

## **Carriage Museum of America – BACKGROUND MATERIAL FOR OCTOBER MEETING**

On our agenda are several topics that would benefit from some extra thought. I'm providing some background on them because we will be soliciting ideas and assistance.

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Can each of you (Directors and Advisors) consider your talents and interests so that we might compile a knowledge base to help us prepare articles and answer research questions? Knowing who might know answers to research questions and is available for an occasional consultation will be a big help to Virginia and the whole organization. If there is interest, we could consider a less targeted approach and create an email group list whereby we post questions to the group. A group list could become a learning opportunity. I will try to have a draft list for your reaction in time for our upcoming meeting.

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We have struggled with our Committee structure but have not found a good alternative. I think we may have too many committees for the small number of persons involved. Attached is the current Committee and project list. Would you please look it over and let us know where you would like to engage?

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2017 is fast approaching. We will be refreshing our 5-Year Business Plan. This is best done in person and could take the better part of a day. One proposal I have is to hold an in-person meeting somewhere near Augusta, Georgia. With Billy Morris' permission, we could view both the CMA carriage collection and Mr. Morris' very unique collection of commercial/industrial vehicles the week before Martins Spring Auction. Some of us would arrive early or stay a day later, clean the carriages, and load those for deaccessioning for Martins Spring Auction. (For those who do not know, Mr. Morris has been very generous by providing space to us free of charge for many years as we decide what to do with our collection. We made a decision this year to complete the cleaning and photographing our carriage collection, deaccessioning those that do not fit our mission, and loaning some to outside museums so the public can view them.) Do you think you would be interested in a meeting in Augusta, GA? Do you have an alternative suggestion?

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Constructing a Virtual Museum is in our current 5 Year Business Plan. One reason we have not moved as fast as we would have liked is that:

1. We have not documented our own collection with photographs and informative text sufficient to create a virtual museum (yet another reason to meet in Augusta); and
2. Virtual museums take many forms. We need some sort of agreement as to what constitutes a CMA virtual museum before we construct one.

Will you please give some thought about what, in your mind, you would like us to build? Below are some examples of virtual museums; ranging from simple flat files to animated 3-dimensional tours.

### **Examples of Virtual Museums:**

- ◆ Flat File Example with picture and text (our own website and most museums on restricted budget are flat file).

*National Gallery:* <http://www.nga.gov/content/ngaweb/Collection.html>

*Equine Heritage Museum:* <http://www.equineheritagemuseum.com> (This is Gloria's and very nice)

*Metropolitan Museum of Art:* <http://www.metmuseum.org/exhibitions/listings/2015/design-for-eternity>

*Northwest Carriage Museum:* <http://nwcarragemuseum.org>

- ◆ 3D, layered, click on part for more information, progressive depth.

*Mt. Vernon:* <http://www.mountvernon.org/site/virtual-tour/>

- ◆ 3D, layered, click on part for more information, progressive depth, then click to zoom, move cursor to rotate and angle for changing perspective.

*Naval Aviation Museum:* <http://www.navalaviationmuseum.org/education/virtual-tour/>

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Finally, I'd like your input into a project Stewart and I have very slowly been developing. It is a carriage catalogue template that would: 1) allow collectors, public and private, to efficiently manage their collections in a database catalogue so that all information on a particular vehicle or artifact is connected, and 2) enable other interested parties (perhaps subscribers) to search the collective database and find information on vehicle types, locations, builders, etc. The CAA began a project similar to this years ago but interest flagged. I've attached three templates that have been used in the past.

Thank you for thinking about these things. We will need your suggestions in the upcoming meeting and to refresh our business plan.

### **Attachments:**

- ◆ Committee List
- ◆ Carriage Catalog Templates
  - Past Perfect – is what CMA is using now.
  - Catalogue Form – is the CAA's form
  - Morris Template – is Stewart Morris Family form
  - CMA Inventory – is what John is using for CMA and Skyline Farm