

The Douglas Henry State Museum Commission (DHSMC) met at 10:00 a.m. on October 3, 2022, in the Conference Room of the Bill Haslam Center with Chairman Bo Watson presiding.

Members Present

Ambassador Victor Ashe
Cathy Cate
Nancy Baker DeFriece
Michael Keeney
The Honorable Steve McDaniel
Scott Price
Phillip Renfroe
Laura Travis
Chairman Bo Watson

Ex Officio

Ashley Howell, TSM Executive Director
David Fox, Tennessee Historical Society Chair

Members Absent

Danielle Barnes
Chairlady Patsy Hazlewood
Lottie Ryans

Participating Guest in Attendance

Deputy Attorney General Janet Kleinfelter

Participating TSM Staff

Sabrina Hooper, Deputy Director
Sharon Dennis, DHSMC Liaison

Call to Order

Chairman Bo Watson called the meeting to order at 10:02 a.m., proceeded with roll call, detected a quorum was present and presided over the following business.

Welcome and Introduction

Chairman Watson welcomed everyone and introduced Tennessee State Historian, Dr. Carroll Van West to speak to members on his numerous roles in serving the State which include Director MTSU Center for Historic Preservation, Director Tennessee War National Heritage Area, Co-Chair Tennessee Civil War Sesquicentennial Commission, Editor *Tennessee Historical Quarterly*, Editor-in-Chief Tennessee Encyclopedia of History and Culture and Author Tennessee's Historical Landscapes.

Following discussion and multiple accolades from members, Chairman Watson thanked Dr. West for his service to the State and for his collaboration with the State Museum. Dr. West described his contributions to the permanent exhibits in this new facility as a “signal achievement.”

Mission Statements

In an ongoing effort to level-set, Chairman Watson began by reading the Mission Statements of the Tennessee State Museum and the Douglas Henry State Museum Commission.

Approval of Minutes from the July 18, 2022, Quarterly Meeting

Chairman Watson invited members to take a moment to review the July 18, 2022, Quarterly meeting minutes emailed in advance of this meeting, also included in the meeting booklets, and entertained a motion to adopt the meeting minutes as written. Of special note, the regularly scheduled Quarterly meeting dates noted in the minutes were changed subsequent to this meeting. Ambassador Victor Ashe moved the approval; Commissioner Travis seconded. Upon calling for further discussion and seeing none, the Chair called for those in favor of adoption of the July 18, 2022 Quarterly meeting minutes as written. The motion carried unanimously with no opposition.

Budget Report

Chairman Watson recognized Deputy Director Sabrina Hooper.

As of August 31, 2022, the Agency has spent 14% of its total State appropriated dollars which is in line for the same time period last year. Nongovernmental Earned Revenue Actual totaled \$1,890 from donation boxes and solicitations. Current Services Revenue Actual totaled \$60,711 from store sales, event rental, and other small items like imaging. Inter-Departmental Revenue Actual totaled \$7,000 received from other agencies for TSM staff assistance for MOU procurements and other functions provided to state agencies.

Since the last meeting there have been six (6) HR transactions; three (3) positions hired, two (2) resignations and one (1) promotion. A total of eleven (11) vacancies remain, of which four (4) pending hires are in process.

While it is the intent of management to review all HR avenues regarding salary and retention of staff, management is waiting for results from DOHR’s statewide compensation study that reviewed all positions within state government in order to be competitive within the market. In reviewing agency-specific categories, Director Howell and I did a job study for museum curators in concert with the Department of Agriculture which is the only other state agency that hires curators. If successful, DOHR would apply across-the-board increases to both agencies.

In answer to the questions, are rentals and external contributions running ahead of budget, Ms. Hooper responded gross income is up.

On motion by Chairman Watson, it was agreed to adopt Deputy Director Hooper’s report by unanimous consent.

Executive Director's Report

Visitation in Person & Virtual

This Quarter (through September 22), TSM welcomed 25,525 visitors compared to 25,545 for the same period last year taking into account September numbers do not cover the full month. TSM is approaching 2019 visitation levels. For additional comparison, FY 19-20 attendance was 10,591 and FY 20-21 was 10,921 for the same period.

With the launch of school programs for the new 22/23 school year, TSM has served 1,341 students from 12 counties with ongoing tours and 342 viewers with six virtual field trips in five counties.

Social Media Engagement

Noting this Quarter metrics in the Executive Director's Report:

- Instagram followers increased 4.5% to 6,909 with posts receiving more than 4,147 engagements
- Likes of TSM's Facebook page increased 4.5% to 22,859
- The museum also saw increased engagement of 3.8% on Twitter, 2.4% on Pinterest, and 2.7% on YouTube.

Of special note, two posts went viral within two days of one another:

- A post about William Driver and the flag, Old Glory, that once flew over the Tennessee State Capitol had over 1,000 likes and over 1,000 shares
- The story of Johnny Clem, a 12-year-old soldier who served in the Civil War had over 63,000 likes and more than 28,000 shares with the reach on the Clem image is over 2.5 million people.

Chairman Watson stated Tennessee's story must be told using a multimedia approach noting the "hook" these posts generated, to perhaps a younger generation, shows what an impact TSM may have using these different forms of communication and why it's important for members to be supportive of how TSM integrates technology.

Outreach

This fiscal year started with TSM providing service to 56 counties largely due to in-person meetings with Educators, Teacher Development Workshops, and a partnership-led Teacher Professional Development Program.

The Traveling Trunks fleet fulfilled 51 reservations this quarter, serving over 4,000 students in 23 counties.

Exhibitions

Painting the Smokies: Art Community and The Making of a National Park continues and is on view through January 15, 2023. This exhibition just received a Silver award from the Southeastern Museums Conference and a Gold award from the Tennessee at 225 Gallery Guide.

TSM is planning for two temporary exhibitions in 2023 regarding Rosenwald Schools. The first is a regional traveling exhibition, *A Better life for Their Children: Julius Rosenwald, Booker T.*

Washington, and the 4,978 Schools that Changed America. TSM is the next stop of this tour that originated at the National Center for Civil and Human Rights in Atlanta, is currently at the National Civil Rights Museum in Memphis and opens here in February 2023.

TSM is focused on a community-led exhibition that concentrates on the history of *Rosenwald Schools throughout Tennessee*. Created in partnership with FISK University's Franklin Library, the home of Julius Rosenwald Fund archive. Special thanks to Dr. Carroll Van West and Dr. Mary Hoffschwelle for their continued ongoing Rosenwald research and guidance in the planning of this exhibition.

2022-2025 Strategic Plan & Strategic Goals

Director Howell revisited the new 5-year Strategic Plan draft for 2022-2027 and identified five categories integrated in the document noting adoption of the Strategic Plan dictates the structure of the Director's Reports as well as how management evaluates programs. The goals fit under the five competencies which determine how we evaluate ourselves and coordinate our performance objectives down to every employee. The competencies are Learning Organization, Subject Matter Expert, Customer-Focused, Leadership, Commitment to Excellence.

Management recently led discussions with staff in the creation of an implementation plan that reflects department director's responsibilities in measuring, evaluating, and reporting to the Executive Director implementation of all five core competencies.

During discussion, members expressed keen interest in state-wide educational outreach in-person and virtual using all technology and resources available. They pondered how to help meet challenges for supplemental funding for student in-person visits from rural school districts in the future.

Chair Watson entertained a motion to adopt the Museum Strategic Plan/Goals as written. Commissioner Travis moved to adopt; seconded by Commissioner Cate. The Chair called for those in favor of adoption of the Museum Strategic Plan/Goals. The motion carried unanimously with no opposition.

Mission Statement

Director Howell proposed a revised TSM Mission Statement for Members consideration. *The mission of the Tennessee State Museum is to procure, preserve, exhibit, and interpret objects which relate to the social, political, economic, and cultural history of Tennessee and Tennesseans, and to provide **access to** exhibitions and programs for the educational and cultural enrichment **for the people** of the state.*

Chairman Watson called for further discussion noting the proposed changes which were robustly discussed at the previous Quarterly meeting. There being none, Chair Watson moved to insert "**access to**" exhibitions ... along with striking "of the citizens" and replacing it with "**for the people**" and to adopt the Mission Statement as amended; seconded by Commissioner Price. The motion carried unanimously with no opposition.

Vision Statement

Director Howell proposed a TSM Vision Statement for Members consideration. *To be recognized as a center of excellence, a valuable, inclusive, and relevant resource that advocates knowledge and fosters connections.*

Seeing no discussion, Chair Watson moved to adopt the TSM Vision Statement; seconded by Commissioner Price. The motion carried unanimously with no opposition.

Military Branch Museum

In consideration of the 2023 timeline for renovation of the War Memorial Building (WMB) and Legislative Plaza, the Military Branch of the TSM must be vacated in the WMB. In order to properly remove artifacts to safe storage, Director Howell made a formal recommendation to the DHSMC to temporarily close the operations of the MBM effective November 15. For the record, this is signaling a hiatus, not a permanent closure as the MBM has existed for 85 years in the WMB. Plans are underway to examine future military exhibitions within Legislative Plaza space.

Following reverential discussion of the importance of the MBM preserving the military history for future generations, Chairman Watson entertained a motion to temporarily close the TSM Military Branch Museum from November 15, 2022, to a date to be determined based on the planning of the new museum space. The motion was moved by Ambassador Victor Ashe; seconded by Commissioner Price. The Chair called for those in favor of adoption of the motion to temporarily close the TSM Military Branch Museum from November 15, 2022, to a date to be determined based on the planning of the new museum space. The motion carried unanimously with no opposition

Collections Storage Facility Update

Director Howell began with a brief update on the collection storage building for which the groundbreaking is on target for March 2023. A construction manager has been hired. Both the schematic design phase and an assessment of the collection by type and volume are complete. Design development will begin this month finetuning the space to the storage needs of the collection.

Conclusion

Chairman Watson asked that all electronic visitations be included in the next report in order for the members to monitor a steady progression noting any touchpoint with an individual is a visit to the museum in some shape, form, or fashion. The Chair yielded to Director Howell to suggest how that data is disaggregated to help the commission make decisions about how more may be done in certain spaces.

Director Howell explained in talking about Strategic Planning, the evaluation component via page views captured on the website, social media engagement, junior curators blog, virtual school tours and virtual programs live and recorded from the digital learning center are analyzed.

Chairman Watson called upon Director Howell to further define an electronic visit, identify all sources and report on them. Noting additionally in the future, it would be interesting to see data regarding how many people converted from an electronic visit to an actual visit, which might be captured in a survey.

Collections Acquisitions Committee (CAC) Report

CAC Chairman Victor Ashe recognized Director Howell to report on the deaccessions affirmed by the committee earlier this day to bring to the Commission for final approval.

Proposed Deaccessions without transfer

Director Howell recommended the following deaccessions through disposal:

- #1) 73.92.1, 73.92.2: Military issued undergarments, 11 pairs
- #2) 79.161.3A, 79.161.3B, 79.161.3C, 79.161.4A, 79.161.4B: Military issued towels, count of 5
- #3) 2008.306: Channel Master satellite dish.

Discussion suggested the first two items will be disposed of, the third item from the 1980's, a macro artifact, may possibly be recycled.

Ambassador Ashe moved to adopt the following three deaccessions for disposal: #1) 73.92.1, 73.92.2: Military issued undergarments, 11 pairs; #2) 79.161.3A, 79.161.3B, 79.161.3C, 79.161.4A, 79.161.4B: Military issued towels, count of 5; #3) 2008.306: Channel Master satellite dish; seconded by Commissioner Renfro.

Upon calling for further discussion and seeing none, Chairman Watson called for those in favor of adoption of the three proposed deaccessions #1) 73.92.1, 73.92.2: Military issued undergarments, 11 pairs; #2) 79.161.3A, 79.161.3B, 79.161.3C, 79.161.4A, 79.161.4B: Military issued towels, count of 5; #3) 2008.306: Channel Master satellite dish. The motion carried unanimously with no abstentions.

Audit Committee Report (AFC)

Interim AFC Chairman Bo Watson announced the Audit Committee met earlier this day. In the absence of a quorum, the Committee requests the full Commission sign off on the documentation acknowledging discussion followed by the adoption of the 2021 and 2022 Risk Assessments and recognized Deputy Director Hooper to report on the Risk Assessments.

Ms. Hooper began by stating during her tenure as Deputy Director, this is the first time the AFC was able to review the Risk Assessment prior to its submission. Keeping in mind this is a living document, the 2022 Risk Assessment draft is ready for discussion/feedback prior to submission in December. The purpose of the Risk Assessment is to look at each organizational department.¹ Ms. Hooper meets with each department head in April, the AFC reviews in October, Ms. Hooper meets again with each department head in November to revise and update Form 2 which sets the objectives for each department along with agency overviews, and

¹ There are now seven departments within the TSM: Administration, Curatorial, Registrar, Education, Operations (which includes Store and Event rental), Communications and Special Projects.

Form 3 which outlines the controls and internal mechanisms to help identify and mitigate risk. Ms. Hooper gave examples from the Risk Assessment draft.

Chairman Watson moved the recommendation of the Audit Committee to adopt the 2022 Risk Assessment for submission in December to the State Comptroller in December for review; seconded by Commissioner Price. The motion carried unanimously with no opposition.

Chairman Watson shared from the AFC meeting earlier this day, the Douglas Henry State Museum Commission including the Tennessee State Museum is on a review cycle by the Government Operations Committee of the Legislature and the Comptroller's office. The last Performance Audit Report was in 2019 whereby there were three findings and two observations. We expect the next performance audit to occur in 2023. We are confident the three findings and one observation have been addressed and resolved. Leaks in the James K. Polk building is an observation we are addressing but cannot resolved.

The 2021 Risk Assessment has already been submitted to the State Comptroller and Finance and Administration, and the 2021 Corrective Action Plan-Progress Report was reviewed and discussed at the July 19, 2021 AFC meeting. As an order of "housekeeping" Chairman Watson moved the recommendation of the Audit Committee to adopt the 2021 Risk Assessment previously submitted to the State Comptroller last December for review; seconded by Ambassador Victor Ashe. The motion carried unanimously with no opposition.

Media Coverage

Chairman Watson recognized Director Howell for highlights who highlighted the Communications team for the great news stories and its response to media requests. The Chair called for questions of the Multimedia Communications team. There were none.

Other Business

A hearty discussion ensued regarding outreach from pp 17-18 of the meeting booklet with commendation to Director Howell and her staff.

Chairman Watson recognized Dr. West to respond to questions regarding State-owned historical sites and educational outreach to which he offered his vast knowledge.

No Public Comment

Announcements

Upcoming scheduled Quarterly meetings:

February 6, 2023, April 10, 2023, July 10, 2023, October 9, 2023

The DHSMC meets the second Monday of the first Month of each Quarter.

Adjournment

Chairman Watson thanked members and moved to adjourn the meeting with unanimous consent at 11:38 a.m.

Main Motions Summary

Motion #1: Ambassador Victor Ashe moved to adopt the July 18, 2022 Quarterly meeting minutes as written. Chairman Watson called for those in favor of adoption of the motion which carried unanimously with no opposition.

Motion #2: Chairman Watson moved to adopt Deputy Director Sabrina Hooper's Report with unanimous consent at 11:38 a.m.

Motion #3: Commissioner Travis moved to adopt the Museum Strategic Plan/Goals as written. Chairman Watson called for those in favor of adoption of the motion which carried unanimously with no opposition.

Motion #4: Chairman Watson moved to insert "access to" (exhibitions), along with striking "of the citizens" and replacing it with "for the people" and to adopt the TSM Mission Statement as amended. Chairman Watson called for those in favor of adoption of the motion which carried unanimously with no opposition.

Motion #5: Chairman Watson moved to adopt the TSM Vision Statement as written. Chairman Watson called for those in favor of adoption of the motion which carried unanimously with no opposition.

Motion #6: Ambassador Victor Ashe moved to temporarily close the TSM Military Branch Museum from November 15, 2022 to a date to be determined based on the planning of the new museum space. Chairman Watson called for those in favor of adoption of the motion which carried unanimously with no opposition.

Motion #7: Ambassador Victor Ashe moved to adopt the following three deaccessions for disposal:

#1) 73.92.1, 73.92.2: Military issued undergarments, 11 pairs

#2) 79.161.3A, 79.161.3B, 79.161.3C, 79.161.4A, 79.161.4B: Military issued towels, count of 5

#3) 2008.306: Channel Master satellite dish.

Chairman Watson called for adoption of the motion which carried unanimously with no opposition.

Motion #8: Chairman Watson moved the recommendation of the Audit Committee to adopt the 2022 Risk Assessment for submission in December to the State Comptroller in December for review. Chairman Watson called for adoption of the motion which carried unanimously by acclamation with no opposition.

Motion #9: Chairman Watson moved the recommendation of the Audit Committee to adopt the 2021 Risk Assessment submitted last December to the State Comptroller for review. Chairman Watson called for adoption of the motion which carried unanimously by acclamation with no opposition.

Motion #10: Chairman Watson moved to adjourn the meeting with unanimous consent at 11:38 a.m.

Senator Bo Watson

Chairman Douglas Henry State Museum Commission