

Minutes
Board of Trustees Meeting
Chippokes Plantation Farm Foundation
Monday, November 1, 2004
10:00 a.m.
Mansion Conference Room
Chippokes Plantation State Park
Surry, Virginia

Present:

Mr. E. C. Michael Abley
Delegate William K. Barlow
Mrs. Nancy S. Bradshaw
Ms. Shirley Davis
Mr. Tyrone Franklin

Mr. Alan V. Monette
Mrs. Linda D. Morse
Senator Frederick M. Quayle
Dr. Peter B. Schultz

Absent:

Senator Harry B. Blevins
Mr. J. Carlton Courter, III
Mr. E. Henry Doggett, III
Mr. William Christopher Doss

Mrs. Judy Lyttle
Mr. Joseph H. Maroon (represented
by Joe Elton)
Delegate Mitchell Van Yahres

Staff:

Mrs. Carol Bowman
Mr. Joe Elton
Mrs. Danette Poole
Mrs. Katherine R. Wright

Other:

Mr. John A. Soderberg

Chairman Quayle welcomed everyone to the meeting. Mr. Tyrone Franklin was introduced as a new member of the Board of Trustees, and he explained that he is the Director of Community Development for Surry County. He also explained about his auto accident which prevented him from attending the September meeting.

Public Comment

No one was present to offer comment.

Past Minutes

The minutes of the September 13, 2004, meeting were mailed. Having no corrections or additions to the minutes, Chairman Quayle asked that they be filed as reported.

Financial Report

The Fiscal Year 2004-05 beginning balance for the 09 Contributions Fund was \$388,088.59, the Checking Account balance \$18,655.29, and the 01 General Fund \$154,631.39 for a grand total of \$561,375.27.

The revenues received from July 1, 2004 to October 31, 2004 were \$10,667.11. Expenditures for this period were \$81,523.76.

The balance as of October 31, 2004, for the 09 Contributions Fund is \$376,330.16, the Checking Account balance is \$19,065.04, and the 01 General Fund balance is \$95,123.42 for a total of \$490,518.62.

The Endowment Fund balance is \$19,269.14, which brings our grand total of cash on hand as of October 31, 2004, to \$509,787.76.

Senator Quayle asked if there were any restrictions to spending these funds. Mrs. Wright stated not as long as we follow state guidelines when making those expenditures.

Mr. Monette asked about the setup charge for the website. Mrs. Wright stated the cost would be \$4,950 for the setup and first year, and that VECTEC would be hosting the site.

Foundation / Museum Report

- Website Development. Work will begin this month on the website development with VECTEC at Christopher Newport University.
- Museum Attendance: 3,948 through September 2004. October is always a big month for programs and SOL programs.
- Autumn Harvest Jubilee on Saturday, October 9, 2004. The Museum had a booth at this event in downtown Richmond. It was a great success and many contacts were made.
- Harvest & Halloween Festival on October 23, 2004, was a success with 372 paying children and adults, and 39 volunteers for a total of 411 in attendance.
- Plantation Christmas at Chippokes on October 29, 30, and 31. The Museum had 813 people visit during this event, not including volunteer assistance. The Museum Store's sales were \$800.65.

- Upcoming Programs & Events:

November 6 Virginia United Methodist Scouting Fellowship-Blackstone
(Total attendance of scouts and adults will be 2,500)
Museum will have a booth to promote the "Products of Nature" Merit Badge Program and SOL Programs.

November 13 Holiday Wreath Making Workshop at Museum

- We have three more SOL programs scheduled in November.
- The Museum has closed for the winter as of October 31. However, we are still open for group tours by reservations only and the Wreath Making Workshop on November 13.
- The Men's Detention Center will continue to visit once a week for work projects.

- Volunteer workdays will still be scheduled throughout the winter.

Chippokes 2007 Activities Update

Mrs. Poole explained that Joe Elton has established a State Park 2007 Committee to address preparations and to coordinate efforts of all state parks in the 2007 initiative. The committee is chaired by Fred Hazelwood of First Landing State Park, and meets quarterly. Efforts include:

- Registration of Virginia State Parks as an officially recognized “2007 Community”
- Adoption of a theme: “Visit Virginia State Parks ...Explore the American Experience”. Parks are encouraged to promote Virginia and American history within existing events or through new opportunities in conjunction with the monthly themes for 2007.
- Thursday, April 26, 2007, will begin a four-day series of events at First Landing State Park. The kick-off event will be a re-enactment of the first landing.
- Production of promotional materials and park brochures highlighting the 2007 theme.
- Celebration of the 70th anniversary of Virginia State Parks is 2006.

Preparation at Chippokes Plantation State Park include:

1. The 2002 Bond Referendum funded \$4.6 million in Chippokes improvements that are currently underway to include:
 - Restoration and repairs to historic buildings \$ 3 million
(Note: The removal of the maintenance facilities from the historic barns to Walnut Valley Farm will cost \$700,000. However, the Bond Referendum will only fund \$350,000 of the project. The remainder of the funds needed have not been secured.)
 - Campground expansion \$ 1 million
 - Water system improvements \$.6 million
2. The Park Manager serves on the Virginia State Parks 2007 Committee and on the subcommittee for special events.
3. The Park Manager, or her representative, participates in meetings of the Surry County 2007 Committee. Special events/programs conducted throughout the park in 2007 will highlight the 2007 theme and the monthly themes. A special African American Heritage event is being planned for August 2007.
4. Identification of projects to “put the best face forward” at Chippokes has been developed. Most of the projects listed will require at least a two-year lead time in order to provide adequate planning, bidding and construction time for completion

by spring of 2007. Given this, the projects would need to be under contract by the end of 2005 (or early 2006) in order to be completed on time.

Mrs. Poole stated that it is important to note that as part of the Division of Parks, Chippokes is currently severely understaffed and under funded. It is recommended that the focus remain on repairing or renovating existing facilities to significantly enhance visitor needs or revenues before constructing new ones that will increase operating costs and demands on staff.

After Mrs. Poole's report, Senator Quayle asked about the Bond Referendum not paying the total \$700,000 for the maintenance facility relocation. Mr. Elton explained that there are many more rules and regulations imposed with the 2002 Referendum monies versus the 1992 Referendum monies. Senator Quayle stated that he would investigate.

Surry County 2007 Activities Update

Judy Lyttle, the Surry County 2007 Chairman, was unable to attend the meeting. However, she did ask Mr. Franklin to report that a lot of the County's planning is centered on the historic ship, Susan Constance, re-enacting the original landing of May 1607 at Claremont. The re-enactment would take place in May 2007. The County is waiting for a letter of confirmation.

Surry County is a registered "2007 Community". There is also an African-American Heritage Group planning activities. Surry County will be following the proposed themed months as suggested by Jamestown 2007 listed below:

January	Religious Freedom and Heritage
February	Black History
March	Women's History Month
April	Natural Environment Month / Garden Month / Preservation of our Natural Resources Month
May	Jamestown Month / Asian Pacific Heritage Month
June	Cultures of Virginia Month
July	Celebration of Liberty Month
August	Free Enterprise Month / Agriculture and Industry Month
September	Rule of Law Month / Hispanic Heritage Month
October	Virginia History and Archeology Month / Military History Month / Local Histories Across the Commonwealth Month / Virginia: Mother of Presidents Month / Historic Preservation Month
November	Native American Heritage / Democracy Month
December	Remembering 2007 Month

Update on Virginia State Parks

Mr. Joe Elton, Director of State Parks, passed out a copy of the Department of Conservation and Recreation's Presentation to the Senate Finance Committee by Mr. Joe Maroon on October 21, 2004. (copy attached). This presentation points out that the Virginia State Park System contributes over \$140 million to local and state economies.

The System is facing serious and mounting challenges affecting the quality of our parks and facilities (fees among the region's highest, over-extended staff, cutbacks in programs, high turnover, declining infrastructure and less law enforcement patrols).

From 1992 to the present has marked the most dynamic period of growth and expansion in the history of the State Park System. With the 2002 General Obligation Bond program, there will be a new round of growth. However, operational general fund support has not grown with the capital improvements and investment in new parks. Virginia ranks last in state funding support of all other states in the country.

The 2002 legislative Commission on the Future of Virginia's Environment recommended a major rebenchmarking of the State Park System and recognized the significant operational needs of the System. The report was never enacted upon due to the budget crisis.

The new facilities and parkland additions resulting from the 2002 General Obligation Bond funds have added additional stress to the Park System and its staff, and may result in new facilities not being opened when completed.

Total additional funds needed are approximately \$13 million per year and \$5 million in one-time funding to make up deficiencies in ongoing operations, program support, vehicles, equipment, maintenance, and repairs and to hire 142 additional full-time employees.

The attached report contains:

- Graphics of visitorship from 1993-2003
- Facts and figures
- Winning the National Gold Medal Award
- The results of the 1992 and 2002 General Obligation Bond programs
- The changes in the number of structures between 1992 and 2004
- The State Park General and Non-General Fund Expenditures from 1997-2004
- Operational expenditures and staffing comparisons with other southeastern states
- Current and projected operational needs
- Recent actions to address operational shortfalls
- Conclusion

Mr. Elton explained that through our surveys, 98% would recommend Virginia State Parks to a friend, and that we are working on the other 2%. He also stated that there is a legislative mandated fee study going on, and we have four colleges working pro bono on this study for us.

Delegate Barlow stated that when he talks with citizens, there are always comments about the State wasting money. He sees first hand here that we need to defend State employees. He further stated that he thought the Senate would be more receptive than the House to the Virginia State Park problem. He is very proud of what we have done on a limited budget.

Chairman Quayle explained that the Senate Finance Committee meets once a month to get reports from various agencies. He thought that Mr. Maroon made a good presentation and that he was confident the Senate would help. He also stated that this coming year is an election year for the House of Delegates, and this might be a factor to consider.

Mr. Elton stated that a number of resolutions of support of Virginia State Parks have been sent to the Governor. Resolutions have come from the Board of Conservation and Recreation, the Virginia Association for Parks, the cities of Halifax and Farmville, and the counties of Lee, Scott, Culpeper and others. Mr. Elton stated that he is encouraged by this grassroots support.

Senator Quayle's 2004 Budget Amendment Exemption for Capital Projects

Senator Quayle made reference to a budget amendment that he submitted during the 2004 General Assembly Session to offer some relief to the Department of Conservation and Recreation. The statement reads, "Any new construction project developed by the Department of Conservation and Recreation, with an estimated cost of \$750,000 or less, shall be exempt from the capital outlay review and approval process." The explanation of this language states: (This amendment excludes small construction projects undertaken by the Department of Conservation and Recreation such as cabins, visitor centers and boat launches to be exempt from the Department of General Services (DGS) capital outlay review and approval process. The DGS process is designed to review major construction projects and adds excessive costs to the small scale facilities installed in state parks and natural areas.) (copy attached).

This amendment has not been tested yet, so it is not known if it will help the situation.

Senator Quayle was asked about the revenue projections for next year, and he stated that at the moment, there is an increase above projections.

National State Park Directors Meeting in Virginia

Park professionals on state and federal levels will be meeting in Williamsburg the first week of September 2007. Plans are to tour Chippokes and have dinner there.

Development Manager Position Vacancy

Mrs. Wright stated that all of you received a letter from Donna Sharits explaining that she had accepted a position with the Virginia Museum of Fine Arts. This leaves us without a Development Manager to assist with soliciting funds for the 2007 Chippokes Projects. A copy of the 2001 position advertisement was passed out for review. The question was asked, what we wanted to do?

Mrs. Morse asked how the previous position was advertised. Mrs. Wright stated that the advertisement went to Recruit (the State's publication), four major State newspapers, the Virginia Association of Fund Raising Executives, Virginia Association of Museums, the American Association of State and Local History, to VA Tech's College of Agriculture and Life Sciences, the College of Forestry & Wildlife Resources, and the Landscape

Architecture Department, and to UVA's Career Planning & Placement Officer, School of Architecture.

Mr. Monette stated that if we were going to realize success, we would need assistance beyond the Board. He further stated that we really need to have someone in business outside of our organization that would report back to the Foundation. We need a presentation piece and fund raising guidance.

Someone asked who supervised the Development Manager, and Mrs. Wright explained that both the Development Manager position and her own position (Executive Secretary position) reported to Mr. Elton. Mr. Elton explained that it is a strange relationship where the Foundation Board sets charge for work and DCR oversees the Foundation. He further explained that he normally would control an employee's time, but in this case, he only processes papers. It is a very different than normal relationship. As for the Development Manager position, it seems that we were looking for someone great at everything, and we need to be clear and focus on what is really needed.

Mr. Monette suggested that we seek an organization or firm with marketing and fund raising abilities. Mrs. Wright was asked if we had any restrictions on the use of our funds, and she replied no, that we could go this route just as long as we follow state guidelines.

Mr. Aply made a motion that we proceed with hiring an organization or firm to develop our marketing and to assist us with fund raising. Mr. Schultz seconded the motion, and it carried unanimously.

It was suggested that we determine who else in State Government may have hired an organization of this nature. The Port Authority was mentioned. Mr. Abley mentioned that he knows of some fund raising organizations and that he could pass this information to us.

Prioritized Projects 2007 List

Mrs. Wright explained that she and Mrs. Poole met on Monday, October 25th to begin the process of prioritizing the Projects 2007 List. Mrs. Poole reviewed the Parks projects, and the reasoning for their placement on this list. Mrs. Wright reviewed the Museum's projects and explained their needs.

Mr. Monette stated that we all agreed to do something for 2007. He has had time to reflect, and feels that we should put \$1 million into something brand new rather than renovating existing facilities. There is a need for restrooms, a classroom, conference space and office space. Why not go with a new building that would encompass all of these features and include space for changeable exhibits such as the Educational Building being proposed at the Agriculture and Forestry Center?

Senator Quayle stated that he would appoint a subcommittee of the Board soon to digest this information. If there are no objections, he would do so in the next few days.

Mrs. Poole explained that the placement of the Educational Building would be at the present picnic shelter area. The shelter would need to be relocated to another area.

Mr. Monette said that it will be expensive and we need to plan for it. It would be a great start for what we need.

Delegate Barlow asked about the new Walnut Valley property and its needs. Mrs. Poole explained that the property was received after the 2007 Projects List had been developed, and that a master planning session needs to be scheduled to discuss the best uses of this property.

Hurricane Isabel Mulch Pile at Sawmill

Mr. Abley asked where the mulch pile went. Mrs. Poole explained that there was internal combustion in the pile, and it ignited in August and burned through October when they rented a bulldozer to spread the remaining mulch. This area was determined to be a public safety hazard, and the gate has been closed. Mr. Abley asked how it affected the ground. Mrs. Poole stated that the mulch should decay in about two years.

Mr. Soderberg stated that the property is used by the Chippokes Steam & Gas Engine Show and it is a major problem because it is in the area used for a plowing demonstration with antique equipment, for displaying the hay press, the steam engine, and setting up the tractor pull scales. Over the past year, we have experienced runoff from rains from the pile across the tractor pull area and across the sawmill lawn to a ravine at the right of the driveway. All of this area is used for the Gas Show. VDOT assisted us with redirecting this water runoff to a ravine at the end of the tractor pull tract just prior to the 2004 show.

Mr. Soderberg further explained that the pile is 12 to 18 inches thick over most of the area. Because of the amount of mulch, it appears that the pile needs to be pushed up and hauled away or burned.

There are no funds to clean up the area, and the mulch is unfit for use. Senator Quayle stated that this might be something that the Foundation could be of assistance. It was decided that more input is needed regarding management of this area from other sources.

There being no further business, the meeting adjourned.

Sincerely,

Katherine R. Wright
Executive Secretary

Attachments

1. Financial Report July 1-October 31, 2004
2. DCR's Presentation to the Senate Finance Committee 10-21-04
3. Quayle's 2004 Budget Amendment Exemption for Capital Projects
4. Development Manager Position Advertisement for 2001
5. Prioritized Capital Improvement Projects List