Fort Monroe Authority Board of Trustees
April 19, 2018
Meeting Minutes

The Fort Monroe Authority (FMA) Board of Trustees meeting was held on April 19, 2018 at the Paradise Ocean Club and Bay Breeze Conference Center, located at 490 Fenwick Road, Fort Monroe, VA 23651.

Call to Order

1. **Opening Comments – Jim Moran, Chairman**
   Chairman Moran called the meeting to order at 8:37am.

2. **Roll Call – Jesica Turner, Assistant Secretary**
   Present: Chairman Jim Moran, Dr. Edward Ayers, Mary Bunting, Colin Campbell, Dr. Maureen Elgersman Lee, Destry Jarvis, Jay Joseph, John Reynolds.
   Absent: Dr. Rex Ellis, Delegate Gordon Helsel, Senator Mamie Locke.

   A quorum is present.

   Secretary of Natural Resources Matt Strickler and Deputy Secretary Cassidy Rasnick for Secretary of Commerce and Trade Brian Ball were also in attendance.

3. **Approval of Minutes from February 15, 2018 – Jim Moran, Chairman**

   MOTION: I move the approval of the February 18, 2018 meeting minutes. (APPENDIX I).
   So moved: Mr. Campbell
   Seconded: Ms. Bunting
   Discussion: None.
   Public Comment: None.
   Unanimously approved.

Reports and Briefings

4. **Executive Director's Report – Glenn Oder, Executive Director**
   Executive Director Glenn Oder stipulated that the Executive Director's Report was submitted as a read ahead and is included in the Board packet (APPENDIX II).

5. **Financial Report – John Hutcheson, Deputy Executive Director**
   Mr. Hutcheson stipulated that the Financial Report was submitted as a read ahead and is included in the Board packet (APPENDIX III).

6. **Chairman's Report – Jim Moran, Chairman**

Chairman Moran appointed Mary Bunting, Dr. Maureen Elgersman Lee, and Delegate Gordon Helsel to the Nominating Committee. The Nominating Committee will present a slate of nominations at the June meeting and they will be voted on at the September meeting.

7. **FOIA and COI Requirements Overview – Katheryn Surface-Burks**

Ms. Surface-Burks reminded Board members that they are responsible for being familiar with FOIA and COI requirements. Ms. Surface-Burks reminded the Board that any three or more Board members in a conversation constitutes a public meeting and that Board members are required to complete training on a regular basis regarding COI, which can be done online.

Strategic Sessions

8. **Fort Monroe Foundation – Colin Campbell, Michael Westfall, Mary Ellen Stumpf**

Mr. Westfall, President of the Fort Monroe Foundation (FMF), provided an update on the progress of the initial fundraising campaigns, including the Mary Morton Parsons challenge grant. Mr. Westfall indicated that the FMF expects to add members to their Board.

Ms. Stumpf reviewed the FMF Transition Plan, Operating Agreement, and Five-Year Priorities reports included in the Board packet (APPENDIX IV). A discussion ensued regarding collaboration with the National Park Service (NPS), potentially becoming a Friends Group of the NPS, and the FMF's connectivity to the FMA.

Chairman Moran suggested that the FMF should provide an update to the FMA Board at every FMA Board meeting.

MOTION: I move the approval of the Operating Agreement as presented.
So moved: Mr. Campbell
Seconded: Mr. Jarvis
Discussion: Mr. Reynolds inquired if Ms. Surface-Burks is satisfied with the Agreement. Ms. Surface-Burks stated she is and would look to add job descriptions when the positions are filled.
Public Comment: None.
Unanimously approved.

9. **Moving Properties to the Marketplace – Jay Joseph, Glenn Oder, John Hutcheson**

Director Oder reviewed the Moving Properties to the Marketplace Executive Summary and RFQ Overview provided in the Board packet (APPENDIX V). A discussion ensued regarding the anticipated level of interest and the following RFP process.

Kathy Howell with Howell Creative Group provided an overview of the Marking Plan included in the Board packet (APPENDIX V). Ms. Howell assured the Board that the plan includes reaching national audiences and associations. Delceno Miles with the Miles Agency reviewed the plans for earned media, including press releases and interviews with publications.

Superintendent Terry Brown questioned whether the tagline "Where Freedom Lives" will be included in the marketing plans of the RFQ and if the team is prepared to address any controversy that may arise. A discussion ensued regarding whether the tagline should be reevaluated. Director Oder suggested that the "Where Freedom Lives" tagline could be removed but asked that the Board give the staff the authority to make these changes and move forward with the RFQ schedule planned. Ms. Bunting agreed with this direction for the time-sensitive materials but that any long-term changes be discussed with brand consultants and experts. Chairman Moran, hearing no other objection from the Board members, agreed with this path forward.

Mr. Hutcheson provided an overview of the timeline and deadlines of the RFQ. Mr. Hutcheson inquired how involved the process. Ms. Bunting added that the Board should set aside the November meeting to receive an in-depth briefing of individual respondents. Chairman Moran asked the Board to plan for a 9:00am start for the November meeting.

10. National Park Service – John Reynolds, Destry Jarvis, Terry Brown

Mr. Reynolds reviewed the National Park Service Overview included in the Board packet (APPENDIX VI). A discussion ensued regarding the need to become a cultural heritage destination and the marketing and programming necessary to achieve that status. Dr. Elgersman Lee requested that a calendar of event days be sent to the Board members.

Mr. Jarvis inquired how the Fort Monroe Visitor and Education Center (FMVEC) will be staffed. Director Oder stated that funding has been requested from the General Assembly for staffing. Mr. Campbell encouraged the FMA to explore utilizing volunteers as well. Kym Hall, Superintendent of Colonial National Historical Park also offered that there may be collaborative opportunities regarding exhibits in the FMVEC.

A discussion ensued regarding the need to bring new, diverse audiences to Fort Monroe. Dr. Elgersman Lee inquired as to whether the FMA is also considering accessibility needs and if any actions have been taken thus far to increase accessibility. Director Oder provided an overview of the accessible spaces at Fort Monroe and projects that have been undertaken to improve accessibility.

11. One Fort Monroe – Bill Leighty, DecideSmart

Mr. Leighty reviewed the One Fort Monroe report included in the Board packet (APPENDIX VII) and the DecideSmart presentation (APPENDIX VIII). Mr. Leighty stated that DecideSmart will be looking to finalize its findings and submit a final report to the Board.

Chairman Moran left at 12:30pm. Chairman Moran asked Mr. Campbell to run the remainder of the meeting.

12. General Open Discussion

Dr. Elgersman Lee inquired who the FMA was recommended for appointment to the Federal 2019 Commission. Director Oder stated the FMA suggested Dr. Rex Ellis be appointed. Superintendent Hall indicated that a member of her staff will be supporting that Commission.

General Public Comment

A. **Billie Einselen, Citizens for a Fort Monroe National Park –** Ms. Einselen welcomed the new members of the Board and she challenged the Board to have an open house for large donors prior to August 2019.

B. **Adrian Whitcomb, Citizens for a Fort Monroe National Park –** Mr. Whitcomb encouraged the Board to spend more time at Fort Monroe in order to become more familiar with the property.

13. Next Meeting is June 21, 2018

Adjournment

Mr. Campbell adjourned the meeting at approximately 12:48pm.

Respectfully submitted,

Jesica Turner, Assistant Secretary