

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

## MEETING OF THE BOARD OF DIRECTORS

January 19, 2023- Meeting Time 6:30 pm

Main Museum – 217 Egan Drive & Zoom

### Mission Statement

*The Valdez Museum preserves, presents, and interprets the heritage and culture of Valdez, the Copper River Basin, and Prince William Sound, Alaska.*

1. Call to Order/Roll Call
2. Introduction of Guests
3. Public Business from the Floor
4. Board Education Moment (20 minutes) Board Member Development & Training / Planning
5. Mission Educational Moment (10 minutes) *The Girl Made of light and Dust* Presentation
6. Approval of the Minutes for November 17, 2022, pp. 3 -5
7. Approval of Financial Report as of December 31, 2022, pp. 6 - 10
  - a) December Financial Statements
8. New Business
  - a) Accept Recent Cash Donation for their donor-intended purposes pp. 11
  - b) Recent member/donor assignments pp. 13
9. President's Report
10. Staff Reports pp. 22 - 26
11. Committee
  - a) Committee Reports— (15 minutes)  
**Bylaws Committee (Donna), Finance (Martha), Collections (Rich), Board Development (Gary) Fundraising (Michelle / Donna) Membership (Michelle), Strategic Planning (Gary), Advocacy Committee (\_\_\_\_\_); Building Committee (\_\_\_\_\_), Native Gallery (Anna) and Endowment (Inactive)**
12. Committee Business from the Floor or Board Member Discussion/Ideas

<b>Next Meeting: February 16, 2023– 6:30 p.m.</b>
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15. Adjournment

### Upcoming Committee Meetings

Bylaws Committee – Bylaws Updates

Finance Committee – monthly meeting 2<sup>nd</sup> Wednesday of the month at 12:30 PM

Fundraising Committee – Plan 2023 Strategies.

### **Dates to add to your Calendars**

Winter Operations

Main Museum 12:00 – 5:00 pm Tuesday - Saturday

Annex by appointment only.

Free Friday, January 2, 2023. 12 – 5 pm, Main Museum

*The Girl Made of Light and Dust Art Exhibit*, January 20 – March 12, 2023, Main Museum

*Tuesday Nite History Talk*, January 24, 2023, 5:30 pm Zoom or Main Museum

*Literature and Art Workshop*, February 2, 2023, 1 – 4 pm Main Museum

Free Friday, February 10, 2023, 12 – 5 pm, Main Museum

Museum Financial Audit February 13 – 15, 2023, All Day Virtual and at Main Museum

Fab Friday February 24, 2023, 2:30 – 5:00 PM, Main Museum

Museums Advocacy Day, February 26 – 28, 2023, Washington DC

### **Core Purpose**

Preserve Regional Culture

### **Core Values**

Honor the Past, Legacy, Heritage

Education

(Knowledge)

Integrity, Authenticity

Community

(Relevance, stewardship, surrounding towns and village part of our local community)

Entertainment

(Fun, engagement)



**MINUTES  
VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION  
INC.**

**MEETING OF THE BOARD OF DIRECTORS  
November 17, 2022 6:30pm – Via Zoom**

1. **Call to Order/Roll Call:** Anna Bateman called the meeting to order at 6:45 pm.  
**Members present:** Anna Bateman, Jim Shirrell, Michelle Cullen, Martha Barberio, Nancy Hill, and Felicia Wolfenden, Gary Minish  
**Members excused:** Richard Dunkin & Donna Lane  
**Guests:** None  
**Staff present:** Danielle Tapp, Faith Revell, Patricia Relay
2. **Introduction of Guests:** None
3. **Public Business from the Floor:** None
4. **Board Educational Moment:** Ms. Relay reports that board terms are about to expire and suggests that the board should start tackling board recruitment. Reducing the board to nine individuals is still in discussion in the Bylaws Committee. Ms. Bateman inquires if there are any term limits. Ms. Relay says there are none.
5. **Mission Educational Moment:** When the shoe fits...Shoe Stories – Ms. Revell gave a virtual presentation about shoes in the Museums collection. Some of the shoes are in the current temporary exhibit as well as shoes from collections. From Lee Wolf's foot apparel and mukluks to curved high heels, Ms. Revell discussed the materials and the stories behind the shoes. Ms. Revell encouraged all to attend the upcoming Tuesday Nite History Talk on November 22, 2022 at the Museum, and reported the details about the event.
6. **Approval of the Minutes for October 20, 2022:**  
**Motion:** Gary Minish motioned to approve the October 20, 2022 meeting minutes, seconded by Michelle Cullen. **Discussion:** None **Vote:** All members present voted to approve the discussed minutes. None opposed. Motion Carried.
7. **Approval of Financial Report as of October 31 2022**  
**Motion:** Martha Barberio motioned to approve the October 31, 2022 Financial report, seconded by Gary Minish. **Discussion:** None. **Vote:** All members present voted to approve the discussed minutes. None opposed. Motion Carried.
8. **New Business**
  - a) **Accept Recent Cash Donations for their donor-intended purposes:** **Motion:** Nancy Hill motioned to approve recent cash donations for their donor-intended purposes, seconded by Martha Barberio. **Discussion:** None **Vote:** All members present voted to approve the discussed minutes. None opposed. Motion Carried.

- b) **Recent member/donor assignments:** Two Member/ Donor Thank You cards are ready to be signed sitting at Ms. Tapp's desk.
- c) **Approve Executive Session regarding Holiday Staff Bonuses: Motion:** Martha Barberio motioned to approve Executive Session Regarding Holiday Staff Bonuses, seconded by Nancy Hill. **Discussion:** Mr. Shirrell wanted to note that this should be a Human Resources issue but wanted to move on. **Vote:** All members present voted to approve executive session. None opposed. Motion Carried.

9. **President's Report:** Anna Bateman reported that Valdez Native Tribe (VNT) is supporting a chapter of the National Audubon Society in Valdez. They are looking for five board members. Ms. Bateman states that the museum will be able to tie into the opportunities if they wished to do so. Ms. Relay says this would be a good opportunity to integrate content on the Old Town Walking Tour signage and offer a Tuesday Nite History Talks. Ms. Bateman states she wants this to be integrated with the Valdez Museum and tourism.

10. **Staff Reports:** In addition to her written report, Patricia Relay reports that she has been working with Tara Kolowski who is our insurance agent with USI on policy renewal tasks. Ms. Relay also reports that the staff photo holiday cards have been delivered and will be sent out the first week of December; that she will be working with Ms. Tapp on the quarterly magazine; and with Ms. Revell on the United Way grant. Ms. Relay further shared, the museum's share of the net from the 2022 Museums Alaska Conference is a little over \$2,000. Further, Ms. Relay reported that she is working on the Museum's section of Capital Facilities Long range plan, populating sections with the Valdez Museums needs. Finally, with Caren Oberg, Ms. Relay reported that the Museum received 15 boxes from of Jim and Nancy Lethcoe's research from David Janka, which will be integrated into the museums archive.

#### 11. Committee Reports:

- a) **Bylaws Committee:** Because Donna Lane was absent, Michelle Cullen and Anna Bateman filled in. Ms. Bateman reported that the Bylaws Committee worked on bylaws and sent the final draft to Sheri Pierce who will be sending it to an attorney if need be.
- b) **Finance Committee:** Martha Barberio stated the finance committee is on track. Patricia Relay reported that she renewed the gaming permit and stated the museum is good to go on raffles. Mr. Shirrell inquired if VNT would be able to sponsor roadhouse Bingo. Ms. Bateman stated if they wanted to it is something that they could do, but the permit is for prizes only.
- c) **Membership Committee:** Michelle Cullen thanked Danielle Tapp for the invitation member' party holiday card. Ms. Relay states that the invitation will only go to local members and should be mailed the week of November 28, 2022. After the RSVP, the Committee should call invitees to offer season's greetings and remind people about the upcoming event. She also reported that there is \$300 left in the membership budget to spend on the party. Ms. Cullen suggested sending a sign-up email list for the food assignments for the Holiday Party.

12. **New Committee Business from the Floor or Board Member Discussion/Ideas:** Jim Shirrell inquired if the board has considered bringing a student on board. Anna Bateman asked for ideas on how to implement this. Mr. Shirrell stated that contacting the school board to see their methodology would be a good strategy. Ms. Relay said that this would be a good

community service opportunity. Gary Mish asked if there are any age restrictions. Ms. Relay said she will contact Sheri Pierce to discuss further details.

<b>Next Meeting VMHA Board of Directors: January 19, 2023</b>
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- 13. **Executive Session:** Board members went into Executive Session to discuss Holiday Staff Bonuses at 7:33pm.
  
- 14. **Return from Executive: Motion:** Martha Barberio motioned to return from executive session, seconded by Gary Minish at 7:50pm. **Discussion:** Approval of the 2022 Holiday Staff bonus, designating \$1,500 to be distributed. **Vote on Motion:** Yays: 6. Nays: 1. Anna Batemen dissented saying the even distribution of gifts was not appropriate as some staff have only worked a short time. Motion Carried.
  
- 15. **Adjournment: Motion:** With no further business before the Board, Mr. Minish moved to adjourn the meeting at 7:53 p.m. and seconded by Mr. Shirrell. **Discussion:** None. **Vote:** All members present voted to adjourn. None opposed. Motion Carried.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
Michelle Cullen, Secretary, VMHA

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Financial Report  
Submitted by Patricia Relay, Executive Director**

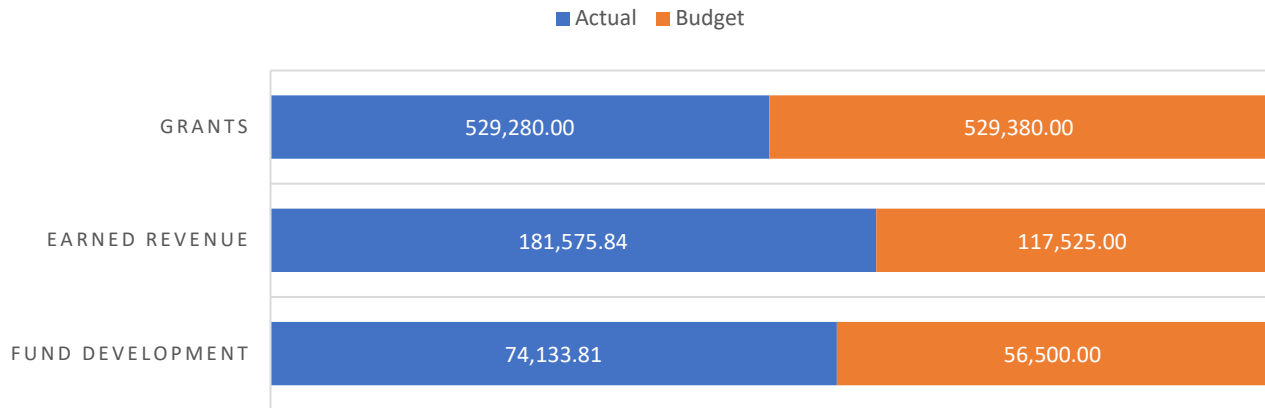
**As of December 31, 2022**

**Summary:** I am happy to report that this will be the last monthly report that include 2021 erroneous entries. They will still exist but will not be reflected in the time frame of 2023 reports

For your review, I have provided three statements: Budget v. Actual for 2022, Statement of Activities Previous Year Comparison as of December 31, 2022, and Statement of Financial Position Previous Year Comparison as of December 31, 2022

**Budget vs. Actuals: FY2022** At yearend, we generated 108% of revenues for the year and expended 105% of projected costs for the year.

**2022 INCOME AS OF 12/31/2022**



**Grants:** (Consisting of City, State, Federal and Foundation Grants) The \$100 loss was attributed to reduced funding from ASCA.

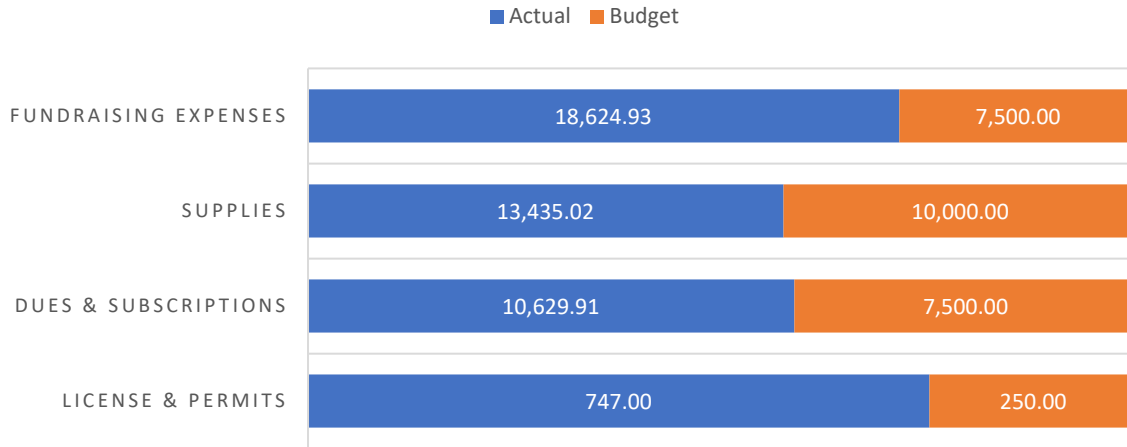
- City: \$490,000 paid in full
- State: \$35,2880 of which \$25,000 was an ARPA grant for people; \$7,400 for Intern; and \$2,880 ASCA Temporary Exhibits, and
- Foundation: CVEA CF – \$2,000; and United Way - \$2,000.

**Earned Revenue** (Consisting of Museums Fees & Store Sales) With the exception of Presenter/Guide Income and Archival Fees, all Earned Revenues, Tour/Bulk Fees, General Admissions, and Store Sales performed exceptionally well, averaging 173% of budget in each area.

**Fund Development** (Consisting of Corporate, Individual, Event, Raffle, Annual Appeal and Membership Sales) With the exception of membership, all fundraising efforts, Raffle, Annual Appeal,

Roadhouse, and donation income performed exceptionally well, averaging 125% of budget in each area. **Koodoos to the Fundraising Committee who stepped up with success.**

## 2022 EXPENSES AS OF 12/31/2022



**Note:** Overall the 2022 expenses reflect that we operated within our means. While there were several budget overages, expenses did not exceed revenues. The above graph and narrative below highlight notable overages.

**Fundraising Expenses:** Of the \$10,479 overage, \$3,000 is a double payment for Donor software. \$8,772 in Roadhouse Expenses are recognized at this time as well.

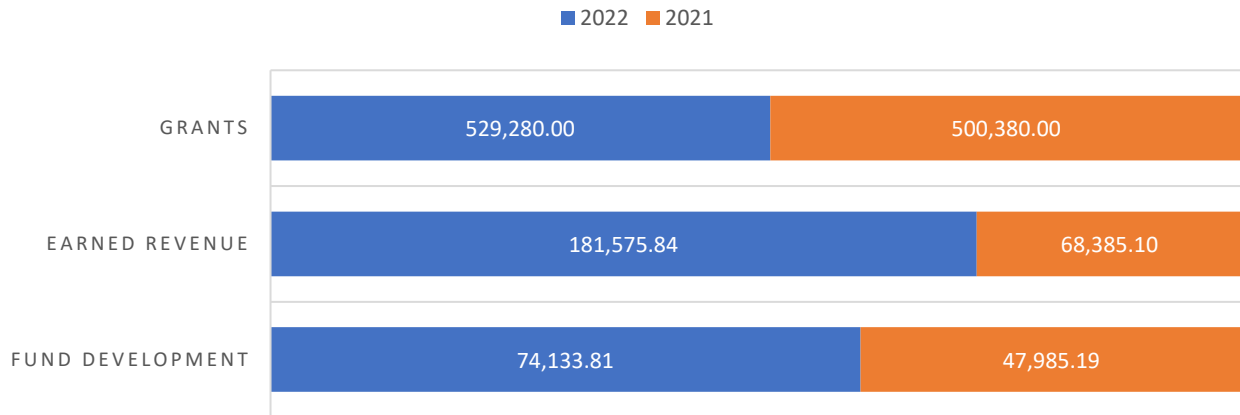
**Supplies:** \$5,000 of the increase is funded by an ARPA grant from the State Library. These funds support COVID cleaning supplies as well as software and educational program support, as well as cost for a new Square Point of Sale for the Annex.

**Dues & Subscriptions:** The increase is attributed to increased QuickBooks payroll costs, Drop Box, and Square for Retail

**License & Permits:** The increase is due to the timing and the Amount of the BMI permit. This allows for background music.

**Statement of Activity Comparison** At the end of the year we are up by 22% on revenues and up by 16% on Expenses.

### NOTABLE INCOME DIFFERENCES

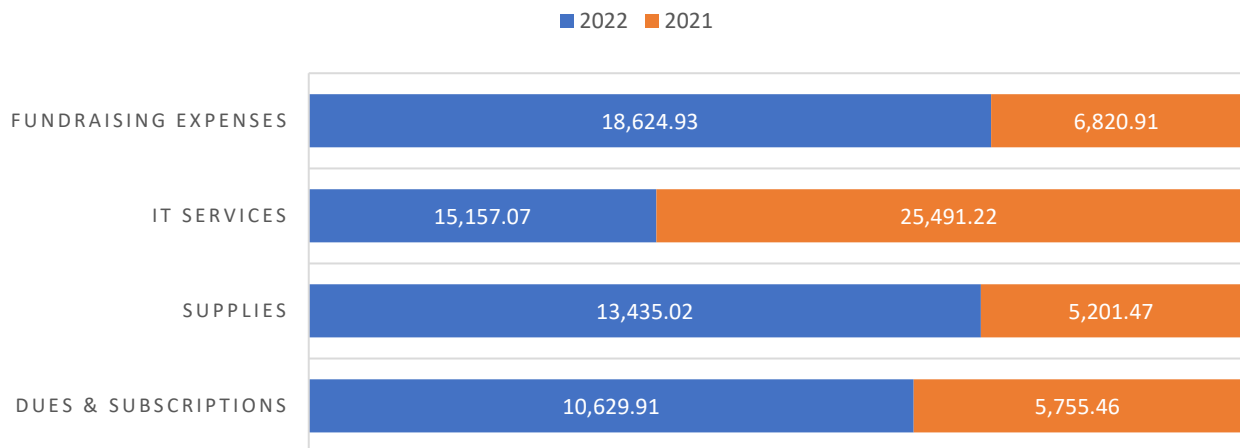


**Grants:** In addition to the \$25,000 ARPA (American Rescue Plan Act) Grant, the City of Valdez grant increased by \$11,250 and the State Intern grant of \$7,400, a United Way of \$2,000 is contributing to the increase. Awards for CVEA Community Foundation and the Alaska State Council on the Arts have been received, \$2,000 and \$2,880 respectively.

**Earned Revenue:** With the return of Cruise Ships, Tour Busses, and individual travelers, all earned revenue accounts performed well. Museums Fees and Store Sales are up 296% and 166% respectively.

**Fund Development:** With the exception of Membership, all fundraising efforts performed well with Roadhouse coming back to life at 327% over the two pandemic years.

### NOTABLE EXPENSE DIFFERENCES





**Note:** Overall the increases in 2022 over 2021 indicate that the Museum returned to normal operations. The notable overages are attributed to updating donor, accounting, and retail platforms. The good news is that with new technology, our IT and cyber security services costs decreased. The above graph and narrative below highlight notable overages.

**Fundraising Expenses:** The increase is attributed to costs for in person Roadhouse and donor software.

**IT Services:** With new technologies IT and Cyber Security costs reduced.

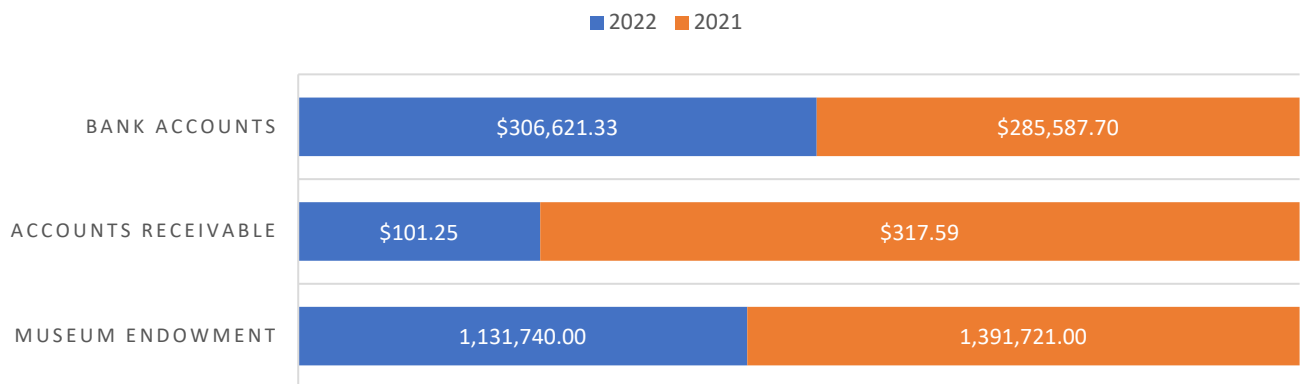
**Supplies:** The primary reason for the increase is due to replacing two computers in the Archives and one point of sale in the Annex. Additional costs for advertising the Curator also factored in.

**Dues & Subscriptions:** the increase is a result of costs for QBO Payroll and Square retail software.

**Statement of Financial Position Previous Year Comparison as of December 31, 2022.** While Asset tracking is reliable, tracking issues are still prevalent on the Liability side. No graph will be provided for the liability side.

Compared to last year, assets and liabilities are down 14%, which can be attributed to the losses in the Museum Endowment.

### ASSETS CHANGE AS OF 12/31/2022



**Bank Accounts:** As a result of summer operations, Bank Accounts are up 7%

**Accounts Receivable:** While the 2021 entries are erroneous, the 2022 receivables are leftover from shipping cost owed by customers.

**Museum Endowment:** All three quarters reported losses in 2022, totaling \$177,881. Q4 2022 will be available in February

## Liabilities as of 12/31/2022

**Net Income:** Due to conversion errors, 2021 net income is incorrect by \$37,000. 2022 is accurate at \$17,133

**Accounts Payable:** The increase in 2022 is attributed to the timing of the CVEA bill and the Janitorial Bill, totaling,

**Credit Card:** Compared to last year, only minor public program expenses and fees are recorded. In 2021 IT costs were higher.

And...

**Equity:** As a result of the findings in the 2021 Audit, I am reporting monthly on the Equity Balance. Chaz Lyons indicated that it should not fluctuate from month to month. Equity should stay the same. The Opening equity Balance is \$11,429.62 There was no change from last month.

*See attached Financial Statements for reference. The three red tabs are the Statements that this report is based on.*

**Valdez Museum & Historical Archive Association Inc.**

**Item 8a Accept Recent Cash Donations**

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**Description:**

The Board of Directors should review and approve donations received. The attached list shows cash donations received since the last board meeting. The list also shows if there is a donor-imposed restriction to the gift (i.e. for a special project). When the board approves these gifts, it also approves using them for the donor's purposes. If the board does not intend to use the gift for the donor's purpose, the board should not accept the gift.

**Board Action to Be Taken:**

Accept cash donations for their donor-intended purposes.

**Director/Committee Recommendation:**

The Executive Director recommends approving all the donations shown.

**Agenda Item Submitted by:** Patricia Relay, Executive Director

**Date:** January 11, 2023

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN**

**Transaction Report**

November - December, 2022

	Date	Name	Memo/Description	Amount
<b>Fund Development</b>				
<b>Donations Income</b>				
<b>Unrestricted</b>				
	11/28/2022	Amazon Smile	Donation - Uncommitted	15.32
	12/03/2022	Christine & Charles Sasse	Donation - Uncommitted	50.00
	12/07/2022	June Finfer	Donation - In honor of Paul Finfer	100.01
	12/16/2022	Website	Donation - Uncommitted	0.01
	12/23/2022	Valdez Gold Rush Inc	Donation - Uncommitted	1,000.00
	12/28/2022	Gillian Smythe	Donation - Uncommitted	200.00
	12/29/2022	Donation Box	Donation - Uncommitted	164.00
<b>Total for Unrestricted</b>				<b>\$ 1,529.34</b>

**Valdez Museum & Historical Archive Association Inc.**

**Item 8b Recent Donor/ Member Assignments**

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**Description:**

Each month, the Board of Directors makes an effort to contact and thank people who have recently joined, upgraded, renewed or made significant financial donations to our organization. By doing this, we hope that associate members and donors feel appreciated, have an opportunity to ask questions of the board members, and become more connected to our organization.

**Board Action to Be Taken:**

Volunteer to contact one or more of the people on the attached list.

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** Patricia Relay, Executive Director

**Date:** January 11, 2023

Valdez Museum & Historical Archive Association Inc.

November and December Memberships 2022

**NOVEMBER RENEWALS**

<b>Greeting</b>	<b>Level</b>
Vanderburg, Mary Lou	Family
Moore, Dorothy	Family
Talmage, Marilyn	Senior
Mehlberg, Mary	Individual
Pioneers of Alaska, Igloo #7	Ninety Eighter
Radotich, Steve & Maureen	Family

**DECEMBER RENEWALS**

<b>Greeting</b>	<b>Level</b>
Stowe, Patricia & Daniel	Ninety Eighter
Sasse, Chris	Senior
Verfaillie, Pam	Contributor
Nickerman, Ed & Jan	Senior
Grazyna Brocka	Senior
Meadors, Mike & Laura	Family
Sambo, Rhonda	Senior

**NEW MEMBERS**

<b>Greeting</b>	<b>Level</b>
Mason, Julie	Military

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Visitor Service & Store Report  
Submitted by Patricia Relay, Executive Director**

**November 2022**

**Admissions**

<b>Monthly 2021</b>		<b>Monthly 2022</b>		<b>+/-</b>	
Free	15	Free	25	Free	+10
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	10	Paid	17	Paid	+7
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i>	0
<b>Total</b>	<b>25</b>	<b>Total</b>	<b>42</b>	<b>Total</b>	<b>+17</b>

**Store Sales**

<b>Monthly 2021</b>	<b>Monthly 2022</b>	<b>+/-</b>
\$368.56	\$480.87	+\$112.31

\* Blue Star included in Free count  
\*\* Tours included in Paid count

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Visitor Service & Store Report  
Submitted by Patricia Relay, Executive Director**

**December 2022**

**Admissions**

<b>Monthly 2021</b>		<b>Monthly 2022</b>		<b>+/-</b>	
Free	36	Free	127	Free	+91
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	18	Paid	13	Paid	-5
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i>	0
<b>Total</b>	<b>54</b>	<b>Total</b>	<b>140</b>	<b>Total</b>	<b>+86</b>

**Store Sales**

<b>Monthly 2021</b>	<b>Monthly 2022</b>	<b>+/-</b>
\$1,595.42	\$1,554.15	-\$41.27

\* Blue Star included in Free count

\*\* Tours included in Paid count



**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Visitor Service & Store Report  
Submitted by Patricia Relay, Executive Director**

**Year to Date  
January 1 – December 31, 2022**

**Admissions**

<b>YTD 2021</b>		<b>YTD 2022</b>		<b>+/-</b>
Free	1,164	Free	4,574	Free +3,410
<i>*Bluestar</i>	0	<i>*Bluestar</i>	723	<i>*Bluestar</i> +723
Paid	3,669	Paid	6,226	Paid +2,557
<i>**Tours</i>	925	<i>**Tours</i>	6,517	<i>**Tours</i> +5,592
<b>Total</b>	<b>5,758</b>	<b>Total</b>	<b>18,040</b>	<b>Total +12,282</b>

**Store Sales**

<b>YTD 2021</b>	<b>YTD 2022</b>	<b>+/-</b>
\$33,287.64	\$63,725.73	+\$30,438.09

\* Blue Star included in Free count  
\*\* Tours included in Paid count

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

## Executive Director's Report Submitted by Patricia Relay, Executive Director

January 2023

*Happy New year!* It is wintertime in Valdez and the Museum Team is busy preparing for the coming year; recruiting summer attendants and guides; installing Q1 2023 temporary exhibit, *The Girl Mad of Light and Dust Art Exhibit*; Past Perfect online conversion tasks; Square Online Store tasks; prepping for the 2022 Financial Audit; and monitoring the facilities for winter operations.

And so much more.

## At the Museum

### Operations

- **Program of Work**
  - Supervising staff on collections, archives, development of programs, events, and offerings.
    - Meeting weekly with Staff
    - Daily accounting matters
    - Exhibit Planning
    - Public Programs
    - Marketing and Advertising
    - PastPerfect Web Edition Transfer
    -
- **Technology**
  - Supervising PP5 migration to PP Web Edition This will allow all staff to access data that currently is only accessible to two employees. And, better yet, the public will have a new public access platform. We have learned there is a lot more to this so we now hope to have the conversion complete by mid-February – early-March. The Contacts side of Past Perfect have been completed. The Collections, Archive and Library side have more issues that date back to the 1970's. The great news is, once complete our annual fees will be reduced
  - Preparing for Online Store conversion to Square. The current system does not sync with inventory which makes more work.
- **Facilities**
  - Submitted Long Range CIP requests to Capital Facilities. With no movement on the New Museum the facilities need attention. Nate will provide a ballpark estimate on renovation costs.
  - Initiated a Mezzanine Conversation with Nate Duval. We are hoping to bring all off site storage to the Annex, utilizing the old city shop mezzanine. This will save us \$1,200 annually and we will be able to monitor items more closely. No determination has been made yet. We are waiting on the city to move all the emergency food that is currently being stored there.

- Collection Storage at Annex leak caused by Ice Damn. Staff had to remove all of row 7 to mitigate water damage. Immediate issue is resolved. Ceiling will need repairs
- Ladies restroom ceiling needs repair again.
- Winter Operations
  - Ensuring that facilities have heat.
  - Monitoring entryway for ice prevention.
  - Monitoring parking lot snow removal.
  - Monitoring doors for freeze up.
  - Ensuring a trickle of water is maintained
- **Finance Matters**
  - With Staff drafting recommendations for Q1 2023 Adjustments.
  - With Andrea, preparing for the 2022 Financial Audit the week of February 13, 2023
- **Fundraising**
  - Donor Stewardship – Met with Dorothy Moore regarding potential collections donation.
  - Prepared the 2022 Gaming final Report
- **Grants**
  - United Way Valdez – Funding Presentation at the VHS Library is January 21, 2023
  - Alyeska Request for Summer Exhibit due this quarter.
- **Human Resources**
  - Summer staff recruitment is under way. The goal is to recruit 3 – 4 attendants and 2 more tour Guides.
  - Developed work plans for 3 of the 4 new hires.
  - W2s and 1099s have been filed and distributed.
  - Q4 940 and AK Unemployment have been filed.
- **Professional Development**
  - Assessing 2023 options
    - American Alliance of Museum MAD – February 2023 in DC
    - Alaska Travel Industry Association – October 2023 in Fairbanks
    - Museums Alaska – TBD

## Committees

- **Bylaws Committee:** I have not been involved in the meetings
- **Finance Committee:** Met of January 10, 2023, to review the 2022-year end financials. A follow up meeting will be had in early February on Q 1 Budget Adjustments.
- **Fundraising Committee:** Solicited meeting times for Q12023 meeting to discuss timelines.
- **Board Development Committee:** Board Self Evaluation still pending.
- **Membership Committee:** Attended Members Holiday party on December 15, 2022. Thank you, Michelle Cullen, for coordinating.
- **Strategic Planning Committee:** Pending Retreat.

## In the Community

## Relationship Building

- Advocacy:
  - **Local:** Attended December 20, 2022, Regular City Council meeting to support Caren Oberg's Mission Education Moment. Attended January 17, 2023, Regular City Council meeting to share gratitude for Q1 Grant Allocation. Sent Thank you letters as well.
  - **State:** Sent congratulations letters and received a thank you note from Governor Dunleavy for the letter. Monitoring the 2023 Budget.
  - **Federal:** Sent congratulations letters to Senator Murkowski and Representative Peltola and received that thank you note from Murkowski's office for the letter. Planning and preparing for MAD DC 2023. This year the event is back to in person.
- Professional Networks –
  - Museums Alaska - Attending regular museum leadership meetings.
  - Alaska Travel Industry Association – Introducing Danny to all ATIA has to offer and utilizing their services for summer hire recruitment. Planning to attend annual meetings in October.
- Local Organizations
  - VCVB – Attended Annual Meeting December 16, 2022
  - Beautification Commission – Position Chair Pro Tempore:
    - Attended December 22, 2022, meeting. Kate Huber presented the title 17 updates and how the Commission support this effort.
    - Attended January 11, 2023 Lunch & Learn on preparing a successful Beautification Matching Grant.

## New Museum

**Next Steps are:** We need the City of Valdez to embrace this project since it is their facility. The project is barely a footnote on any plan or document.

- We need to engage with all members of the Council.
- We need to be present at Council meetings.

Without this engagement we will never be able to raise funds for the project.

If the owner of the facility does not put any skin in the game (dollars not MOU) we cannot expect foundations, the NEH or major donors to come to the table.

**If a New Museum is NOT the direction,** the facilities will need roughly 2 – 3 million in upgrades (this is just a rough ballpark), including:

- New carpet through Main Museum
- New wall treatments in the Egan Commons.
- New Lighting through the Main Museum
- Update bathrooms in main museum, including hot water in restrooms.

- **New exhibit furnishings main and annex**
- **New front entry at Main Museum**
- **New doors between library and Museum**
- **New HVAC at Main and Annex**
- **And this is just the priority items.**

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

## Collections & Exhibits Report

Submitted by Caren S. Oberg, Curator of Collections & Exhibitions

January 2023

In November and December, the priority was migrating from desktop-based PastPerfect 5 to the cloud-based PastPerfect Web Edition. There is a significant amount of data cleanup which needs to occur before we can migrate the system, and we (myself and Emma Villareal, our new curatorial assistant) are working on this cleanup steadily to meet as early of a migration date as possible.

In late December, an ice dam on the Annex roof caused water to flow down the inside of the North side Annex walls and leak into the Compact Storage area. The leak was caught early, and thanks to the quick work of VMHA and City staff, the leak was brought under control in 2 hours. Very special thanks to Patty for coordinating with Nate and the City, to Emma, Devon, and Danny for carefully but efficiently moving objects out of harm's way, and to City Maintenance Staff - Stan, Mike, and Isaac - for clearing the ice dam and helping to funnel the water properly to prevent any further damage. No objects were damaged. However, several archival boxes will need to be replaced due to water damage.

### At the Museum

#### Collections

- PastPerfect Database Migration
  - Continuing the process to move the desktop-based PastPerfect 5 to the cloud-based PastPerfect Web Edition. This move will allow more than one staff member to use PastPerfect simultaneously. It will allow for continuous database backups, which makes the database even more secure, and a more robust public-facing website for researchers. This is a multi-month process requiring detailed database cleanup. As a brand new curator, this process is beneficial as it provides a broader and different overview of the collection than new curators usually can get.
- Research Inquiries (since the last Board Report)
  - 7 research inquiries: 3 completed, 4 older research inquiries in progress
  - Inquiry requests included seeking information about the lens category (or Group) for the Hinchinbrook Light (Group 3 – it is a mid-sized light), a follow-up to a researcher regarding fires in Old Town in 1967, and a request about why 18th-century Spanish explorers' appeared to claim 61 degrees North as their northernmost exploration border.

#### Exhibitions

- Provided content and images for social media campaign to highlight the end of *300 Inches: Clothing and the Stories of Valdez* (closed January 8)
- Updated Call For Exhibitions proposal form and updated Exhibitions home page. If you are aware of artists who would be interested in showing their work in Egan Commons, the Exhibits Proposal can be found here: <https://www.valdezmuseum.org/exhibits/>
- Ongoing preparations started for the 1<sup>st</sup> quarter 2023 exhibition – Magdéleine Ferru.
  - Glennallen artist Magdéleine Ferru’s exhibit will pair her book arts with photographs that inform the book's contents. Exhibit *The Girl made of Light and Dust* opens January 20.

### **Administrative**

- Hired and onboarded a new curatorial assistant: Emma Villareal. Emma is already assisting with the Past Perfect migration, helped develop a collections social media strategy for 2023, and started addressing backlog accessions projects.

### **In the Community**

#### **Relationship Building**

- Provided a 5-minute presentation to City Council on the VMHA collection, highlighting a pair of 1960s gold mock-leather shoes.
- Elected to VCVB Board for a 3-year term (Dec 2022)

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

### Curator of Education & Public Programs' Report Submitted by Faith Revell, Curator of Education & Public Programs November and December 2022

**Reporting period:** November 10, 2022 to January 11, 2023 Total contacts: 350

**Overview:** This was period of community gathering at the Museum to socialize, learn and make something to take home.

#### Public Programs and Exhibits

A variety of programs were offered in November and December that included public talks, art making and holiday gatherings. November's Tues Nite Talk featured shoes from the VMHA collection and those brought by participants. Each had a story to tell. The "recipe exchange" prompted the small group of participants to share favorite family holiday celebrations and foods. 131 community members visited the Museum on December free activity days and made holiday decorations and works of art. Some referred to it as their "art therapy" session. All appeared happy and engaged surrounded by family and friends. Faith set the tone in advance by decorating the Museum in reds, greens, golds and blues for the season.

#### Outreach and Collaboration

**Tree Lighting Ceremony** on the east lawn took place on November 27<sup>th</sup>. The annual celebration brought out a crowd of more than 100. The Museum fueled those gathered with hot cocoa, coffee and cookies

During winter break **Faith taught two art classes at the Valdez Library** to a group of 20 elementary age children and 7 teens. Molly Walker, the Library's education invited Faith to do so. Molly often volunteers her time at the Museum when we host students as part of Fab Friday. So this is a way the VMHA can partner and give back.

**Cruise ship POCs planning is underway.** Faith remodeled the 4 hour tour offered in 2022 into a 2.5 hour iteration with an abbreviated narrative and fewer stops. This shortened version will allow more cruisers to participate in a guided tour and Premier coaches to run both in the morning and afternoon. We will see how this plays out in the coming months.

#### Administration, Planning and Institutional Teamwork

**To honor veterans this year,** Faith placed small American flags at select spots in the Museum where the story of the military in Alaska unfolds and left them in place for the week surrounding Veterans Day.

**Faith is working with Caren on forthcoming exhibits** and related programs. Next up is "The Girl Made of Light and Dust," photographs and books by artist Magdéleine Ferru. The artist will do a gallery walk and talk on the evening of the 20<sup>th</sup>.

For the VMHA staff party, Faith offered up an activity of **making a mobile that featured stars and light** and supported the members party activity with supplies from her education cache.

Faith has joined the **Museums Alaska programming committee.**



<b>DATE/PROGRAM</b>	<b>E</b>	<b>ED</b>	<b>PP</b>	<b>OR</b>	<b>R</b>	<b>V or IP</b>	<b>#PART</b>	<b>VOL</b>
<b>November</b>								
18 Museums AK mtng x					x		8	
18 Fab Friday				x			2	1
22 Tues Nite Talk			x			x	8	
27 Recipe Exchange			x			x	5	
27 Tree lighting ceremony				x		x	110	
29 Holiday card making			x			x	4	
<b>December</b>								
1 Free Day, Wrapped trees			x			x	45	
9 Free Day, Clay ornaments			x			x	36	
10 Free Day, paint on cork			x			x	13	
15 Members holiday party				x		x	34	3
21 Free Day, mobiles			x			x	11	
21 Staff party, mobiles			x			x	7	
22 Holiday activity, snowflakes		x				x		
23 Holiday activity, stitching			x			x	13	
29 Library art making, mountains				x		x	28	
30 Library art making, Van Gogh				x		x	8	
<b>January</b>								
6 Gallery Talk & Tea			x			x	7	

E, meetings, museum events =	08
ED, education =	00
PP, public programs =	149
OR, outreach =	189
R, rentals =	000
<u>VOL, volunteers =</u>	<u>4</u>
<b>Total contacts =</b>	<b>350</b>

Explanation of CATEGORIES: x

E, museum events, meetings; ED, education: PP, public program; R, rental; RO, outreach, includes cruise ship guided tours; V, virtual; IP, in person.

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

### Communications & Marketing Report

Submitted by **Danielle Tapp, Administrative Marketing Coordinator**  
January 2023

#### Marketing and Communications

- **Website:** Update *Staff* information, *Career Opportunities* tab, *Calendar* page. Landing page: Create several new banner images- related to all December and January events. Website goal: keep our website attractive and current, promote it as a primary source of information about the Museum.
- **Mail Chimp:** Distribute a special *December 2022 and January 2023 Valdez Museum Happenings*.
- **Press Releases:** *Holiday Membership Party, Collections, Call out for Museum Board Members, Let the Holiday Season Begin!*
- **Facebook:** Promote Museum temporary exhibit, promote upcoming temporary exhibit, create new career opportunity posts, share monthly E-news. Using the post and story platforms. Generate posts advertising museum events.
- **Twitter:** Promote Museum temporary exhibit, promote upcoming temporary exhibit, create new career opportunity posts. Using the post and story platforms. Generate posts advertising museum events. Keeping the page active to gain more attention on the platform.
- **Instagram:** Promote Museum temporary exhibit, promote upcoming temporary exhibit, create new career opportunity posts, share monthly E-news. Using the post and story platforms. Generate posts advertising museum events. Keeping the page active to gain more attention on the platform.
- **Inside View Magazine:** Template set up for Inside View Quarter 1 2023 Magazine. Staff meeting scheduled to discuss content preparations.
- **Outreach:** Community interaction, post events and announcements on KCHU Billboard and KVAK radio spots, and Sound and Valley news.
- **Advertising:** KCHU Billboard, E-News ad, VMHA website, and social media.

#### Public Relations

- Greet, inform and welcome visitors to the Museum, oversee facility rentals, serve as a community liaison

#### Administrative Support

- General office duties, proofread and edit documents, print membership badges, update affinity list, compile monthly board packets, order stationary and other office supplies. Assist with new staff. Developed 2023 work plan.

#### Visitor Services

- Work the front counter, introduce visitors to the Museum, assist visitors and answer questions, conduct Museum Store sales, monitor museum activity throughout the day

#### Board Support

- Attend regular and special VMHA Board meetings, record and transcribe minutes, print minutes for signing by Board Secretary, keep Board Minutes file up to date, prepare membership Thank You notes, send email reminders for card pick-ups.