



The Douglas Henry State Museum Commission (DHSMC) met at 10:00 a.m. on January 10, 2022, in the Conference Room of the Bill Haslam Center with Acting Chair Nancy DeFriece presiding.

Members Present

Nancy DeFriece, Chair
Harbert Alexander, Sr. (Phone)
Ambassador Victor Ashe
Cathy Cate
Michael Keeney
Scott Price
Laura Travis
Chairman Bo Watson
Eleanor Yoakum

Ex Officio

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

Members Absent

Danielle Barnes
Chairlady Patsy Hazlewood
The Honorable Steve McDaniel

Participating Guest in Attendance

Deputy Attorney General Janet Kleinfelter

Participating TSM Staff

Sabrina Hooper, Deputy Director
Sharon Dennis, DHSMC Liaison

Call to Order

Acting Chair Nancy DeFriece called the meeting to order at 10:03 a.m., proceeded with roll call, verified that a quorum was present and presided over the following business.

Welcome and Introduction

Chair DeFriece welcomed everyone and recognized new Commissioners Cathy Cate and Michael Keeney. Senate Budget Analyst specialist Catherine Haire was introduced.

Approval of Minutes from the October 27, 2021, Quarterly Meeting

Chair DeFriece entertained a motion to adopt the October 27, 2021, Quarterly meeting minutes as written. Senator Bo Watson moved the approval; Ambassador Victor Ashe seconded. The motion carried unanimously by acclamation with no opposition.

Nominating Committee Report

Chair DeFriece recognized Nominating Committee Chair Eleanor Yoakum. Ms. Yoakum acknowledged the Nominating Committee met earlier this day to vote on recommendations to the DHSMC for the election of Chair and Vice Chair. The recommendations are Senator Bo Watson, Chairman and Nancy DeFriece, Vice Chair.

Chair DeFriece called for nominations from the floor for Chairman. As there were none, the Chair recognized Ambassador Victor Ashe who moved that Senator Bo Watson be elected DHSMC Chairman in accordance with the Nominating Committee's recommendation; seconded by Ms. Yoakum. The Chair called for a vote on the motion which carried unanimously by acclamation with no opposition. Acting Chair DeFriece congratulated Chairman Watson and formally passed the gavel of Chair to her successor.

Chairman Watson called for a motion to accept the Nominating Committee's recommendation of Nancy DeFriece as the DHSMC Vice Chair. Chair Watson then moved; seconded by Ambassador Ashe. With the recommendation moved and seconded, the Chair called for discussion. Having none, Chairman Watson called for a vote on the motion which carried unanimously by acclamation with no opposition. Chairman Watson congratulated Ms. DeFriece on her reelection as Vice Chair.

Budget Report

Chairman Watson welcomed Deputy Director Sabrina Hooper who began by congratulating the new officers. In referencing the budget report as of December 15, 2021, the Agency has spent 39% of its State appropriated dollars in comparison to 42% for the same time period last year. The Agency received both the Senate and House budget questionnaires. The House was completed and submitted on January 6 while the Senate is due the Thursday following the governor's State of the State address.

As of December 31, 2021, Nongovernmental Earned Revenue Actual of \$13,457 from donation boxes and solicitations. Current Services Revenue Actual of \$155,325 from store sales, event rental, and other items. Inter-Departmental Revenue Actual of \$13,000 was received from other agencies for staff assistance for MOU procurements and other functions provided to interstate agencies.

Since the last meeting there have been three positions hired, three positions are pending interview and four positions will post in the upcoming weeks which leaves a balance total of 10 unfilled positions of the 59 member staff.

Ms. Hooper concluded her report stating DOHR is going to conduct a statewide total compensation study to help develop more competitive compensation and benefit plans. Museum management continues to champion museum-specific positions with DOHR and its liaison to this study and called for questions.

In answer to the question, are a large number of events scheduled between now and the fiscal yr.-end June 30, Director Howell responded yes, with event deposits through June 30 of

approximately \$124,000 in gross revenue. She further added, museum event manager is one of the vacant positions to be posted in the upcoming weeks.

Executive Director Report

Director Howell outlined she will report on COVID, plans for the museum, transition personnel, compensation of personnel, and the process of attracting personnel and retaining talented staff.

Strategic Planning Process

The Directors written report is always written to the strategic plan and is included in the meeting booklets. The current plan was created and approved in 2017 and was designed to prepare for the move into and to evaluate the early operations scaled up for the newly named Bill Haslam Center. The plan was adapted due to COVID which included compulsory adjustments to essential operations in relation to numerous interruptions of the pandemic.

In spite of the pandemic, the Agency is experiencing growth.

- Within the next three years the museum will temporarily evacuate the Military Branch Museum in the WMB for renovation
- Planning for a new Collection Storage facility is underway
- Packing the Collection along with management of the Collection is paramount
- Damage control of mold remediation in the Polk Building is ongoing
- Continuous evaluation of state-wide services as well as to visitors in this space.

Visitation

In the past six months TSM has welcomed 51,914 visitors which has surpassed the last entire fiscal year that ended around 44,000. There is still a decrease during the first six month period due to delays in events until August 1, compared to the pre-pandemic number of 91,811. TSM continues to provide onsite field trips; although currently, there is a decline of school tours due to resurgence of the omicron variant. Visitation this quarter of over 3,764 students in 68 schools from 30 counties compares to the fiscal year of 4,218 students from 81 schools from 17 counties. The museum also served in this fiscal year State Capitol tours totaling 13,218 visitors.

The new metric of digital engagement included 121,065 website page views for the second quarter shows a 62% increase for the same period last year. Growth in social media includes increases of 5.5% Instagram viewers, 1.4% Facebook likes, and 3.3% Twitter followers.

Online Revenue

Management is still awaiting approval¹ from F&A on its request for an “exception of policy” to use Amazon Marketplace, and specifically the financial processor² of Amazon Marketplace. The benefit of using Amazon Marketplace platform is it has low overhead to enter the marketplace. The requested “exception of policy” would enable the TSM store to ship product inventory to Amazon for fulfillment. Amazon Marketplace will fulfill by processing the payments, shipping the product, and providing to the Agency a final transaction on the revenue side. Management

¹ October 27, 2021 DHSMC Quarterly meeting: If F&A approves, management is ready to send the official request to F&A for approval of e-commerce fulfillment via Amazon Marketplace. In the event that F&A does not approve Amazon Marketplace fulfillment, options were discussed and will be explored.

² The State of Tennessee has a contract with a financial processor.

has asked F&A repeatedly for updates and has been told, “it’s currently being reviewed. We do not have the answer yet.”

Exhibitions

The Best of Tennessee Craft is an exhibition in partnership with the Tennessee Craft Organization and the Tennessee Arts Commission featuring 75 works from 56 artists representing 54 counties across the State is now on view through February 22. TSM hosted a Craft Demonstration Day in December and has scheduled a series of three workshops this month; unfortunately, one had to be rescheduled due to an ice storm.

Painting the Smokies: Art Community and The Making of a National Park opens the end of April and will feature five artists within the state museum collection who painted the Smokies in the early 1900’s whose works demonstrate how art brought activism and tourism to the region culminating in the dedication of the Great Smoky Mountain National Park in 1940. This exhibition includes loans from the McClung Collection and the Great Smoky Mountain National Park.

Children’s Gallery

Phase 2.0 of the Children’s Gallery to be unveiled later this year is underway with Gallagher & Associates in Washington, D.C. finalizing plans for interactive stations to better engage families.

The Collection and Collection Storage Facility Project

This project was approved by the State building Commission last December, and planning has officially launched with architects and the Department of General Services. Plans will be shared at future meetings. The approximate timeframe for completion is 2.5 years at which time management is planning to move approximately 160,000 artifacts. Management continues to work with General Services on ongoing issues at Polk and has proactively begun a newly added project using its resources to prepare and pack and move a portion of the collection to the Bill Haslam Center where areas in the back-of-house have been identified as collection storage. General Services is working to identify other space for temporary storage. It has been determined space identified in the Andrew Jackson building is not ideal for the collection with respect to the stability of the environment pertaining to temperature and humidity. Polk remains unstable requiring constant response and adaptation to change.

Renovation of the War Memorial Building will likely begin next year. Planning requires transfer of all artifacts from MBM. This will require closing MBM to the public with proper public notice and communication.

Strategic agility is required in working with all of these plans, all of these deadlines, mapping out resources, vacating space, planning for new space, and planning for new operations. This will be a significant timeframe of the State Museum in setting the course of operations, service to visitors, service across the state and in collection management.

Notification of Outreach

Commissioners requested that the education department set a target that by June 30, the museum has touched every county in some shape, form, or fashion; either they’ve been here

physically, or they've had a digital experience with the museum; whereby it can be said, "every county in the State of Tennessee has had an exposure or an experience." Management was asked to set that as one of its metrics for measuring the success of the program.

Artifact/Object Acquisition Report

Chairman Watson called upon Director Howell for the Artifact/Object Acquisitions report because the former CAC Chair recently rolled off the Commission.

Proposed Deaccessions

Chairman Watson called upon Director Howell to present the proposed deaccessions. Director Howell cited, *the American Alliance of Museums (AAM) defines deaccessioning as a necessary tool in collections management, and a way for a museum to refine its collections.* The shift to management of the collection requires an ongoing intensive inventory that requires making decisions about what to move and what to recommend to the DHSMC for deaccession³. The deaccessioning process is a relatively new⁴ process for this museum. The following four proposed deaccession forms were provided to the DHSMC in advance of this meeting and are included in the meeting booklets.

Deaccession #1

Director Howell recommended for deaccession, the contents listed in a Deaccession Certification Form⁵ for the transfer of 422 units of live ammunition to the ATF. Chairman Watson called for a motion to accept the director's recommendation on deaccession. Ambassador Ashe moved to accept the recommendation; Chairman Watson seconded the motion and called for discussion. Following discussion Chairman Watson called for a vote on the motion which carried unanimously by acclamation with no opposition.

Deaccession #2

Director Howell recommended for deaccession, the contents listed in a Deaccession Certification form⁶ for the transfer of the skull of a ground sloth to the Gray Fossil Site in Gray, Tennessee. Chairman Watson moved to accept the director's recommendation on deaccession; Ambassador Ashe seconded the motion and the Chairman called for discussion. As there was no discussion, Chairman Watson called for a vote on the motion which carried unanimously by acclamation with no opposition.

Deaccession #3

Director Howell recommended for deaccession, the contents listed in a Deaccession Certification form⁷ for the transfer of eight (8) elephant tusks to the Gray Fossil Site in Gray, Tennessee. Ambassador Ashe moved to accept the director's recommendation on deaccession; Scott Price seconded the motion. The Chair called for discussion. As there was no discussion, Chairman Watson called for a vote on the motion which carried unanimously by acclamation with no opposition.

Deaccession #4

³ October 27, 2021 Quarterly meeting: "... the Commission should expect discussion of and or requests for approval of proposed deaccessioning in every Quarterly meeting. The Collections Strategic Plan is being revised specifically with respect to the TSM Collecting Policy and certainly in consideration of the upcoming move to the new storage facility."

⁴ October 10, 2019 Quarterly meeting: Moved by Chairman Watson to adopt the proposed Deaccessions/Transfers Policy to be incorporated in the Collections Management Policy. The Chair called for a vote on the motion which carried unanimously with no abstentions.

⁵ Registration Number: DEAC2021.3

⁶ Registration Number: 8.704, DEAC2022.4

⁷ Registration Number: NA, DEAC2022.3

Director Howell recommended for deaccession, the contents listed in a Deaccession Certification form⁸ for the transfer of a wooden Cherokee Ceremonial Medicine Mask to the Museum of the Cherokee Indian and also the Western Band of Cherokee in Cherokee, North Carolina. Discussion included questions as to whether there are any other artifacts of cultural identity like the Cherokee Ceremonial Medicine Mask that might be more properly returned. Director Howell responded that it is possible that ongoing research in preparation for the move will uncover items that would be better transferred. Commissioner Ashe commented, if the Museum comes across future items that more properly would be transferred to tribal nations, the DHSMC should support transfer.

Following discussion Chairman Watson called for a motion. Ambassador Ashe moved to accept the director's recommendation on deaccession; Scott Price seconded the motion. As there was no discussion, Chairman Watson called for a vote on the motion which carried unanimously by acclamation with no opposition.

The question was asked if deaccession forms could include a restriction on the right of the transferee to sell the artifact. Director Howell responded the museum seeks partners for transfer who operate in the public trust, and while management is putting a process in place, it will certainly ponder this question regarding this aspect of collection management.

Media Coverage

A booklet that summarizes all media coverage for the last quarter was distributed to each Commissioner at this meeting.

Other Business

The question arose earlier this meeting about recognition of Commissioners when their terms end. Chairman Watson called upon Director Howell and her team to consider and offer options.

From earlier discussion with respect to the 54 counties participating in the Tennessee Craft Exhibition, the question was asked, how and whom does the staff contact? Director Howell responded particularly for Tennessee Craft, which was a juried exhibition, Tennessee Craft is a Statewide organization with a similar mission to serve the State, and its form for entries reflected the artists and their counties.

Management was asked to establish a protocol to notify both the DHSMC and the Legislators of museum activity in their districts.

Announcement

Chairman Watson announced the upcoming scheduled Quarterly meetings on April 11, 2022; July 11, 2022; October 10, 2022; and January 9, 2023. Ambassador Ashe moved that these dates be set; seconded by Scott Price. Chairman Watson called for a vote which was unanimously adopted by acclamation with no opposition and announced the calendar has been adopted by motion with flexibility that should there be events, be they environmental or be they health related, that something could affect that change.

⁸ Registration Number: 82.10.2, DEAC2022.2

Public Comments

A letter of recommendation received on January 10, 2022, suggesting a candidate for the DHSMC was provided to commissioners as notice. The letter was forwarded to the appropriate appointing authorities.

Adjournment

Chairman Watson made a motion to adjourn and called for a vote which carried unanimously by affirmation with no opposition at 11:08 a.m.

Main Motions Summary

Motion #1: Senator Bo Watson moved to adopt the October 27, 2021 Quarterly meeting minutes as written. The motion carried unanimously by acclimation with no opposition.

Motion #2: Ambassador Victor Ashe moved that Senator Bo Watson be elected DHSMC Chairman in accordance with the Nominating Committee's recommendation. The motion carried unanimously by acclimation with no opposition.

Motion #3: Chairman Watson moved to accept the Nominating Committee's recommendation of Nancy DeFriece as the DHSMC Vice Chair. The motion carried unanimously by acclimation with no opposition.

Motion #4: Ambassador Ashe moved to accept Director Howell's recommendation for deaccession, the transfer of 422 units of live ammunition to the ATF. The motion carried unanimously by acclimation with no opposition.

Motion #5: Chairman Watson moved to accept Director Howell's recommendation for deaccession, the transfer of the skull of a ground sloth to the Gray Fossil Site in Gray, Tennessee. The motion carried unanimously by acclimation with no opposition.

Motion #6: Ambassador Ashe moved to accept Director Howell's recommendation for deaccession, the transfer of eight (8) elephant tusks to the Gray Fossil Site in Gray, Tennessee. The motion which carried unanimously by acclimation with no opposition.

Motion #7: Ambassador Ashe moved to accept Director Howell's recommended for deaccession, the transfer of a wooden Cherokee Ceremonial Medicine Mask to the Museum of the Cherokee Indian and also the Western Band of Cherokee in Cherokee, North Carolina. The motion carried unanimously by acclimation with no opposition.

Motion #8: Ambassador Ashe moved the Quarterly meetings on April 11, 2022; July 11, 2022; October 10, 2022; and January 9, 2023, be set. The motion carried unanimously by acclimation with no opposition with flexibility that should there be events, be they environmental or be they health related, that something could affect that change.

Motion #9: Chairman Watson moved to adjourn and called for a vote which carried unanimously by affirmation with no opposition at 11:08 a.m.

Senator Bo Watson
Chairman Douglas Henry State Museum Commission