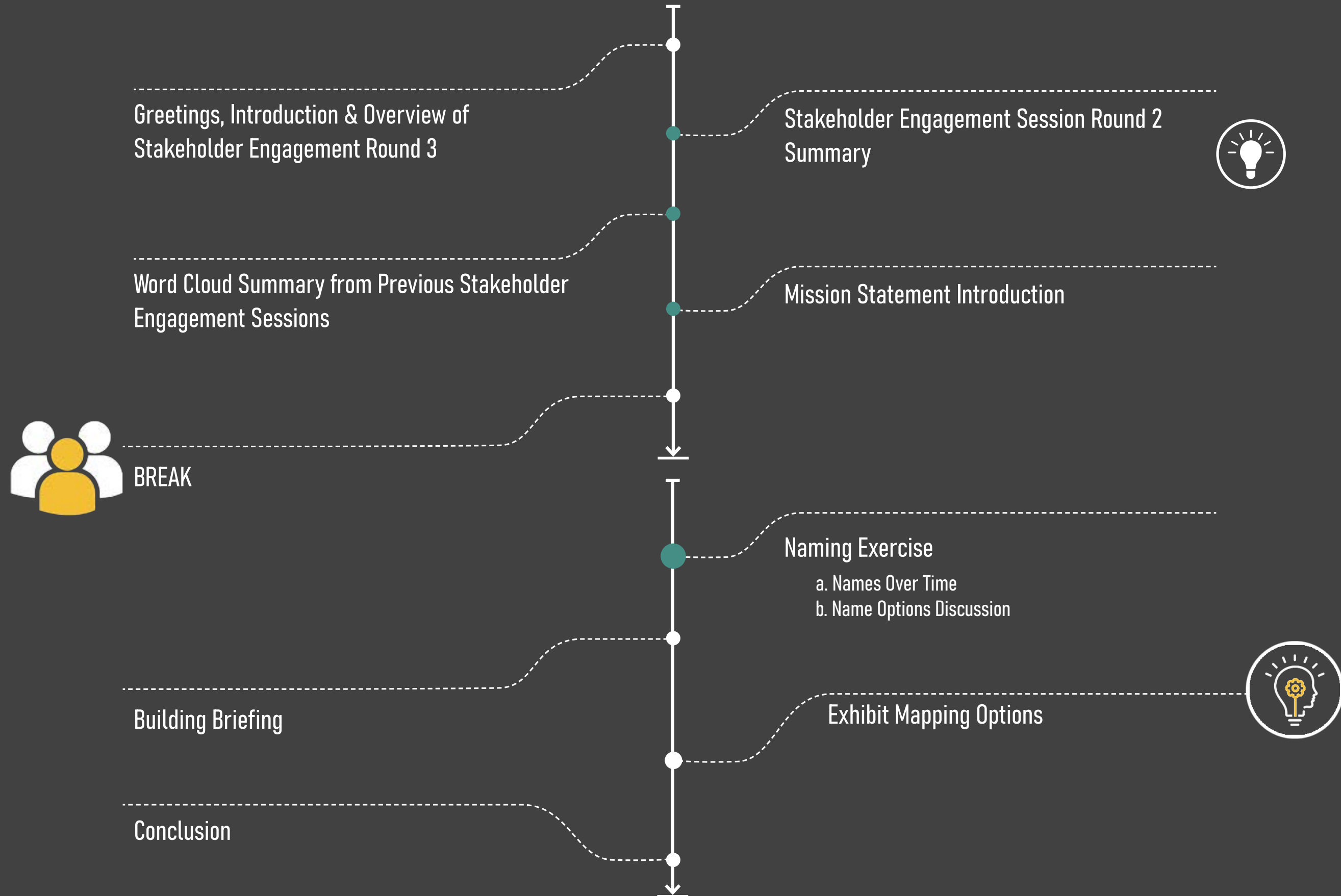




FREEDOM HOUSE MUSEUM

at 1315 DUKE STREET
STAKEHOLDER ENGAGEMENT ROUND 3 SUMMARY
JUNE 05-06, 2023

SESSION AGENDA



ACTIVITY #1

MISSION STATEMENT OPTIONS

Activity #1 consisted of an activity to develop a new mission statement for the museum which allowed participants to express their input. Prior to the activity, a word cloud diagram was presented to showcase common words used in the responses from previous sessions and to get the participants thinking (See page 16 within this summary). Also, prior to the session, four (4) mission statements from existing museums with similar content were shared as precedents for this activity (See page 4 within this summary). During session, participants were divided into groups, and given three (3) options for the mission statement, and where asked to choose, edit, and/or create a option if needed.

MISSION STATEMENT PRECEDENTS

OHA MISSION STATEMENT

The Office of Historic Alexandria (OHA) preserves and shares Alexandria's past to enrich the present and inspire the future.

ALEXANDRIA HISTORY MUSEUM AT THE LYCEUM MISSION STATEMENT

The mission of Alexandria History Museum at the Lyceum is to actively preserve and interpret this historic landmark and its collections, thereby inspiring public use and enjoyment of local history.

BLACK HISTORY MUSEUM MISSION STATEMENT

The mission of the Alexandria Black History Museum is to enrich the lives of Alexandria's residents and visitors, to foster tolerance and understanding among all cultures and to stimulate appreciation for the diversity of the African American experience. The Alexandria Black History Museum accomplishes its mission by inspiring the public to explore the integral relationship between Alexandria's African American heritage and other cultural traditions.

HOLOCAUST MUSEUM

The Museum's primary mission is to advance and disseminate knowledge about this unprecedented tragedy; to preserve the memory of those who suffered; and to encourage its visitors to reflect upon the moral and spiritual questions raised by the events of the Holocaust as well as their own responsibilities as citizens of a democracy.

MISSION STATEMENT **OPTIONS**

OPTION 1

At _____ Museum Black Lives Matter. Here Black history, struggle, and legacy are shared accurately and without prejudice. Fundamental to interpreting this history is the museum building at 1315 Duke Street. Through preservation of this site, one of the few extant links to the domestic slave trade, the power of place serves to educate visitors and as a call to action. By advancing research, and genealogical inquiry, the ___ Museum strives to be a catalyst for change and to inspire visitors to help create a more equitable union.

OPTION 2

At _____ Museum Black Lives Matter.

Power of Place Matters.... As this building is one of the few extant links to the local and national history of the domestic slave trade.

Confronting the Past Matters.... Understanding the brutality and inhumanity of the domestic slave trade, is key to understanding continued racial injustice in America.

Knowledge Matters. At this site, open inquiry is encouraged, truth is shared, and all are welcome to learn.

OPTION 3

At _____ we...

acknowledge Black Lives Matter, seeking to restore the humanity of the enslaved and elevate their stories within America's historical narrative.

recognize the Power of Place through the preservation of this building, a direct historic link to the trauma of domestic slave trade.

confront the Legacies and use this site as a catalyst to create a more equitable union.

advance Knowledge of the Past on the brutality of slavery as evidenced through family separation, physical violence, sexual exploitation, and a denial of fundamental human rights which resulted in an American economic system which prospered by human trafficking.

MISSION STATEMENT OPTIONS - GROUP 1, SESSION 1

transitions need...use underlined words from Option 3 as transitions.

OPTION 1

At _____ Museum Black Lives Matter. Here Black history, struggle, and legacy are shared accurately and without prejudice. Fundamental to interpreting this history is the museum building at 1315 Duke Street. Through preservation of this site, one of the few extant links to the domestic slave trade, the power of place serves to educate visitors and as a call to action. By advancing research, and genealogical inquiry, the ___ Museum strives to be a catalyst for change and to inspire visitors to help create a more equitable union.

OPTION 2

At _____ Museum Black Lives Matter.

Power of Place Matters... As this building is one of the few existing links to the local and national history of the domestic slave trade.

Confronting the Past Matters... Understanding the brutality and inhumanity of the domestic slave trade, is key to understanding continued racial injustice in America.

Knowledge Matters. At this site, open inquiry is encouraged, truth is shared, and all are welcome to learn.

OPTION 3

At _____ we...

acknowledge **Black Lives Matter**, seeking to restore the humanity of the enslaved and elevate their stories within America's historical narrative.

recognize **the Power of Place** through the preservation of this building, a direct historic link to the trauma of domestic slave trade.

confront **the Legacies** and use this site as a catalyst to create a more equitable union.

advance **Knowledge of the Past** on the brutality of slavery as evidenced through family separation, physical violence, sexual exploitation, and a denial of fundamental human rights which resulted in an American economic system which prospered by human trafficking.

add to Option 2

MISSION STATEMENT **GROUP 2, SESSION 1**

OPTION 3

At _____ we...

acknowledge Black Lives Matter, seeking to restore the humanity of the enslaved and elevate their stories within America's historical narrative.

recognize the Power of Place through the preservation of this building, a direct historic link to the trauma of domestic slave trade.

confront the Legacies and use this site as a catalyst to create a more equitable union.

advance Knowledge of the Past on the brutality of slavery as evidenced through family separation, physical violence, sexual exploitation, and a denial of fundamental human rights which resulted in an American economic system which prospered by human trafficking.

OPTION 3

At _____ we...

acknowledge America's historical narrative to restore the humanity of the enslaved and elevate their stories.

recognize the Power of Place to educate the public through the preservation of this building, a direct historic link to the trauma of domestic slave trade.

confront the Injustices and use this site as a catalyst to create a more equitable union and global citizenship.

advance Knowledge of the Past on the brutality of slavery as evidenced through family separation, physical violence, sexual exploitation, and a denial of fundamental human rights

reflect on Legacies accurately and without prejudice to propel our community forward.

MISSION STATEMENT **GROUP 3, SESSION 1**

OPTION 1

At _____ Museum Black Lives Matter. Here Black history, struggle, and legacy are shared accurately and without prejudice. Fundamental to interpreting this history is the museum building at 1315 Duke Street. Through preservation of this site, one of the few extant links to the domestic slave trade, the power of place serves to educate visitors and as a call to action. By advancing research, and genealogical inquiry, the ___ Museum strives to be a catalyst for change and to inspire visitors to help create a more equitable union.

OPTION 2

At _____ Museum Black Lives Matter.

Power of Place Matters... As this building is one of the few extant links to the local and national history of the domestic slave trade.

Confronting the Past Matters... Understanding the brutality and inhumanity of the domestic slave trade, is key to understanding continued racial injustice in America.

Knowledge Matters. At this site, open inquiry is encouraged, truth is shared, and all are welcome to learn.

OPTION 3

At _____ we...

acknowledge Black Lives Matter, seeking to restore the humanity of the enslaved and elevate their stories within America's historical narrative.

recognize the Power of Place through the preservation of this building, a direct historic link to the trauma of domestic slave trade.

confront the Legacies and use this site as a catalyst to create a more equitable union.

advance Knowledge of the Past on the brutality of slavery as evidenced through family separation, physical violence, sexual exploitation, and a denial of fundamental human rights which resulted in an American economic system which prospered by human trafficking.

MISSION STATEMENT OPTIONS - GROUP 1, SESSION 2

bold minus outline of clear concise statement

OPTION 2

At _____ Museum Black Lives Matter.

Power of Place Matters.... As this building is one of the few extant links to the local and national history of the domestic slave trade.

Confronting the Past Matters.... Understanding the brutality and inhumanity of the domestic slave trade, is key to understanding continued racial injustice in America.

Knowledge Matters. At this site, open inquiry is encouraged, truth is shared, and all are welcome to learn.

OPTION 3

At _____ we...

acknowledge Black Lives Matter, seeking to restore the humanity of the enslaved and elevate their stories within America's historical narrative.

recognize the Power of Place through the preservation of this building, a direct historic link to the trauma of domestic slave trade.

confront the Legacies and use this site as a catalyst to create a more equitable union.

advance Knowledge of the Past on the brutality of slavery as evidenced through family separation, physical violence, sexual exploitation, and a denial of fundamental human rights which resulted in an American economic system which prospered by human trafficking.

FINAL STATEMENT

At _____ it is...

Fundamental to understanding the continuing racial injustice in America is an understanding of the **brutality** and in **humanity** of the Slave Trade. This building is one of the few extant links to the local and national history of the Domestic Slave Trade, and the place where the story of this stain and our history is told accurately and in remembrance of the pain and suffering inflicted upon the ancestors of millions of our fellow Americans.

MISSION STATEMENT **GROUP 3, SESSION 2**

OPTION 2

At _____ Museum Black Lives Matter.

Power of Place Matters... As this building is one of the few extant links to the local and national history of the domestic slave trade.

Confronting the Past Matters... Understanding the brutality and inhumanity of the domestic slave trade and **enslavement**, is key to understanding continued racial injustice in America.

Knowledge Matters. At this site, open inquiry is encouraged, truth is shared, and all are welcome to learn.

OPTION 3

At _____ we...

~~acknowledge Black Lives Matter~~, seeking to restore the humanity of the enslaved and elevate their stories within America's historical narrative.

~~recognize the Power of Place~~ through the preservation of this building, a direct historic link to the trauma of domestic slave trade.

~~confront the Legacies~~ and use this site as a catalyst to ~~create a more equitable union.~~

~~advance Knowledge of the Past~~ on the brutality of slavery as ~~evidenced through family separation, physical violence, sexual exploitation, and a denial of fundamental human rights~~ which resulted in an ~~American economic system which prospered by human trafficking.~~

FINAL STATEMENT

At _____ we...

seek to restore the humanity of the enslaved and elevate their stories within America's historical narrative.

recognizes the importance of the preservation of this historic building, a direct link to the trauma of the domestic slave trade.

advances Knowledge of the Past on the brutality of slavery and the denial of fundamental human rights.

confronts the Legacies and uses this site as a catalyst to inspire change.

MISSION STATEMENT **GROUP 3, SESSION 2**

OPTION 1

At _____ Museum Black Lives Matter. Here Black history, struggle, and legacy are shared accurately and without prejudice. Fundamental to interpreting this history is the museum building at 1315 Duke Street. Through preservation of this site, one of the few extant links to the domestic slave trade, the power of place serves to educate visitors and as a call to action. By advancing research, and genealogical inquiry, the ___ Museum strives to be a catalyst for change and to inspire visitors to help create a more equitable union.

too dense...

OPTION 2

At _____ Museum Black Lives Matter.

Power of Place Matters... As this building is one of the few extant links to the local and national history of the domestic slave trade.

Confronting the Past Matters... Understanding the brutality and inhumanity of the domestic slave trade, is key to understanding continued racial injustice in America.

Knowledge Matters. At this site, open inquiry is encouraged, truth is shared, and all are welcome to learn.

interesting bullet points but it doesn't flow...

OPTION 3

At _____ we...

seeks to restore the humanity of the enslaved and elevate their stories within America's historical narrative and **acknowledge Black Lives Matter.**

recognize the Power of Place through the preservation of this **site and the city of Alexandria** as a direct historic link to the trauma of the domestic slave trade.

~~confront the Legacies and use this site as a catalyst to create a more equitable union.~~

advance Knowledge of the Past on the brutality of slavery as evidenced through family separation, physical violence, sexual exploitation, and a denial of fundamental human rights which resulted in an American economic system **that** prospered by human trafficking.

we found this statement awkward...

ACTIVITY #2

NAMING EXERCISE

Activity #2 consisted of a naming activity which allowed participants to provide their input on a new name for the museum. Prior to the activity, a member from OHA provided evidence and research on the former names of the museum along with the names on the building's sign. During the activity, participants were divided into groups, and ask to develop a new name for the building and explain why they chose that specific name. Few participants felt the name "Freedom House" should remain because it expressed a sense of Hope and Reverend Bailey's Story, others felt the name should change. In this section you will see the new suggested name changes.

NAMES OVER TIME - **THE BUILDING SIGN**

- **PRICE, BIRCH & CO/DEALERS IN SLAVES**

This company moves into the building in 1859 (Kephart sells them the building in 1858 but the previous tenants just don't move out?) and operates here until just prior to the Union army liberating the site on May 24, 1861. This sign is visible in a number of Civil War-era photographs and many soldiers describe this text in letters during the war. It was apparently still visible under a thin coat of paint until at least 1870, and in theory may still exist under the paint if the façade has never been stripped (the HSR was unable to find any evidence of it)

- **FRANKLIN & ARMFIELD**

E.A. Andrews sees this sign over the front door when he tours the site July 24, 1835.

NAMES OVER TIME – BUILDING/ SITE NAME HISTORY

- A [or the] depot at Alexandria (1828)
- Franklin's blackhole
- Armfield's Repository
- Armfield's establishment
- The great Slave-Prison formerly known as Franklin & Armfield's
- Franklin & Armfield's Slave Prison
- Franklin & Armfield's immense slave factory
- The establishment formerly owned by Armfield, Franklin & Co (1837)
- The old establishment of Armfield, Franklin & Co
- Negro Prison
- A slave-trading establishment
- The old establishment, west end of Duke Street
- The ESTABLISHMENT, now in their [Kephart and Harbin] possession, formerly the property of Franklin & Armfield
- The old stand of Kephart's
- Kephart's, formerly Armfield's private jail
- Mr. Millan's, lately Mr. Kephart's (1855)
- Three Story Brick house and Jail attached thereto
- The establishment, lately occupied by Millan & Grigsby, West end Duke street (1859)
- The magazine of Price, Birch & Co, dealers in slaves
- The Slave Barracoon (1861)
- The Alexandria Slave Pen/the Slave-Pen at Alexandria
- The Slave Pen
- The slave-pen of Price and Birch/Price and Birch's Slave-pen
- The old Alexandria slave pen/the old slave pen in Alexandria
- A slave-shamble which was broken up/a shamble
- The "pen"
- That/this slave pen
- The "Slave Pen" in Duke Street,--a horrible den
- A 'Peculiar Institution'. Used as a Prison by the City Provost Marshall
- "Original 'Slave Pen', now Jail
- The Black Hole of Calcutta
- The property at the upper end/head of Duke Street, once/in former years known as Kephart's Jail, and, latterly/during the war, as the Slave Pen (after 1865)
- The prison known during the war as the "Slave Pen"
- No. 1315 Duke Street known as The Old Slave Pen (20th century)

ACTIVITY #3

EXHIBIT MAPPING EXERCISE

Activity #3 consisted of an exhibit mapping activity which allowed participants to further express the qualitative aspects of each floor of the museum, circulation throughout the museum, and give Proun, SmithGroup, and OHA their feedback. During this activity, members from Proun present two (2) exhibit mapping options per floor of the museum. Participants were then asked to verbally provide their feedback on what was presented and their responses were recorded.

EXHIBIT MODALITIES VISITOR'S JOURNEY



TELL THE TRUTH

Establish historic themes that weave together context and framework around history.



EVOKE EMPATHY

Connect themes to individuals that visitors can relate to.



MAKE IT RELEVANT

Connect themes to current issues and events.



ENCOURAGE DIALOGUE AND REFLECTION

Re-connect to historic themes and provide visitors with opportunities to reflect and respond.

EXHIBIT SPACE - OPTION 1 SUMMARY RESPONSES



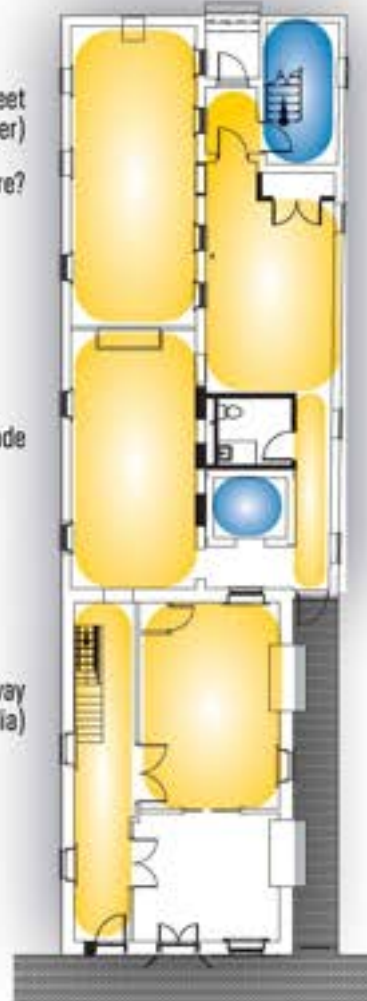
Enslaved at Duke Street
1st-person story (theater)
Who was held here?



The Domestic Slave Trade



Torn Apart and Sold Away
1st-person story (Media)



FIRST FLOOR PLAN



Say Their Names



Visualizing the Slave Trading Complex



Building Timeline



The Business of Trading in Humans



Welcome/Mission Statement



- Exhibits-History
- Exhibits-Legacy
- Reflection
- Art Installation

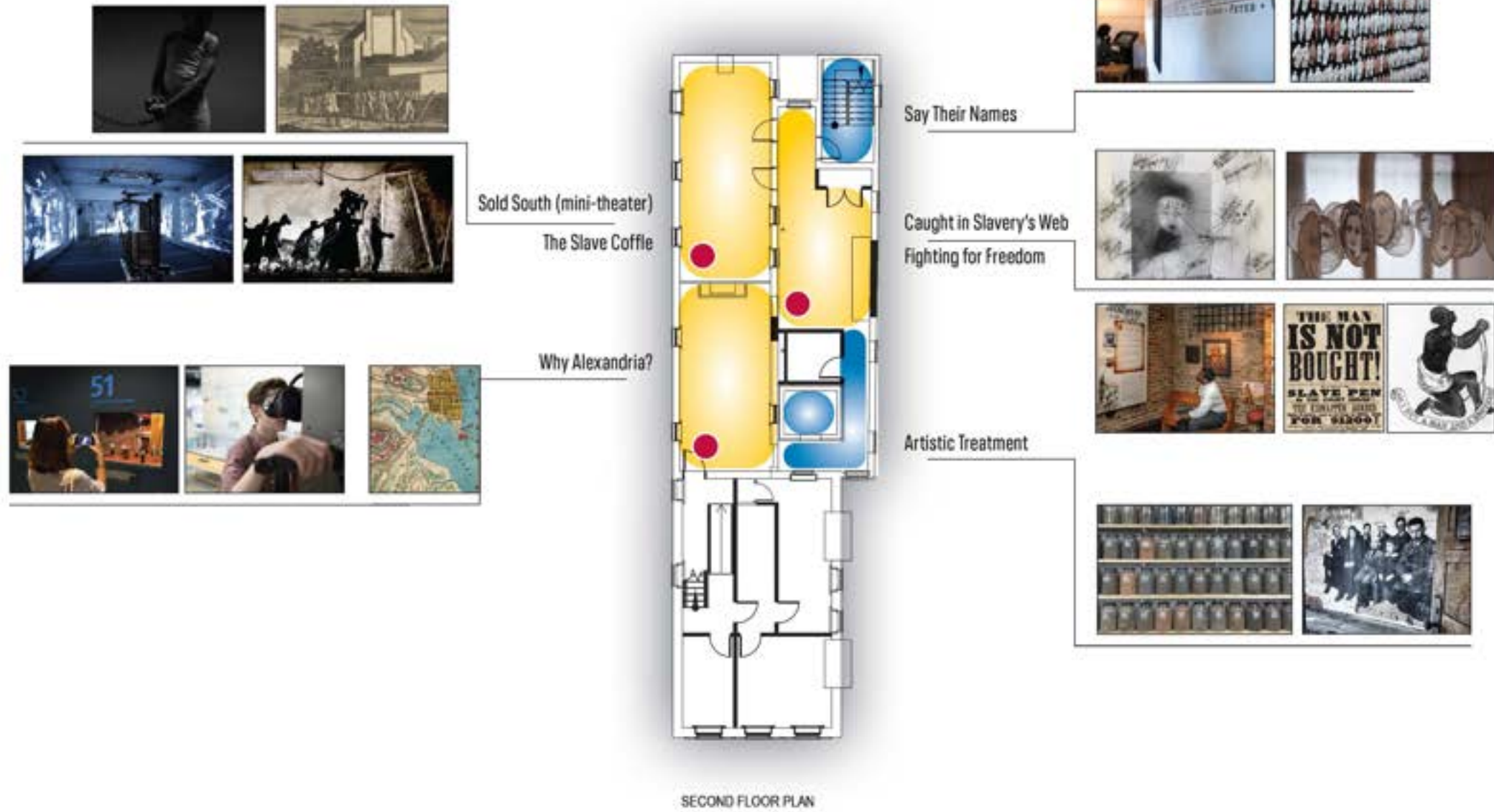
Session 1

- Office - papered over with business of slavery
- Remind visitor that actual people were enslaved here
- First gallery - should be about the domestic slave trade and telling the truth, should have information graphics
- Open up wall to next gallery - should have a first person story
- Projection with sound and voices
- Right side of building - visualizing slave trade is complex - larger model with augmented reality
- Stair - can be treated to keep people immersed in story

Session 2

- What is the flow? How to enter?
- Where do you see agency of people being held here
- Provide space for triggering of generational trauma? Where is that?
- Could offices on second floor move to third floor
- Can you dig down along alley?
- What can you use the alley for?

EXHIBIT SPACE - OPTION 1 SUMMARY RESPONSES



Session 1

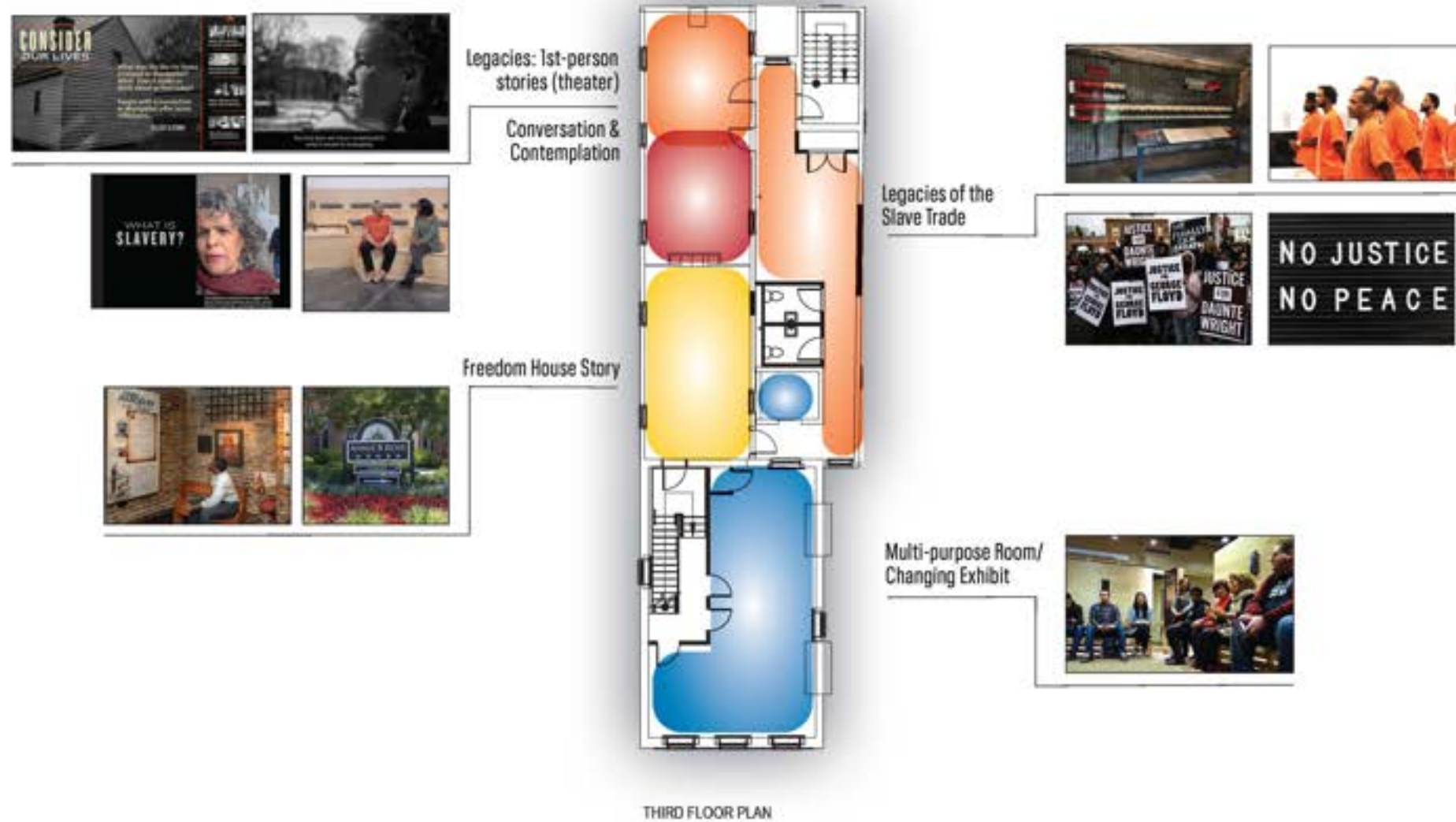
- Why Alexandria - why did this happen here
- Windows should have a drone's eye view of Alexandria consistent with period of significance
- Dioramas - create little environments - glimpses of places around city - press a button and light comes on
- Slave transportation - by land, by boat - later train - slave cockle, mini theatre with individual stories
- Caught in slavery's web - beyond Alexandria - larger story
- Dots - places for people to sit
- Blue - artistic treatment

Session 2

- What is the flow? How to enter?
- Where do you see agency of people being held here
- Provide space for triggering of generational trauma? Where is that?
- Could offices on second floor move to third floor
- Can you dig down along alley?
- What can you use the alley for?

- Exhibits-History
- Exhibits-Legacy
- Reflection
- Art Installation

EXHIBIT SPACE - OPTION 1 SUMMARY RESPONSES



- Exhibits-History
- Exhibits-Legacy
- Reflection
- Art Installation

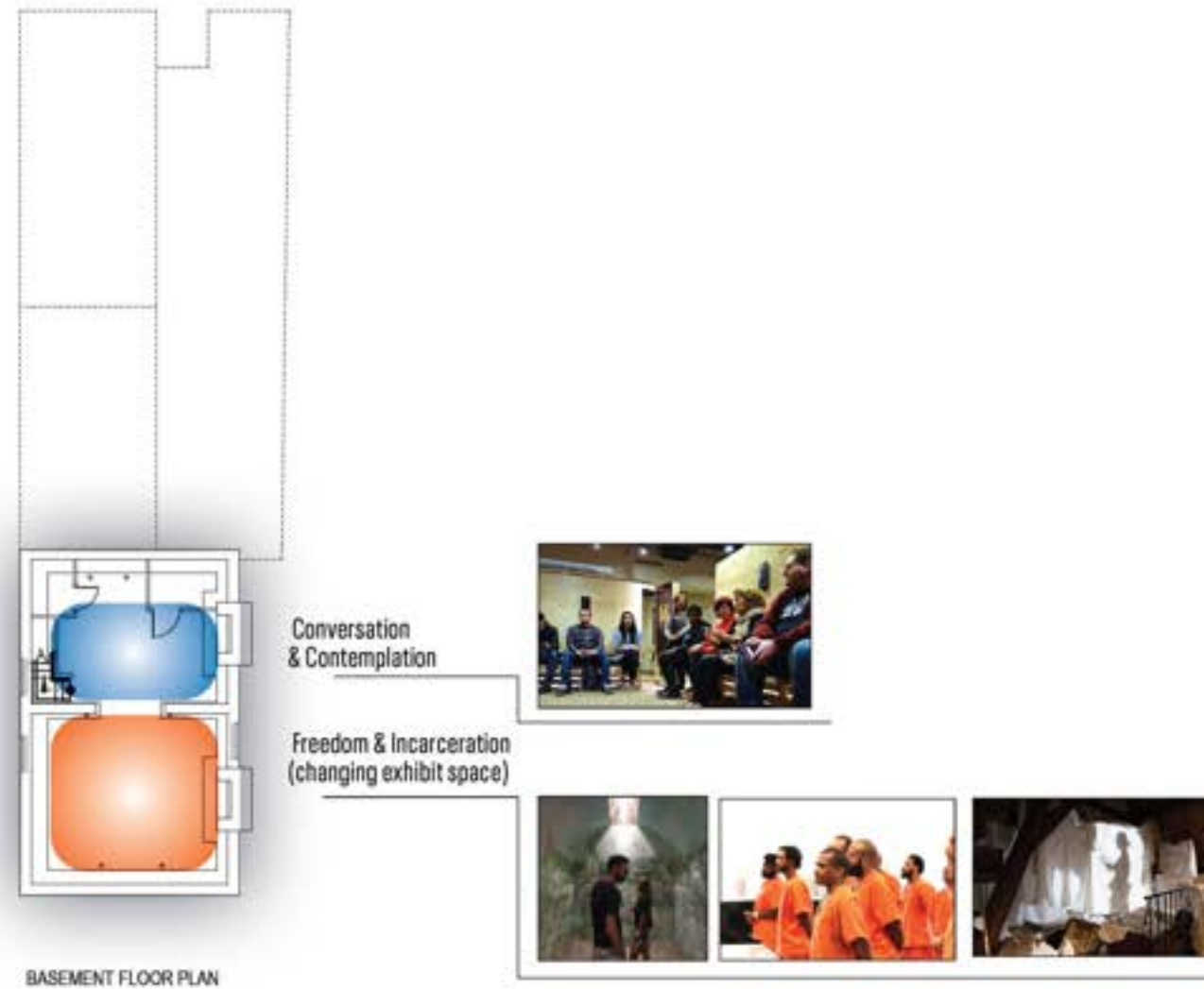
Session 1

- First Gallery – Freedom House story
- Next gallery – conversation/contemplation
- Last gallery – first person stories
- Larger gallery – changing exhibit about legacy of slave trade
- Blue – multipurpose – changing exhibit

Session 2

- What is the flow? How to enter?
- Where do you see agency of people being held here
- Provide space for triggering of generational trauma? Where is that?
- Could offices on second floor move to third floor
- Can you dig down along alley?
- What can you use the alley for?

EXHIBIT SPACE - OPTION 1 SUMMARY RESPONSES



- Exhibits-History
- Exhibits-Legacy
- Reflection
- Art Installation

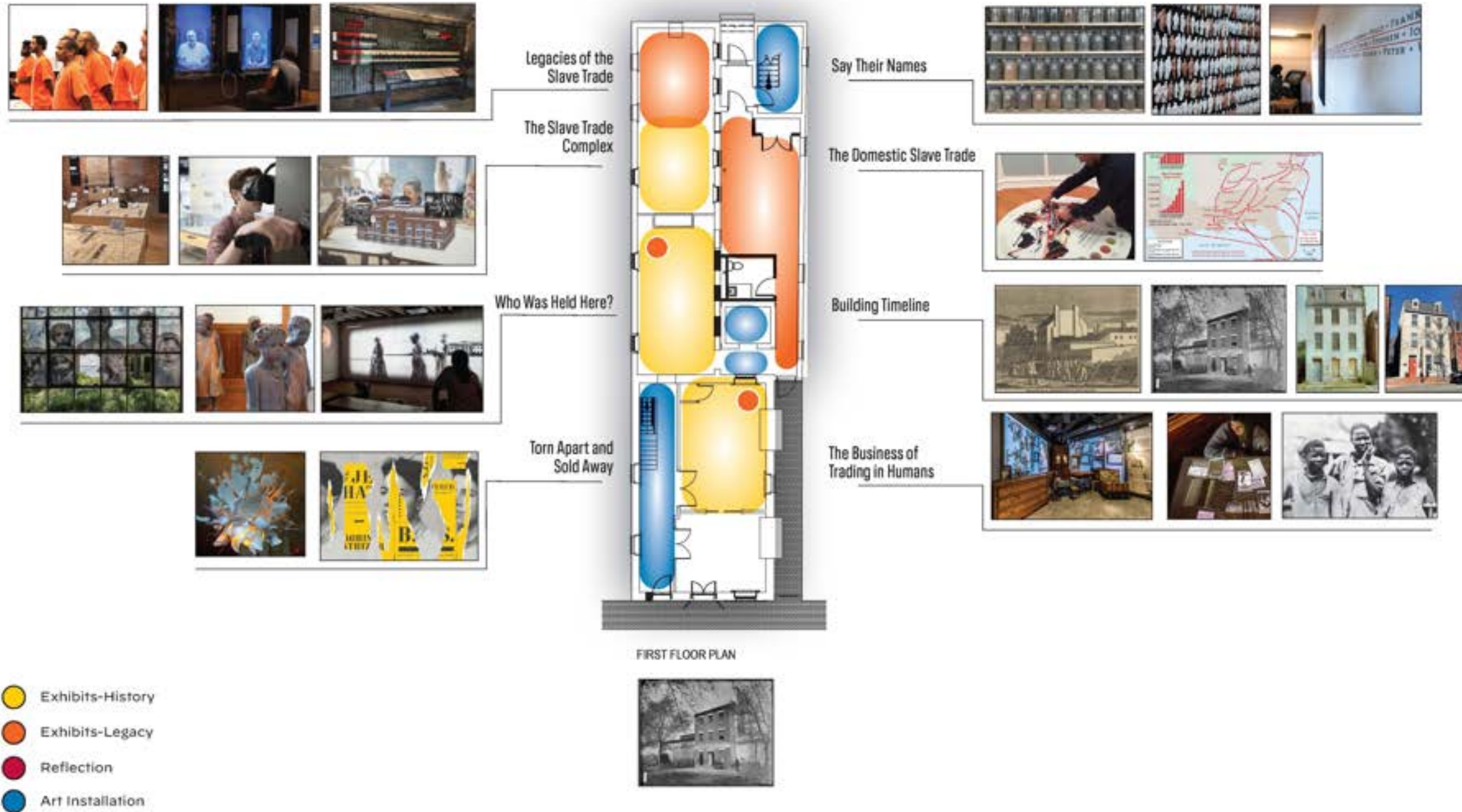
Session 1

- Basement - Conversation area
- Changing exhibit

Session 2

- What is the flow? How to enter?
- Where do you see agency of people being held here
- Provide space for triggering of generational trauma? Where is that?
- Could offices on second floor move to third floor
- Can you dig down along alley?
- What can you use the alley for?

EXHIBIT SPACE - OPTION 2 SUMMARY RESPONSES



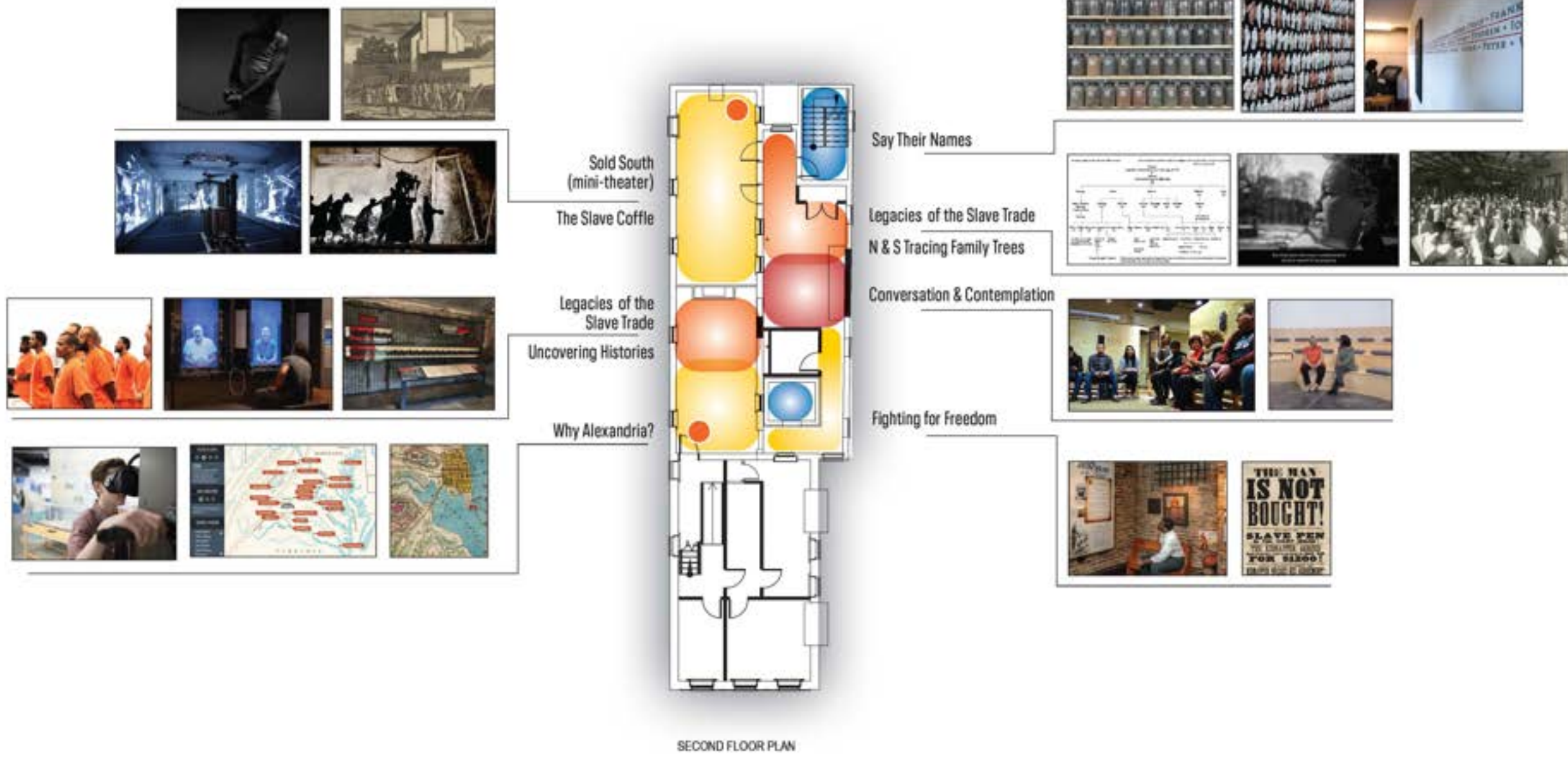
Session 1

- Stair hall - torn apart/sold away
- Parlor - business
- Down to visit - elevator or stair - mini theatre - enslaved
- First gallery - who was held here
- Second gallery - slave trade
- Legacy of trade

Session 2

- What is the flow? How to enter?
- Where do you see agency of people being held here
- Provide space for triggering of generational trauma? Where is that?
- Could offices on second floor move to third floor
- Can you dig down along alley?
- What can you use the alley for?

EXHIBIT SPACE - OPTION 2 SUMMARY RESPONSES



- Exhibits-History
- Exhibits-Legacy
- Reflection
- Art Installation

Session 1

- Why is Alexandria significant to the site
- Variety of legacies - tracing family trees
- Space to Pause - gallery to contemplate

Session 2

- What is the flow? How to enter?
- Where do you see agency of people being held here
- Provide space for triggering of generational trauma? Where is the
- Could offices on second floor move to third floor
- Can you dig down along alley?
- What can you use the alley for?

EXHIBIT SPACE - OPTION 2 SUMMARY RESPONSES



Legacies: 1st-person stories (theater)
From Slavery to Freedom

Legacy: Wealth Disparity

Caught in Slavery's Web



THIRD FLOOR PLAN

Changing Exhibit

Multi-purpose Room



- Exhibits-History
- Exhibits-Legacy
- Reflection
- Art Installation

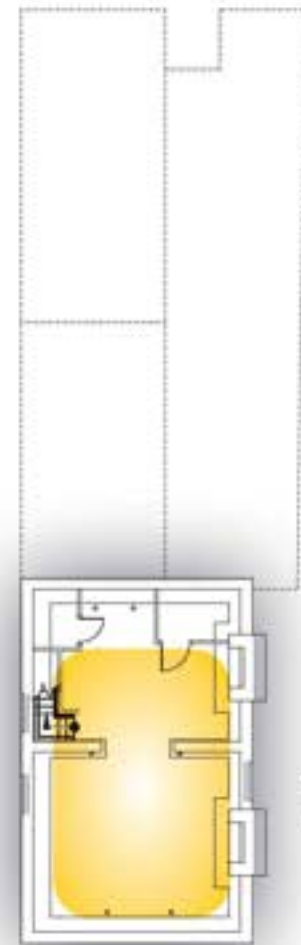
Session 1

- Caught in slavery web
- Mini theatre
- More space for changing exhibits supported by multi-purpose room
- What happened here - trade

Session 2

- What is the flow? How to enter?
- Where do you see agency of people being held here
- Provide space for triggering of generational trauma? Where is that?
- Could offices on second floor move to third floor
- Can you dig down along alley?
- What can you use the alley for?

EXHIBIT SPACE - OPTION 2 SUMMARY RESPONSES



Enslaved at Duke St
(immersive theater)



BASEMENT FLOOR PLAN

- Exhibits-History
- Exhibits-Legacy
- Reflection
- Art Installation

Session 1

- Basement is contemplation/changing exhibit
- Preference for option one with basement from option 2
- Tours - limited time - want to grab people - maybe bring them right to cellar
- Kids group - might need alternate pathway
- Like option of moving through time - modern interpretation but interrupts flow
- Connection and distance simultaneously
- Who is the audience and how do we get to embrace space
- Option 2 - abolition expressed, but not in option 1
- Originally liked Option 2, but like Option 1 but would want more reflective spaces
- What about thinking prompts? How does it reflect your world now
- Names, ages on wall - example *Monpelier*
- Slavery to modern incarceration - reconstruction, black codes, lynching, segregation, Civil Rights movement - change the form
- QR codes with videos - meets needs for technology
- Families - show the slave trade had impact on families
- *One thing to educate, another thing to learn*

Session 2

- What is the flow? How to enter?
- Where do you see agency of people being held here
- Provide space for triggering of generational trauma? Where is that?
- Could offices on second floor move to third floor
- Can you dig down along alley?
- What can you use the alley for?