

**Manassas Historic Resources Board**  
**February 5, 2019 – 7:00 p.m.**  
**Regular Meeting**  
**City Hall – 2<sup>nd</sup> Floor Conference Room**

**Call to Order:**

The meeting was called to order by Rob Fisher at 7:00 p.m.

**Determination of a Quorum:**

A majority of the board is present.

**Board Members in Attendance:** Dave Button, Lyshawn Dean, Rob Fisher, Connie Gilman, Robert Keller, Mark Olsen, Jill Pascale

**Honorary Board Members in Attendance:** Sue Parker, John Payne

**Board Members Absent:** Joseph Hanlin, Don Wilson

**City Council Member Liaison:** Michelle Davis-Younger, Council Member

**Others in Attendance:** Peg Sabol, Retail Consultant

**Museum Staff in Attendance:** Jean Griffith, Administrative Associate; Crystal Wilson, Revenue Manager; Kisha Wilson-Sogunro, Parks, Culture & Recreation Manger

**Community Development Staff:** Elizabeth Via-Gossman, Director of Community Development

**Approval of Minutes of January 2, 2019:**

Mark Olsen moved to approve the minutes as written, and Dave Button seconded the motion. The chairman opened the floor for discussion. There was no further discussion. The motion carried unanimously.

**Chair's Comments:**

Rob Fisher reported that the First Friday Souper Bowl went well and that the Jennie Dean Memorial Update fundraising project is progressing.

**Director's Report:** Elizabeth Via-Gossman

Elizabeth Via-Gossman displayed the maquette of the Jennie Dean statue. Staff will update the board every month on the progress of the Jennie Dean project.

**Council Comments:** Michelle Davis-Younger

Ms. Davis-Younger reported on the City Council Black History Month Proclamation on January 28<sup>th</sup> and expressed her gratitude to be part of the event.

**Old Business: Annaburg Resolution**

The Chair opened the floor for discussion. There was no further discussion.

**Jill Pascale moved to accept the proposed Annaburg Resolution. Mark Olsen seconded the motion.**

**Roll Call by Clerk:**

Dave Button	Y
Lyshawn Dean	Y
Connie Gilman	Y
Rob Fisher	Y
Robert Keller	Y
Mark Olsen	Y
Jill Pascale	Y

**The MOTION PASSED UNANIMOUSLY.**

**New Business:**

**AAM Community Engagement Assessment – Kisha Wilson-Sogunro**

Mrs. Wilson-Sogunro discussed background information about this report and its author Norman Burns, the peer reviewer from the American Alliance of Museums (AAM). She thought that the report highlighted important matters for consideration including: the sense of obstruction created by the building’s courtyard wall; better determining what our patrons are looking for and where they are from; increasing youth volunteering in the community to encourage increased attendance; and making the front entrance more inviting. The report highlighted the Museum’s strength in building partnership with other groups and efforts to be inclusive in the community. The Museum was featured on the AAM Facebook page after the assessment and staff have been invited to go to Philadelphia to sit on a panel. Ms. Wilson-Sogunro opened the floor for comments or questions. Rob Fisher agreed with her report, but also emphasized the need to better advertise free admission. Mark Olsen thought that removing overgrown landscaping at the entrance wall helped to make it more appealing.

The Board will review the recommendations in the report and prioritize them in conjunction with the strategic plan.

**Echoes Store Update – Crystal Wilson**

Ms. Wilson presented an overview of Echoes and Museum revenues. She highlighted store sales, indicating that the store is handling park and pool revenues; an aggressive and successful move to reduce inventory; an increase in visitation that will equal increased revenues; building partnerships to promote the Museum; and the increase in revenue and donations in 2018.

Ms. Sabol remarked that the best-selling items are the custom and one-of-a-kind items and books. She recommended that the store continue to order small quantities of custom items.

Ms. Wilson opened the floor for questions and comments.

Ms. Via-Gossman distributed a list of the various funds used by Parks, Culture & Recreation and explained how they function.

**Strategic Plan – Elizabeth Via-Gossman**


Ms. Via-Gossman started the discussion about the Board's priorities for the Museum and how it envisions the Strategic Plan. The floor was opened for discussion. Ms. Via-Gossman suggested the Board start reviewing the points made by the AAM assessment – CEMAP report and continue discussions at the regular monthly meetings.


**Close of Business:**

Rob Fisher asked for any other business. No further business was brought forward. The next meeting is scheduled for March 5 at 7:00 p.m.

**Adjournment:**

Connie Gilman moved to adjourn the meeting and Bob Keller seconded the motion. The motion carried unanimously to adjourn the meeting. The meeting ended at 8:30 p.m.

  
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Rob Fisher, Chairman

  
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Date