center. The City offered the following:

- Should the Museum Board of Directors make a commitment that Waynesboro is the location for a branch location; the City will provide 50% of the cost, up to \$25,000, for the schematic.
- The City will provide land in the downtown corridor at the NE corner of Main and Arch (part of Constitution Park and adjacent to the South River) suitable for a 25,000 building and necessary parking; waive building permit fees; and reimburse water and sewer facility fees.
- Work with the Museum Foundation Board to gain support from the local service clubs, businesses, and philanthropic network.
- Provide Marketing Support to include, but not limited to:
 - Include in visitor information guide
 - Include on Tourism Website
 - Promote at Tourist Information Center
 - Slides on TV
 - Brochure space
 - Space for Display
 - Feature events in weekly and monthly Tourism newsletter
 - Feature events in City citizen quarterly mailing
 - Participate in Familiarization tours
 - Shenandoah Valley Visitor Center Staff
 - Virginia Tourism Staff
 - Travel Writers
 - First year membership in associations
 - Waynesboro Downtown Development Inc (WDDI)
 - Greater Augusta Regional Chamber
 - Tourist Association of Greater Waynesboro (TAGW)
 - Shenandoah Valley Tourist Association (SVTA)
 - Grand Opening Open House / Chamber Ribbon Cutting
 - Provide tools and support to VMNH Marketing Staff
 - Connect with area schools and home-school association
 - Partner with for future Virginia Tourism Corporation and City grant opportunities

The Waynesboro Special Committee decided not to make a recommendation on whether or not the Board should move forward to the next step. Mrs. Scheid conveyed Committee member and VMNH Foundation Board Director, Jim Ferrill's concern that Waynesboro can't support the fundraising that would be necessary.

Mr. Jim Severt made the following motion:

I move that we express sincere gratitude to the City Council of Waynesboro, the committed citizens who have been involved, and the team from the Virginia Museum of Natural History (“VMNH”) for their hard work, creativity and thoroughness in developing and examining this opportunity.

I further move that this Board approve the development of a Master Plan and Schematic Design for a potential branch location in Waynesboro, Virginia (the “Master Plan”);

Provided, however, that:

-first, monies to fund the Master Plan, other than those already committed by the City of Waynesboro, shall be raised under the auspices of the Virginia Museum of Natural History Foundation (the “Foundation”) by individual or entities from Waynesboro or the surrounding region from sources who have not previously substantially supported the Foundation;

-second, VMNH shall incur no liability nor expend funds appropriated by the Commonwealth of Virginia to pay for the Master Plan other than a reasonable level of VMNH staff involvement as directed by the Executive Director of VMNH; and

-third, we will continue to seek input, advice and guidance from the VMNH Foundation Board of Directors as this process continues.

Dr. Crabtree seconded the motion.

Following a lengthy discussion, a roll call vote was taken: Ayes 10, Lee Lester and Stephen Walker voted No. The motion carried.

Nominating Committee

Mrs. Lee Lester, committee chairman, presented a slate of nominees for the 2014-2015 Executive Board. Nominees are: Mrs. Melissa N. Gould, Chairman; Ms. Christina Draper, Vice-Chairman; Dr. Mark Crabtree, Treasurer; Dr. Brian Bates, Secretary.

Nominations will be accepted from the floor prior to the elections at the May meeting.

Board Resolutions

The following resolutions were presented for approval:

- A resolution honoring Dr. Nancy Moncrief for the successful performance of her duties as Acting Director of Science of VMNH from December 2011 to January 2014 (Attachment A) Mr. Severt moved to accept the resolution as read. Mrs. Monday seconded, the motion carried unanimously.

- A resolution honoring Dr. James Beard for service to science he has given to the National Science Foundation and to welcome him back to VMNH. (Attachment B) Dr. Crabtree moved to accept the resolution as read. Mr. Walker seconded, the motion carried unanimously.
- A resolution honoring Dr. Judy Winston who is retiring after 21 years as Curator of Marine Biology at VMNH and for the diligence and conscientious dedication with which she has served VMNH. (Attachment C) Mr. Severt moved to accept the resolution as read. Mrs. Monday seconded, the motion carried unanimously.

With no further business to come before the Board, the meeting was adjourned at 12:45 pm.

Respectfully submitted,

Brian Bates, Ph.D.
Secretary

Melissa Neff Gould
Chairman