

Minutes
Board of Trustees Meeting
Chippokes Plantation Farm Foundation
Tuesday, May 24, 2005
10 a.m.
Chippokes Farm & Forestry Museum

Board Members Present:

Mr. E. C. Michael Abley
Delegate Harry B. Blevins
Mrs. Nancy Bradshaw
Ms. Shirley Davis
Mr. E. Henry Doggett, III

Mrs. Judy Lyttle
Mr. Alan V. Monette
Mrs. Linda D. Morse
Senator Frederick M. Quayle

Board Members Absent:

Delegate William K. Barlow
Mr. J. Carlton Courter, III
Mr. William Christopher Doss

Mr. Tyrone Franklin
Dr. Peter B. Schultz
Delegate Mitchell Van Yahres

Staff Members:

Mrs. Carol Bowman
Mr. Kenneth Gray

Mrs. Danette Poole (represented Joe Maroon
& Joe Elton)

Chairman Fred Quayle welcomed everyone. Museum staff members Kenneth Gray, Supervisor at the Museum, and Viktoria Trgina, Museum Store Manager/Interpreter were introduced.

Public Comment

There was no public comment.

Past Minutes

The minutes were mailed to everyone after the last meeting. There were no corrections to the November 1, 2004 minutes, and they were to be filed as presented.

Financial Report

Mrs. Wright reviewed the financial statement in everyone's folder. The beginning balance brought forward July 1, 2004 was \$561,375.27 for all accounts. The Revenues to date come to \$61,787.24 for all accounts, and the expenditures were \$174,363.60 for all accounts. The balance as of May 20 is \$448,798.91 for all accounts. The Endowment Fund comes to \$19,269.14 for a grand total of \$468,068.05 for all accounts. The breakdown of the 09 Contribution Fund, Checking Account and 01 General Fund is reflected on the attached financial summary.

Senator Quayle pointed out that there is \$17,234.26 in the 01 General Fund remaining, and the end of the fiscal year is June 30, which is just around the corner. Mrs. Wright explained that those funds are already committed towards salaries and other operating expenditures. There will not be a surplus in that account by June 30.

Mrs. Wright also explained that for the 09 Contribution Fund, there are no restrictions, and those funds can be carried from one year to the next. Mr. Abley asked about the sources of the 09

Funds, and Mrs. Wright stated that they were admissions, farm rent, interest and Museum Store revenues.

Mr. Monette asked about using some of the funds dedicated to the Development Manager position (in 01 General Fund) for the fund raising firm or architectural firm that we hope to hire. Mrs. Wright explained it will take time to hire these two firms and that there will not be any expenditures relating to these two firms in this fiscal year. In the next fiscal year beginning July 1, we will once again receive \$154,631.39, and part of those funds will be dedicated to these two firms.

Foundation/Museum Report

Improvements to the Museum. More antiques have been added to Building #1, #2, #3. We need to improve our signage in these buildings.

Improvements to the Workshop

1. Rearranged portable office walls to create a workshop storage section and program storage section.
2. Removed and inventoried "stored" antique items from the floor area only. There are still antiques on the upper shelves to be removed next winter.
3. Insulated and paneled the public areas.
4. Painted the floor in the public areas.
5. Installed new floors in the bathrooms.
6. Added some electrical features (i.e. light switches at the display buildings pedestrian doors and in the workshop, added the ceiling fans, repaired an exhaust fan, etc.)
7. Installed gutters on some buildings.

Programs. Purchased a fiberglass, life-sized horse, dairy cow and calf for our interpretive programs.

Two employees have left our employ, and both positions are filled:

Interpreter/Museum Store Manager - Linda Bradberry replaced by Viktoria Trgina

Program Manager - Virginia Bradberry-Almond replaced by Brian Frye

Chippokes Steam & Gas Engine Show – June 11-12, 2005

This year marks the 15th annual show, and we are just 2 ½ weeks away. Everything is moving forward and on time. As always, we could use some assistance in two areas:

1. Solicitation of raffle items.
2. Volunteer assistance during the show.

Mr. Doggett asked where we advertise, and Mrs. Wright stated that we purchase ads in the Virginian Pilot, Daily Press, Military Newspapers, Tidewater News, and WCMS. In addition, a news release is sent out.

In your folder is a letter for soliciting raffle items for the Chippokes Steam & Gas Engine Show along with guidelines and a form for recording the items. Mrs. Wright expressed her hopes that the Board would contact businesses that they frequent and ask for raffle items. The purpose of

this solicitation is to obtain a variety of items that would entice visitors at the show to purchase raffle tickets. The ticket sale revenue is used to help offset the cost of the event. The show's average cost is around \$10,000 each year. The letter to Area Businesses can be xeroxed, or you may contact me for additional letters. The items are to be delivered to the Museum.

Mr. Monette asked who had been contacted regarding raffle items, and Mrs. Wright explained that letters were sent out a while back to solicit items and we then follow up on those letters. She further explained that there are standard solicitations that she makes in the area such as Edwards Hams, Felts Hams, Spencer Oil, etc.

Mr. Abley suggested that we get support from the mascot tractor manufacturers each year.

The 2005 Gas Show t-shirts will feature the show's mascot, the Farmall tractor. In the background of the shirt is our own Chippokes barn with the weathervane.

Hurricane Isabel Wood Chip Pile Update. Last August 2004, internal combustion ignited the wood chip pile and burned a good percentage. The remaining chips were extinguished in October 2004 prior to the Plantation Christmas craft show and spread over the area. The chips were in the way of the 2005 Chippokes Steam & Gas Engine Show. To remove the chips, an estimate could not be given with the chips spread over the ground due to the fact that in some areas, the thickness was two inches and in others 12 inches. It was recommended that they be piled to get a better estimate for hauling to a new site or burn them. So, we have a woodchip pile once again. Unfortunately, the wood chips are mixed with too much soil to burn. So our only option is to relocate them. The request for the second phase of getting bids to relocate the chips has been submitted to the Procurement Office. There is no word on when this is going to be issued. The plan is to relocate the chips beyond the corn maze and pumpkin patch in the corner of that field so that Nature can turn it into useable mulch over time.

Peerless Steam Traction Engine. The Peerless cannot be repaired at this time. Mrs. Wright explained that she knew there was a problem with the boiler for the last couple of years. However, with the potential merger, it was put on hold. She explained that a boiler specialist from Roanoke was brought in to look it over. There is a hole in the bottom of the boiler in an area that cannot be repaired. The boiler can be replaced at a cost of around \$50,000. Mr. Doggett suggested that we have a bucket for donations towards the repair of the Peerless at the Show.

Update on 2007 Activities

Mrs. Poole explained that she is on the 2007 Surry County Committee as well as the 2007 State Parks Committee. Within State Parks, each park manager is charged with coming up with a signature event celebrating 2007. The theme for State Parks is: "Visit Virginia State Parks ...Explore the American Experience."

For Chippokes, she would like to do vignettes of all periods by hiring professional interpreters. All parks need to submit a budget request. There has been a State Park problem in that the Park position for programs has been vacant for a year, and has just recently been filled by Blair Evans.

The year 2006 is the Virginia State Park's 70th Anniversary. In September of 2007, Virginia will host the National State Park Directors Meeting in Williamsburg.

Mrs. Lyttle reported that Surry County is working on an African-American Homecoming Heritage event at Chippokes on August 16-19, 2007. Also, the County has received confirmation of the ship Susan Constance docking at Claremont. The town is committed to this docking and is planning a festival to coincide. The ship will arrive on Saturday, May 5, 2007 and is scheduled to leave on Monday, May 7th. Plans are in the works to see if they can extend that departure time from early morning to 1-2 p.m. to allow school children a morning visit to the ship to see this floating museum. Mrs. Lyttle stated that they are having a problem determining what type of dock can be used at Claremont. Mr. Monette suggested contacting the Seabees (U.S. Army Corp of Engineers) to see if a military craft or barge could be used.

Another area of concern is the Jamestown Ferry. The County was in the hopes that the General Assembly could have allocated \$15 million to building a new ferry. This did not happen. Now, VDOT is investigating leasing a ferry. Senator Quayle commented that this would be difficult because there is just not an extra ferry sitting around waiting to be leased.

Mrs. Lyttle reported that the County is working on a shuffle service between James City County and Surry County to relieve some of the backup during 2007. There are backups even now, and people who live along the entrance road to the ferry cannot get to their homes. They would like to widen the road in that area.

Jamestown is only planning two big events for 2007.

Report From Subcommittee on Fund Raising Projects

Chairman Quayle explained that two meetings ago, we were presented with a list of prioritized projects that need to be accomplished prior to 2007 that are not funded. The Board of Trustees has agreed to raise funds for these projects.

At the November 1st meeting, Chairman Quayle explained that he would appoint a subcommittee to address the 2007 needs and to make a recommendation on the Chippokes Farm & Forestry Center's plans for the future.

The subcommittee members appointed were: Alan Monette, Henry Doggett, Linda Morse, Danette Poole, Joe Elton, Kathy Wright and Senator Quayle.

The subcommittee's first meeting took place on February 11 at the Mansion. The group decided to go with the Education Building as Phase I of the project. The next step recommended was to talk with Carlton Abbott about our plans and get feedback from him on how to proceed.

On March 7th, the subcommittee traveled to Williamsburg and met with Carlton Abbott. His recommendation was to schedule a workshop session to "define" the Education Building. Mr. Elton proposed that this building, and the complex be relocated from the Chestnut Farms area of the park to the sawmill area. The Foundation would save a tremendous amount of dollars by not having to landscape or reshape the ravine at the James River. Another advantage is the Center

would be close to the attractions that it would be promoting—within walking distance of the Farm & Forestry Museum, the barns along Quarter Lane, which should be interpreted once the Maintenance Shop is moved, the Mansion, and the surrounding cropland.

The workshop for the subcommittee was scheduled for March 24th and facilitated by Bill Conkle of the Department of Conservation and Recreation's Division of Planning and Recreation. Attached are the results of the workshop session.

On April 21st, the subcommittee came back together to review the notes from the workshop session, made a few minor adjustments and viewed the proposed site. At that time, the subcommittee was ready to bring the proposal to the full Board of Trustees membership.

A copy of the Master Plan Map of the plantation, the proposed conceptual drawing of the complex by Carlton Abbott, and a rough conceptual drawing of the Education Center's floor plan were passed out.

Mr. Monette explained the proposed design for the Education Building. There are two classroom spaces and a hallway for a total of 7,050 sq. ft. There are offices, kitchen, bathrooms, and a dining hall (which can be used as classroom space too) and a large lobby to accommodate bus group arrivals for a total of 12,000 sq. ft. Then there is an exhibit hall with a mezzanine for a total of 12,168 sq. ft. The total Education Center space proposal is 31,218 sq. ft. The Board needs to be very involved in planning and implementing this building's design as well as the fund raising aspect.

If the Board approves the plan, we need to move forward by hiring Carlton Abbott, architect, and also hire a marketing/fundraising firm. Senator Quayle obtained for the Chippokes Plantation Farm Foundation an exemption to the capital outlay review and approval process for projects in the amount of \$750,000 or less. This exemption will become effective July 1.

Mr. Monette explained that we want to make this an exciting place to go which will educate children. We want to have the private sector involved in the project, and this would be a facility that the private sector could hold their conferences, annual meetings, etc.

Even though this concept was developed in the mid-90s, Mrs. Morse wanted everyone to know that the vision and goals have never changed.

Ms. Davis asked about the timeline for this project. (We will not have a handle on a timeline until we hire the architect and fund raising firm and begin our work.)

Mr. Monette asked if we needed any General Assembly action, and Senator Quayle said no.

Mr. Doggett stated that he still would like to see 2-4 acres devoted to test plots.

Mr. Doggett asked about the Master Plan process. Mrs. Poole stated that Chippokes Master Plan review is on the Division of Planning & Recreation's agenda for sometime this fall. Master Plans are reviewed every five years, and the Division is a little behind. The last update of the

Chippokes Master Plan took place in 1999, which was a long process because the plan had not been revised since the 80s. She stated that the process would not be as involved this time. Changes to the Chippokes Master Plan this fall will involve the relocation of the Chippokes Farm & Forestry Center and deciding on the uses of the Walnut Valley property including the relocation of the maintenance facility to this site.

Senator Quayle stated that he would like to put together a 501C3 Board for fund raising.

Mr. Doggett stated that there is a need to have a good grassroots system from the very beginning so there will be a sense of community ownership. The local people tend to get anxious about changes, whether good or bad.

Mr. Doggett explained that we really do need to submit a budget request in the Federal budget working with Bobby Scott, John Warner, or George Allen. He explained that what you do is ask for the moon and you might get half of it. Mr. Doggett will check on the Federal budget deadline.

Also, Mr. Doggett suggested that we brainstorm with other local museums to get feedback on their suggestions of what makes a good floor plan, etc.

Mr. Abley observed that the subcommittee had spent considerable time to develop their recommendation, and he wanted to thank them. Chairman Quayle thanked the subcommittee for working around his tight schedule.

Mr. Ably made a motion that the Board of Trustees approve the recommendation of the Subcommittee on Fund Raising to relocate the Chippokes Farm & Forestry Center from the Chestnut Farms portion of the Park to the sawmill area, and to proceed with the Center's Education Building as Phase I of the project. Mrs. Davis seconded the motion, and it was unanimously carried.

Mrs. Bradshaw explained that as a new Board member, this is a bold plan. She can see the enthusiasm and she is thrilled.

Now that the Board has approved the relocation of the Chippokes Farm & Forestry Center, and is proceeding with the Center's Education Building, the following needs to be accomplished:

1. Find out how to proceed with implementing contracts with the \$750,000 exemption.
2. Proceed with hiring a marketing/fund raising firm
3. Proceed with hiring Carlton Abbott. Schedule a meeting with Mr. Abbott and the Subcommittee to get him started.
4. Organize a brainstorming session with local area museums to get their input on designing the education Building.
5. Submit a budget request to the Federal Budget.

Marketing/Fundraising Firm

Mrs. Wright did not have copies to pass out of the draft RFP (Request for Proposal) to hire a marketing/fundraising firm. She reviewed the document and stated that she could send it out for everyone's review.

Update on Virginia State Parks

General Assembly Outcome. Mrs. Poole, on behalf of Mr. Maroon and Mr. Elton, expressed her thanks to the legislators in the 2005 General Assembly for the additional funds for Virginia State Parks. State Parks received an increase for its 2006 Fiscal Year budget of \$4.6 million, bringing the total amount to \$15.2 million. State Parks also received additional funding to augment under-funded bond projects, and 57 new full-time positions.

Much credit goes to the Virginia Friends of Parks groups for their assistance as well for their lobbying efforts. We were faced with situations such as new cabins constructed with Bond Referendum funds, but there were no funds to operate them.

With this increase in funding, Virginia now ranks 47th of all states according to the funding they receive. This is a move up of three spots from our previous 50th position. Those states below us are Kansas, Hawaii and Texas.

New Employees. Blair Evans just came on board to fill the Chief Ranger/Programs position. This position has been vacant for a year. The program support technician position has been restored (having lost it in 2003), and is now in recruitment.

Our Parks need full-time positions. It is very difficult to retain employees when there are no benefits. There is always a big turnover.

Bond Projects. The water system has been completed. For the new addition to the campground, the trees have been removed and the roadways have been cut. The second contract will be issued soon for constructing the sites. The biggest complaint the campground has received is that the sites are not level. In the new addition, the sites will be level.

The contract for upgrading the historic area buildings is underway, but it will mean a shuffle of building contents from one location to another as each building goes under repair.

The camp store will be placed in an unused area of the pool building, and will be self-serve.

Volunteer Programs. Overall volunteering at Virginia State Parks was down in 2004, however, Chippokes was recognized as increasing its volunteer hours. Hours totaling 16,160 (8,626 Park; 7,534 Museum) were contributed in 2004.

Walnut Valley Farm Dedication took place on Sunday, April 17th and was followed by a reception in the formal gardens of the Mansion.

Visitor Services. The Chippokes campground was recognized as one of the top 100 campgrounds in the U.S. Also, this year marks the 30th anniversary of the Pork, Peanut & Pine Festival and the 15th anniversary of the Chippokes Steam & Gas Engine Show.

Letter Boxing began in England some 100 years ago. This is a family activity where directions to the boxes are obtained from a website and you try to locate the box. These boxes are hidden in obscure places such as a hollow of a tree, and they contain a stamp and a notebook. People travel all over the country on this “treasure hunt” to collect stamps. At Chippokes, there are at least four boxes per Mike Abley.

Chairman Quayle had to leave early. In his absence, Mr. Monette, Vice Chairman, stated that there being no further business, the meeting adjourned at 12:15 p.m.

Respectfully submitted,

Katherine R. Wright
Executive Secretary

Attachments

1. Financial Summary
2. Guidelines for Soliciting Raffle Items & Area Businesses Letter
3. Steps Taken to Address the Future Fund Raising Plans
4. Workshop Notes on Defining the Education Center
5. Scope of Work for Soliciting Marketing/Fund Raising Firm