

**FARRAGUT FOLKLIFE MUSEUM COMMITTEE MEETING
MAY 26, 2015**

MEMBERS PRESENT

Jack Haines, Chair
Loretta Bradley, Secretary
Carolyn Coker
Libbie Haynes
Dee Henning
Lou LaMarche
Steve Stow

MEMBERS ABSENT

Jack Bondurant, Co-Chair
Martha Cook
Joyce Moran
Carol Sinclair

STAFF PRESENT

Julia Jones Barham, Museum Coordinator
Sue Stuhl, Leisure Services Director

The meeting was called to order by Chair Jack Haines at 1:40 pm.

APPROVAL OF MINUTES

The minutes for March 24, 2015 were read and approved as presented with a motion by Dee Henning and a second by Libbie Haynes.

MUSEUM COORDINATOR'S REPORT

- Sue Stuhl presented a Budget update. The budget for several facility renovations was discussed. The projected cost of \$26,000 includes \$7,000 for the Gift Shop. It was suggested that the Museum's logo be changed as an incentive to increase membership, visitor attendance, and revenue for the Town of Farragut. The word "Folklife" should be deleted as it is not currently meaningful to the community. The suggested name was "Farragut Museum." Sue Stuhl stated that the Museum Committee will have a retreat to develop the Museum logo tag line, suggested events and market strategy.
- The Town of Farragut has approved a new logo. The tag line is "Live Close -Go Farther" to be written over the name, Farragut with two lower case ff's in a circle . The consultant logo development fee was \$60,000.00. A long discussion proceeded about the new tag line. Steve Stow and others stated the wording was not grammatically correct. The meaning was not clear. Does it mean Closer or Farther from the Ghetto or intercity ?
- There was a short discussion on the development and use of the Campbell – Russell House.
- Upcoming Exhibits: The Railroad Exhibit will be installed by June 22, 2015 - January 1, 2016. Dee Henning's brother has consented to place his train collection on exhibit. Steve Stow also offered his train collections to be added to the exhibit if needed. Julia will add a few toys to the exhibit for the holidays.
- Fourth of July Parade: The float will be decorated at 10:00 am. Wednesday, July 1, 2015 at Yates Construction Warehouse. Jack Haines asked all committee members to help

with the decorating. Several committee members stated that they would ride the float in the parade. Carolyn Coker said she could bring her niece.

- Committee Membership: Julia suggested changing the number of members from 15 to 11. The action was approved with a motion by Carolyn Coker and a second by Loretta Bradley. Lou LaMarche suggested recruiting more male members.
- Museum Charter and By-laws: Julia Barham distributed these items for the members to review. This information is a part of Town of Farragut's Strategic Plan and will be discussed at a later meeting, if needed.

COMMITTEE REPORTS

Docent/Gift Shop: Libbie Haynes reported that the docent schedule was almost filled. The Museum will be closed Monday, July 6, 2015, as the 4th is on a Saturday. She also stated the need for additional docents. Due to Carol Sinclair's absence, there was no Gift Shop report

Empathy: Dee Henning reported that cards were sent on the following dates: 4-4-15, "Thinking of You" to Alfred McFee; "Get Well" to Norma Smith; 4-13-15, "Sympathy" to Joyce Moran after the death of her brother.

Hospitality: No Report

Oral Histories: Steve Stow reported that the program was in process and Joyce Moran is to be the transcriber.

Black History Month: Julia reported that the Luran Cox and Arts Council wanted to partner with Farragut Folklife Museum and make Black History Month its main Arts and Cultural 2016 event. Mr. William Valentine lecturer on the Buffalo Soldiers will be the main program. We will feature Artist Gwendolyn Campbell Johnson and her paintings in the Rotunda. She is an art instructor at Farragut Middle School. Loretta Bradley presented a painting for the committee to see which she had purchased from Ms. Johnson. This artist's painting was featured in the 2009 Black History Month program. The PALS will provide \$1,000 to the Museum's BHM budget. This report was approved with a motion by Lou LaMarche and a second by Loretta Bradley.

Museum Closing Reminder: Monday, July 6, 2015

The meeting was adjourned at 2:45 pm.

Next Meeting: Tuesday, June 23, 2015, at 1:30 pm. in the Committee Board Room.

Minutes _____ submitted _____ by:____
_____ Date _____
Loretta Lillard Bradley, Secretary