

**VMNH Board of Trustees
Strategic Planning Committee
October 2020, by zoom, 900-1030AM**

16.

- I. Welcome, Committee Chair, Lisa Moerner (9:00 – 9:05)
 - i. Members in attendance: Roberto Quinones, Art Evans, Zach Ryder (*ex officio*), Ryan Barber (*ex officio*), Jonathan Martin (*ex officio*), Joe Keiper (*ex officio*)

- II. Committee Guidance, Board Chair, Tom Benzing (9:05 – 9:15)
 - i. Dr. Benzing reviewed committee meeting protocols.

- III. The Pandemic
 - i. Overview of operations during pandemic, Director, Joe Keiper (9:15 – 9:25)
 - a) Research and Collections – Largely unaffected but decrease in numbers of visiting researchers, hired Dr. Jackson Mean, a millipede expert, to assist curation of myriopod collection.
 - b) Education and Outreach – prepping for summer 2021, preparing for distanced based learning for teachers
 - c) Public hours and safety protocols (currently Friday and Saturday)
 - d) Future plans in anticipation of post-pandemic work

 - ii. Discussion, Attendees (9:25 – 9:35)
 - a) New funding obtained from Boxley Materials for education funding
 - b) In talks with Carter Bank and Trust about virtual content
 - c) Board members can help with the membership drive and by letting people know we are open. Could open back up more if attendance surges, and no changes to state emergency protocols.
 - d) No budget cuts so far (none predicted for this FY).
 - e) Is there an opportunity to bring on any other staff? Yes but need to be conservative.
 - f) Roberto Quinones commented on the need to keep up public events as parents need an outlet.
 - g) Possibly move dinosaur drive-through show JMU/Harrisonburg, will do others in Martinsville and Waynesboro.
 - h) What to do post pandemic that we started during the pandemic
 - Virtual committee meetings - \$4,000 in budget for board meetings that could be saved – Lisa to Joe to follow up with counsel – anything we should invest in?
 - Friday webinars – getting the museum out there to the public – Ben in nature – consider a tiered system where some programs are only available to members (though online content has been monetized through corporate partnerships).

IV. Diversity

- i. Current initiatives, Director, Joe Keiper (9:35 – 9:45)
 - a) Staffing
 - Direct reports to Joe -- 6 staffers plus a curator – 4 males and 2 females; 1 African American
 - Other staff -- 16 – half male/half female
 - b) Education
 - EBT card program
 - Low income school outreach
 - Effort underway to get some signs translated
- ii. Discussion, Attendees (9:45 – 10:00)
 - a) No metrics on diversity of our visitors – have geography
 - b) Could use zip codes to get demographic data – Joe taking that as an action item working with Roberto.
 - c) Want a report at next board meeting on diversity efforts
 - d) Potential paid internships with diverse students – corporate angle for funding.

V. VMNH Strategic Plan

- i. Overview, Director, Joe Keiper (10:00 – 10:15)
 - a) Current efforts to reach goals and objectives
 - Working with DoD to create an official relationship related to Monuments Men – may want to rename one of the research centers. Army Monuments Innovation Lab.
 - Pavillion on track – canopy walk comes next
 - Douglas Avenue – roofing contractor in place – HVAC is next step
 - Creation of Early Childhood Learning Center for k-5 – dependent on completion of Douglas Avenue
 - Waynesboro – delayed a bit due to budget but trying to keep relationship with Waynesboro alive
 - Working to create ad hoc re-accreditation committee – starts July of 2023.
 - b) Challenges
 - COVID situation warrants observation of tourism trends.
 - c) Eventual public release
- ii. Discussion, Attendees (10:15 – 10:25)
 - a) Monuments Men work makes sense
 - b) Work underway with local folks on canopy walk
 - c) No start date for roofer at Douglas Avenue

VI. Open discussion (10:25 – 10:30)

- i. Partnerships with education institutions – it's been a good thing – need to keep thinking about more partnerships through this Secretariat
- ii. Possible apprenticeships

VII. Adjourn (10:30)