

Minutes- VMNH Board of Trustees
Strategic Planning Committee
27 September 2020, 11:30am-12:30pm
Richmond, Dominion Building, Powhatan Room, 14th Floor

I. Welcome, Committee Chair, Lisa Carter

II. Diversity, Joe Keiper & Ryan Barber

a. Diversity, Equity, and Inclusion document

- DEI inclusion plan created- meeting a state requirement
 - Starting point, but open to further initiatives
 - Roberto- keep inventory of DEI actions as successful programs, help for future
 - Further notice/ prominence with Waynesboro project will make DEI initiatives more important
 - Lisa- DEI efforts- currently run by this committee, but the entire board is also responsible for efforts
 - What can this committee do to get smart about diversity?
 - Resources: ASTC conference registered and Museum Magazine
 - Helpful for Roberto and Lisa to read, and then send to board
 - Museum staff can develop list of other recommended reading/ information
 - Balance of both state requirements and museum standards
 - Lisa—Diverse STEM books initiative
 - Denver Museum of Science and Nature Bookstore- sections on gender/ minorities in science
 - Partner with Black-owned bookstore in Martinsville
 - Read books in the museum, maybe with library binding
 - Partner with schools and book vending machines
 - AAM best practices
 - Part of reaccreditation process
 - Roberto will investigate further

b. Update on *Flight Exhibit*, first bilingual exhibit-- Joe

- Part of DEI work, identified firm
- Bilingual tagline on building as well

c. Museums for All program-- Ryan

- Run by IMLS
- Hooker furniture underwrites cost (as of April), so free of charge

III. VMNH Strategic Plan

a. Overview, Director, Joe Keiper

- I. Future strategic plan- 2+3 plan to have board retreat
- ii. Current efforts to reach goals and objectives, see below:

1. Establish VMNH Research Centers: ongoing due to new staff and new opportunities

- VA Center for Biodiversity
- STEM Lab
- VA Center for Colonial and Precolonial History
 - Change into the Cultural Heritage Monitoring Lab
 - Mapping out natural disaster damage in Haiti and Honduras
 - Monitoring looting from site in Afghanistan working with Interpol
- VA Center for Earth Sciences and Ancient Life
 - Turn into Paleontology Center

2. Jean S. Adams Education Pavilion: proposed opening spring 2022.

- Accepting bids from contractors

3. Establish a canopy walk at the nearby J. Frank Wilson Park. Must have education pavilion

4. Create an Early Childhood Learning Center

5. Rehab the Douglas Avenue Building: Roofing materials on order

- Waiting for roofing material in January

6. Establish a branch of VMNH near the Shenandoah National Park

- Funding- 2 month delay for funding, slightly behind
- Detailed Planning- received 1.1 million for detailed planning from state
- Project Manager- working with JMU, will stay on for construction
- Design Teams- 5 design teams with staff, board, and foundation (trying to limit two board members per team, completed introductory meetings except landscaping design)
- Approximate timeline—2023 groundbreaking (assuming no delays)

7. Attain reaccreditation through the American Alliance of Museums in 2025.

- Going well

8. Energy saving project—not in strategic plan,

- Work with ESCO and Siemens to install solar, HVAC, building envelope, LED lighting, EV chargers
- At cash flow for next 15 years
- Ran into issues with Siemens wanting museum to invest, but resolved issues
- Project matches the mission of the museum
- Grant allows VMNH avoid maintenance reserve funds
- Moratorium for now for press,
- Have governor and legislators visit to grand opening

b. Discussion, Board Retreat May 2022?

IV. Open discussion, Lisa Carter

- What comes next, long term??
 - Need to have more time to think, possibility of board retreat
 - At least three hours
 - Think about “Who do we want to be when we grow up?”, and then move tackle more specific issues from there
 - Think about unique spaces for retreat
 - Apex Wind- Charlottesville
 - Rice Center VCU
 - What is VMNH’s BHAG?
 - Goals from Joe: become more self-sufficient as an agency, tackle scientific literacy, create a drive to visit institution
 - Branch campus goals- have a VMNH within an hour of every place in Virginia
 - Need additional person on this committee—get Jennifer to add someone who thinks differently

V. Adjournment