

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

MEETING OF THE BOARD OF DIRECTORS

March 16, 2023- Meeting Time 12:00 pm

Valdez City Council Chambers– 212 Chenega Ave. & 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 (10 minutes)
5. Mission Educational Moment (10 minutes)
6. Approval of the Minutes for February 16, 2023, pp. 3- 6
7. Approval of Financial Report as of February 28, 2023, pp. 7 - 9
 - a) February Financial Statements
8. Unfinished Business
 - a) Approve VMHA By-Laws Revisions, Reducing the Size of the Board to Nine and Include a New Code of Ethics Section. (Approval Postponed from February 16, 2023, meeting) pp. 10
 - Draft VM&HA Corporation By-Laws
9. New Business
 - a) Accept Recent Cash Donation for their donor-intended purposes pp. 11
 - b) Recent member/donor assignments pp. 13
10. President's Report
11. Staff Reports pp. 17
12. Committees
 - 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 (?) and
Endowment (Inactive)
13. Committee Business from the Floor or Board Member Discussion/Ideas

Next Meeting: April 20, 2023– 6:30 p.m.
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14. Adjournment

Upcoming Committee Meetings

Fundraising Committee – April 5, 2023, to start planning Roadhouse.

Dates to add to your Calendars.

Winter Operations

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

Annex by appointment only.

The Girl Made of Light and Dust Art Exhibit, January 20 – April 7, 2023, Main Museum

Pioneers of Alaska Earthquake memorial on the Dock and event at the Old Town

Model, March 27, 2023 – Kelsey Dock at 5:30 pm and at the Annex at 6:00 pm

Tuesday Nite History Talk, March 28, 2023,

Strategic Planning Retreat, March 31, and April 1, 2023 – Prince William Sound College,

Rm 158, 12:00 – 6:00 pm and 9:00 am – 2:00 pm respectively.

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
January 16, 2023, 6:30pm – Via Zoom**

1. **Call to Order/Roll Call** Gary Minish called the meeting to order at 6:49
Members present: - Donna Lane, Michelle Cullen, Gary Minish, Felicia Wolfenden, Nanci Hill, Richard Dunkin
Members excused: - Martha Barberio
Guests: - Sheri Pierce
Staff present: - Danny Tapp, Faith Revell, Patricia Relay
2. **Introduction of Guests:** Sheri Pierce, the Valdez City Clerk attended the meeting to assist with priding clarity and direction on how to proceed with the VMHA Corporate Bylaws revisions.
3. **Public Business from the Floor:** None
4. **Board Educational Moment:** Gary Minish reported that he and Patricia Relay have been working with Alli Harvey, with the consulting firm of Information Insights, on developing a two-day strategic planning retreat and training. Based on availability of the consultant and the Museum's calendar, the retreat and training will take place on March 31st and April 1st, 2023 at Prince William Sound College.
5. **Mission Educational Moment:** Valdez Museum Education Program – Faith Revell presented a slide show that depicted some of the involvement she has with school students. This depicts a look into what her job details and some of the activities done with the students. She begins by showing information about the 5th grade kayaking trip and the tasks the students participated in.. She works with 2nd graders and has a Fab- Friday event that features students from k-4. Students participate in educational activities. Ms. Revell estimated she will have around 1500 contacts. Her most recent project with 5th graders has begun studying immigration, colonization, and settlement.
6. **Approval of the Minutes for January 19, 2022:**
Motion: Richard Dunkin motioned to approve the January 19, 2023, meeting minutes, seconded by Donna Lane. **Discussion:** None **Vote:** All Members Present voted to approve the discussed minutes. None Opposed. Motion carried.
7. **Approval of Financial Report as of January 31, 2022:**
Motion: Felicia Wolfenden motioned to approve the January 31, 2023, financial report, seconded by Nanci Hill. **Discussion:** Patty Relay reports that the Valdez Museum is getting the 1st quarter city grant. Earned and contributed revenues are relatively insignificant. She reports that the Valdez Museum is operating within its means. Michelle Cullen suggested the museum try to move towards getting a generator, appraisal, and emergency plan for insurance purposes. Mrs. Relay stated that an emergency plan is being worked on. **Vote:** All members present voted to approve the discussed financial report. None opposed. Motion carried.

8. New Business

a. Accept Recent Cash Donations for their donor-intended purposes:

Motion: Donna Lane motioned to approve recent cash donations for their donor-intended purposes, seconded by Michelle Cullen **Discussion:** Mrs. Relay reported that the “Network for Good” chose to donate to the Valdez Museum as a non-profit organization. Carl Oberg did a fundraising campaign for the Valdez Museum. **Vote:** All members present voted to approve the discussed recent cash donation. None Opposed. Motion carried.

b. Recent member/ donor assignments: Eleven Member/ Donor Thank You cards are ready to be signed and distributed in Danielle Tapp’s office.

c. Approve VMHA By-Laws Revisions, Reducing the Size of the Board to Nine and Include a New Code of Ethics Section:

Motion: Donna Lane motioned to approve the VMHA By-Laws Revisions, Reducing the Size of the Board to Nine and Include a New Code of Ethics Section, seconded by Nanci Hill.

Discussion: Since the time of this packet preparation, a new version of the by-laws has been created. The by-laws committee met with the City Clerk, Sheri Pierce to clarify the relationship between the VMHA Board of Directors and the City of Valdez. Sheri Pierce states that the VMHA corporation is an entity unto itself. The Board are not city officials therefore does not fall under the city code as officers. Given that the new version was not available at the time of this meeting, Pierce recommended postponing the vote on this motion until the next regular monthly board Meeting on March 16, 2023. This means the existing motion on the floor and discussion will continue at the next meeting.

Motion to postpone Donna Lane motioned to postpone the VMHA By-Laws Revisions, Reducing the Size of the Board to Nine and Include a New Code of Ethics Section to the next regular meeting of the board of directors on March 16, 2023, seconded by Nanci Hill. **Vote:** All members present voted to postpone the approval of the VMHA By-Laws Revisions, Reducing the Size of the Board to Nine and Include a New Code of Ethics Section to the next regular meeting on March 16th 2023, seconded by Nanci Hill. None opposed. Motion carried.

d. Approve Q1 2023 Museum Operating Budget Adjustments, Increasing the Income and Expenses by \$33,531.62 :

Motion: Michelle Cullen motioned to approve the Q1 2023 Museum Operating Budget Adjustments, seconded by Donna Lane. **Discussion:** Mrs. Relay reported income increases were attributed to increases in earned and contributed revenues. Relay highlighted Roadhouse income, store, and admissions. On the expense side, Relay pointed out notable increases and new expenses. Notably, the Liability Insurance increase. Michelle Cullen inquired about how we could reduce that in the coming year. Relay stated the factors are installing a generator, having a full collections appraisal, and implementing an Emergency Plan. Of the three we can achieve easily is an emergency plan. The full appraisal is too costly, and the Generator is the City of Valdez responsibility. New expenses included travel and training costs for staff and for the board,

strategic planning expenses. Gary Minish shared that the finance Committee reviewed the adjustments thoroughly and recommend approval for the 2023 Museum Operating Budget. **Vote:** All members present voted to approve the Q1 2023 Museum Operating Budget Adjustments. None opposed. Motion carried.

e. **Nomination to fill the Vacancy of the Board President:**

Gary Minish opened nomination to fill the vacancy of the office president. **Discussion:** Richard Dunkin nominated Felicia Wolfenden to fill the remainder of Anna Bateman's term, expiring the last day of February 2024. There were no further nominations. **Vote:** All members present voted to approve Felicia Wolfenden to fill the remainder of Anna Batemans term. None Opposed. Motion Carried.

9. **President's Report:** - None

10. **Staff Reports:** In addition to her written report, Patricia Relay reported that the Valdez Museum team have been working on finalizing shore excursion, developing new tours, updating Old Town tour signs, exhibit planning, annual appeal tasks, and preparing advocacy materials for federal and state purposes. She stated that while in Juneau, she will be meeting with Rep. Rauscher to discuss a State Museum Matching Grant program that has been introduced in the past.

11. **Committee Reports:**

Bylaws Committee: Donna Lane reports that the Bylaws Committee worked well together. Michelle Cullen thanks Gary Minish, Donna Lane, Anna Bateman, and Elise Sorum for working with the Committee.

Finance Committee: Gary Minish reported that everything was covered in the previous sections regarding financial statements and budget adjustment.

Fundraising Committee: Donna Lane reported that the committee met and agreed to include a raffle again. Lane further reported that we need to get started on Roadhouse planning and that our date is October 14th this year. Getting the ball rolling, the first committee meeting is scheduled for April 5th. There still is no theme. Donna Lane suggested having corporation donations earlier.

Strategic Planning Committee: Gary Minish stated everything is on track and had nothing else to report.

12. **New Committee Business from the Floor or Board Member Discussion/Ideas:** As the meeting is going long, Relay suggested the board Development Committee reach out to each Director for assignments.

13. Discuss Monthly Meeting Time Change – Incoming Board President, Felicia Wolfenden shared as a working mother, it is difficult to attend evening meetings as she does not have child care. She stated that a lunch meeting would be perfect and she could even meet in person. She and Relay inquired with the Sheri Pierce, the city Clerk, about the availability of the third Thursday of every month at lunchtime in the Council Chambers. Pierce stated that the Chambers is available at that time. After lengthy discussion the BOD decided one-hour long meetings would be acceptable to attend virtually or in person at the City Council Chambers at 12:00pm on the third Thursday of every month. Sheri Pierce stated she will reserve the space for the Valdez Museum to attend during these times. Gary minish thanked Sheri Pierce for attending and assisting with this BOD meeting.

Next Meeting VMHA Board of Directors: March 16, 2023 – 12:00 p.m. at the Valdez City Council Chambers
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14. Adjournment: Motion: With no further business before the Board, Michelle Cullen moved to adjourn the meeting at 8:23pm and seconded by Felicia Wolfenden. **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.

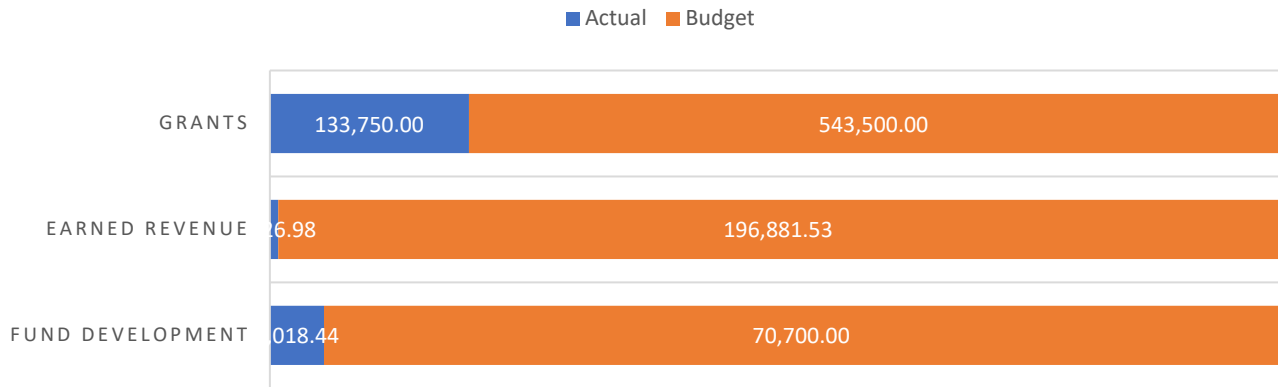
**Financial Report
Submitted by Patricia Relay, Executive Director**

As of February 28, 2023

Summary: For your review, I have provided three statements: Budget v. Actual for 2023, Statement of Activities Previous Year Comparison as of February 28, 2023, and Statement of Financial Position Previous Year Comparison as of February 28, 2023

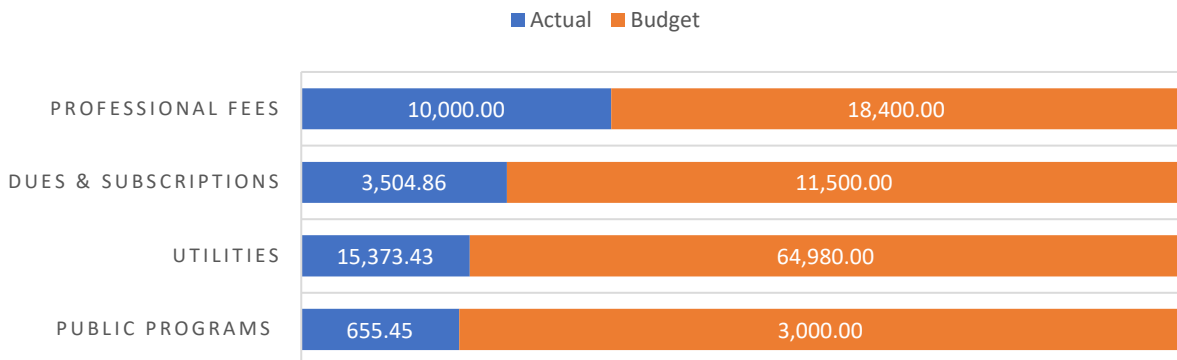
Budget vs. Actuals: FY2023 (Report generated on March 9, 2023) At the time of this report we generated 18% of revenues for the year and expended 21% of projected costs for the year.

2023 INCOME AS OF FEBRUARY



This is the time of year that our Earned Revenues and Fund Development income has little activity. The most notable impact to our budget currently is receiving the Q1 2023 City of Valdez Allocation. Next month we will see income from our *Spring into Giving* Annual Appeal.

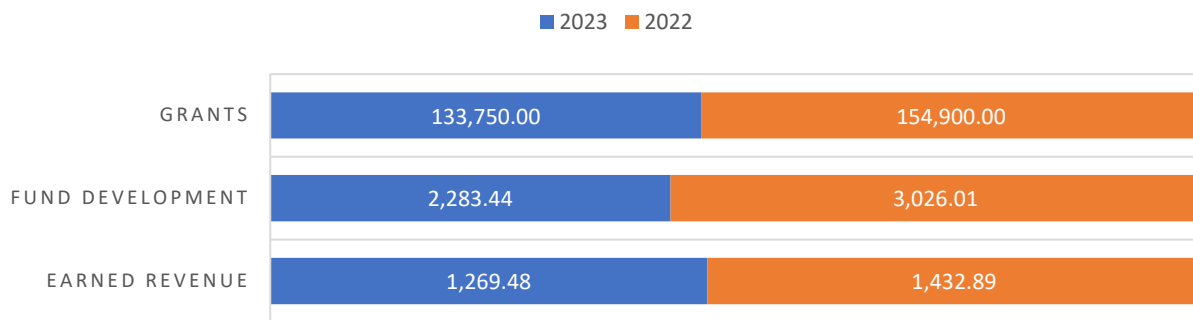
2023 EXPENSES AS OF FEBRUARY



Like the income side of the Budget, this is the time of year the expenses have little activity. Professional Fees, Dues/Subscriptions, Utilities, and Public Programs are notable. Accounting Fees for the Annual audit, Foraker Dues, Heating Oil, and costs for artist Magdeleine Ferru’s workshop are attributed to the notable activity respectively.

Statement of Activity Comparison At the time of this report we are down by 14% on revenues and up by 5% on Expenses. The income variance is attributed to no relief funding this year. The increase in expenses is a result of the timing of the Audit Fees.

NOTABLE INCOME DIFFERENCES

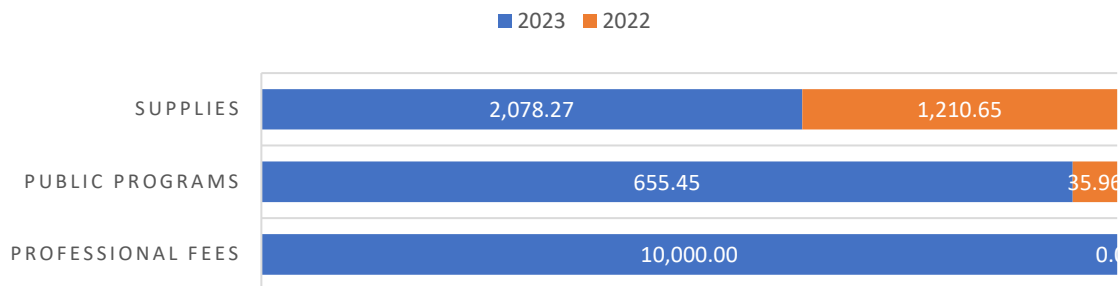


Grants: While our City Grant distribution is \$11,250 more than last year, COVID Relief funds are no longer available – reducing Grants by \$21,158

Earned Revenue: While admissions are up by 30%, Store Sales are down by 31% This is a result of the commission offering related to our winter temporary exhibit. Last Year, *Illustrating Alaska* was much more family friendly, and sales were better.

Fund Development: The difference is attributed to a late disbursement of 2021 Gold Rush donation of a \$1,000

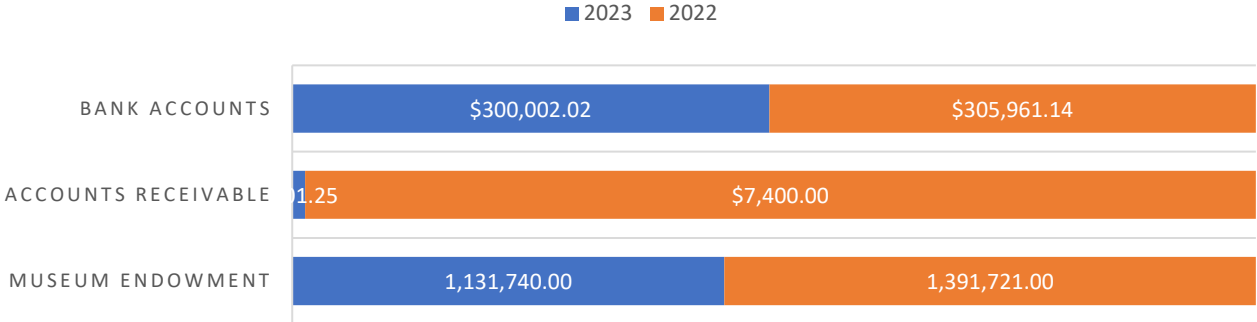
NOTABLE EXPENSE DIFFERENCES



While the primary reason for the expense is attributed to early cost for the annual finance audit, supplies are higher than last year to restock store bags and in person cost for programs (last year was still Zoom)

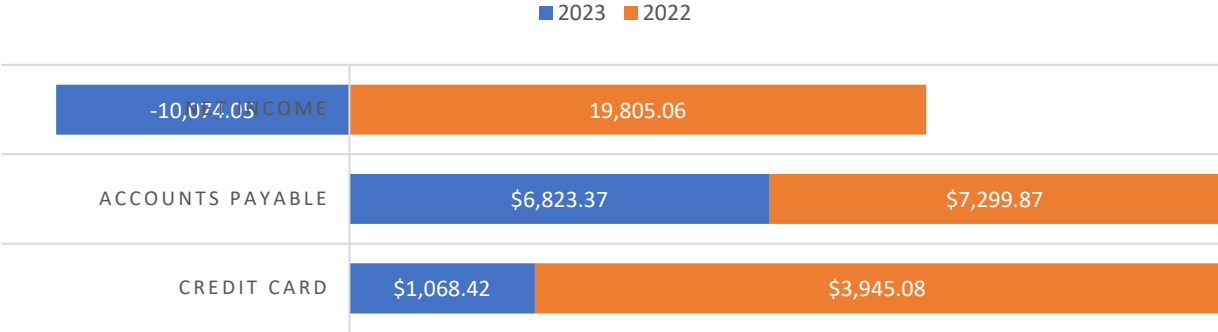
Statement of Financial Position Previous Year Comparison as of February 28, 2023.

CHANGE OF ASSETS AS OF 02/28/2023



Compared to last year, assets are down 16%, which can be attributed to the notable losses in the Museum Endowment (-\$259,981). Other notable change is in Accounts Receivable. Last year we were awarded a grant for a summer Intern.

CHANGE IN LIABILITIES AS OF 02/2/8/2023



Net Income: The primary reason for net losses at this time is the early invoice for professional fees.

Accounts Payable: Last year the first \$1,600 installment to the Intern was recognized,

Credit Card: Last year Electricity costs went through the roof, increasing the Credit Card Charges.

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

Item 8 A

Approve VMHA By-Laws Revisions, Reducing the Size of the Board to Nine and Include a New Code of Ethics Section.

Description:

At the Museum's Regular Board meeting on April 21, 2022, Board President Anna Bateman introduced a discussion item to update the Corporate Bylaws. She stated, "As Board President, I believe in proactive policies that support and protect the Museum as well as our employee, the Executive Director."

Since that time, the Museum's Bylaws Committee has reviewed the updates to include code of ethics, grievance, and removal from the Board. The Committee, consisting of Donna Lane, Gary Minish and Anna Bateman, met regularly throughout last year.

The City Attorney has reviewed the attached draft and does not have anything further to add.

Additionally, since the Board compliment has dropped and vacancies have not been filled, the Committee also believes that the Board should be reduced to nine members instead of eleven. That means the quorum for the Board would be five instead of six.

Once the Museum Board Approves the By-Laws the next step is the City Council must approve the update.

Sec 5 Voting: A vote by a majority of the votes entitled to be cast on a matter to be voted upon by the Members present at a meeting at which a quorum has been established is an action by the membership.

Approval of four Members is required for:

- a. Removal of a member of the Board of Directors

Approval of six Members is required for:

- a. Amendment of the Articles of incorporation or Bylaws
- b. Merger or consolidation
- c. Sale or other disposal of substantially all of the assets of the Corporation
- d. A decision to expend endowment principal; this action also requires unanimous affirmative vote of the Museum Corporation Board of Directors
- e. Dissolution of the Museum Corporation

Each Member shall have one vote; cumulative voting is not permitted.

Action to Be Taken:

Approve VMHA By-Laws Revisions, Reducing the Size of the Board to Nine and Include a New Code of Ethics Section.

Director/Committee Recommendation:

Agenda Item Submitted by: Patricia Relay, Executive Director

Date: March 10, 2023

Valdez Museum & Historical Archive Association Inc.

Item 9a Accept Recent Cash Donations

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: March 10, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE				
Transaction Report				
February 2023				
	Date	Name	Memo/Description	Amount
Fund Development				
Donations Income				
Unrestricted				
	02/01/2023	Amazon Smile	Amazon Smile	13.43
	02/21/2023	Network for Good	Donation	20.00
Total for Unrestricted				\$ 33.43
Wednesday, Mar 08, 2023 01:20:22 PM GMT-8 - Accrual Basis				

Valdez Museum & Historical Archive Association Inc.

Item 9b Recent Donor/ Member Assignments

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: March 10, 2023

Valdez Museum & Historical Archive Association Inc.

February Memberships 2023

FEBRUARY RENEWALS

Greeting	Level
Shirrell, Pam & Jim	Family
Lynn, Marcia	Senior
Stan Stephens Cruises Stan Stephens	Business
Allen County Public Library Allen County	Individual
Relay, Patricia	Sustainer
Dunkin, Rich	Senior
Gretchen Dunkin	Senior

NEW MEMBERS

Greeting	Level
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VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

February 2023

Admissions

Monthly 2022		Monthly 2023		+/-	
Free	47	Free	123	Free	+76
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	39	Paid	19	Paid	-20
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i>	0
Total	86	Total	142	Total	+56

Store Sales

YTD 2022	YTD 2023	+/-
\$526.06	\$425.37	-\$100.69

* 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, 2023**

Admissions

Monthly 2022		Monthly 2023		+/-	
Free	140	Free	139	Free	-1
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	48	Paid	38	Paid	-10
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i>	0
Total	188	Total	177	Total	-11

Store Sales

YTD 2022	YTD 2023	+/-
\$1,236.44	\$806.48	-\$429.96

* 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

March 2023

Happy Springtime! As the day continue to grow longer and warmer, I feel a sense of rebirth. This is my favorite time of the year. Returning from a trip to Washington DC and to Juneau, I have hit the ground running. While working on plans for the Strategic Planning Retreat, finalizing the printing of the annual appeal mailing, working with the City Clerk on By-laws, preparing a monthly financial report and coordinating the monthly Board Packet, the Museums' website is under attack by scammers causing our merchant account to deactivate which trickles down to QBO. And, our Federal System for Awards Management account was hacked. The good news is the FSAM has been resolved and there is progress on the website/QBO.

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**
 - Working with Arctic IT to update the front office computer so Danny can be more productive.
 - With the recent issues with the museum's website, the Square Online store is being fast tracked and will hopefully be live by April 1, 2023
- **Facilities**
 - Project managers and engineers are coordinating the HVAC and heating update.
 - Winter Operations
 - Ensuring that facilities have heat. (*this is bit and miss*)
 - Monitoring entryway for ice prevention.
 - Monitoring parking lot snow removal.
 - Monitoring doors for freeze up.
 - Ensuring a trickle of water is maintained
- **Finance Matters**

- Field work for the annual finance audit has been completed. At this point we are waiting on the city to provide Q4 Endowment information so the statements can be finalized. Once statements are finalized, I will prepare the Managements Discussion and Analysis, a required component since we are a component unit of the City of Valdez.
- Coordinating bank signers with FNBA.
- **Fundraising**
 - With Staff, printed the final letter and supporting materials for the Annual Appeal letter. Everything is set to mail the letter the week of March 13, 2023.
 - Next up, Roadhouse planning and Raffle.
- **Grants**
 - Alyeska grant funded at \$1,200 for the summer exhibit.
 - Supervising the Museums Alaska Collections Management grant for upgrading fine art collections storage.
 - Reviewed Foraker Grant resources and identified likely opportunities.
- **Human Resources**
 - Summer recruitment is underway. We have two seasonal hired and possible lead on two more. We will be at the High School Career fair the end of April.
 - All Hands-on Deck Summer meeting scheduled April 15, 2023
- **Professional Development**
 - Attended American Alliance of Museum MAD – February 2023 in DC. Senator Murkowski is working on securing an appropriation for rural museums and libraries for infrastructure. This will be managed through the Institute of Museums and Libraries Services.
 - Attending Alaska Travel Industry Association – October 2023 in Fairbanks. This is a time to reconnect with our cruise and tour operators.
 - While in Juneau, I met with the State Museum to discuss integrating a spiritual care policy in the VM Collections policy. With the VNT wanting to bring items back from Germany we need a policy in place on how to handle the things, including accessibility. This is important as native Alaskans believe that all things have life.

Committees

- **Bylaws Committee:** While I have not been involved in the meetings, I have been working with the City Clerk to make sure the correct drafts are ready for review and approval.
- **Finance Committee:** At the last Finance Committee it was decided we would meet quarterly unless there was something pressing that needed attention.
- **Fundraising Committee:** Reached out to the Committee for volunteers to stuff the appeal mailing. April 5, 2023 Roadhouse meeting is up next.
- **Board Development Committee:** Nothing new to report.
- **Membership Committee:** Nothing to report.

- **Strategic Planning Committee:** With Gary, met with planning consultant to firm up plans for our March 31, April 1, 2023, retreat at Prince William Sound College. I sent out a notice on the importance that we meet in person.

In the Community

Relationship Building

- Advocacy:
 - **Local:** Nothing new to report currently.
 - **State:** Returning from DC, I stopped in Juneau and met with Rep. Rauscher. He will reintroduce the Matching Grant Legislation that we have been working on for 10 years. The grant mirrors what Libraries already have. There is no funding for the legislation. It is just a pathway and develops the framework for the grant.
I met with the Director of the Kodiak History Museum and we are going to recruit Senator Stevens to reintroduce the companion bill in the Senate. Since he sponsored the bill the last two times we feel that he will again.
 - **Federal:** Attended MAD DC 2023. Met with Senator Murkowski and Representative Peltola. And with Senator Sullivan's aide and at the same time reconnected with colleagues
- Professional Networks –
 - Museums Alaska - Attending regular museum leadership meetings. Conducted a statewide webinar on Museum finance 101.
- Local Organizations
 - Beautification Commission – Position Chair Pro Tempore:
 - Attended February 22, 2023, Work Session – Grant Application Assistance Session
 - Attended February 23, 2023, Regular Meeting – Discussion on Royal Center Mural.

Pending Strategic Planning Outcomes 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

February 2023

February's focus continued community, especially reaching out to artists in Valdez. Through this outreach, I attended a Valdez Native Tribe board meeting to encourage member artists to display their work and talked with several artists at the Art Co-Op. This focus on community outreach also included showing Museum visitors a 1907 Valentines Day card (owned by Mary Whalen) during Free Friday and ramping up collection's posts on Facebook and Instagram.

At the Museum

Exhibitions

- Reached out to artists, museums, art councils, and other organizations to develop the 2023-2025 temporary exhibition calendar. The goal is for a consistent 2-year calendar of temporary exhibitions with signed contracts. Received 4 proposals by the due date (Mar 1); continuing conversations with Art Co-Op for both individual exhibits and a group exhibit; discussed possibility of quilting/fiber arts exhibition with local fiber craftspeople.
- Attended Valdez Native Tribe monthly board meeting to encourage members to submit exhibition proposals for art exhibits and discuss the current status of the Native Gallery. VNT members want to be involved with the Native Gallery, but the discussion did not proceed as to what that might look like. It should be noted that the 2001 MOU between VMHA and VNT regarding the Native Gallery expired in 2022.
- Met with staff of the Chugach Regional Resources Commission who suggested ways to better invite and engage Alaskan Natives in terms of our hosting artwork. In particular, they emphasized considering our asks and invitations in terms of community rather than individuals (a group show rather than individual show) as community and group are more inline with the Chugach world view.

Collections

- PastPerfect Database Migration
 - Met the Feb 16 deadline to complete Phase 1 of the Past Perfect migration.
- Began application for MuseumsAlaska Collections Management Fund (due March) to purchase supplies to update the storage for our visual and fine arts collection.

- Brought out historic Valentines Day cards to show visitors in the Museum on Feb 10. The Valentines Day cards were owned by Mary Whalen and dated to 1907 and (roughly) 1930. Both cards were large, three-dimensional shapes filled with cherubs, flowers and frills, as was popular in the era.
- Curatorial Assistant Emma Villareal is working on organizing, itemizing, and boxing the backlog of donations currently stored in the Annex office area and theater. This is the first work which needs to be before we can add the objects into Past Perfect with proper identification and description.

In the Community

Relationship Building

- Valdez Native Tribe – attended their monthly board meeting on Feb 20
- Chugach Regional Resources Commission Meeting – Introductory meeting on Feb 22
- State Museum to discuss traveling exhibitions on Feb 7
- Met with Jenny Benda to discuss textiles and fiber arts exhibition on Feb 8
- Spoke with Art Co-Op members Celeste Addison Hurst, Kevin Reeves, and Julie Rose Mason; Art Co-Op may discuss exhibition proposal at next board meeting.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Curator of Education & Public Programs' Report Submitted by Faith Revell, Curator of Education & Public Programs February 2023

Reporting period: February 10 to March 8, 2023 Total contacts: 231

Overview: This reporting period characterized by community members visiting the Museum as part of public school field trips, homeschool outings and Spring Breakers art making.

Education

Fifty-eight fifth grade social studies students under the tutelage of teacher Sam Scranton visited the Museum to learn about colonization and settlement of the area. Faith created pre-visit lessons for the teacher that introduced key figures in this history, documented the settlement and evolution of Old Town, illustrated the Alaskan immigration story, and more—all in an effort to expand the historical narrative and support curriculum. Students posed interesting questions about colonization during their visit and were fascinated by Basil Austin's 1898 log book and hand-drawn map. Faith was rewarded thereafter with a sea of wonderful thank you notes.

FOCUS Homeschool children and their families visited to see the Ferru exhibit and engage in a lively Visual Thinking Strategy session. They are game to return for another lesson on how to read a photograph as taught through VTS.

Eight students signed up for Fab Friday. They happily explored the Museum and then carefully created paper embellished masks made in the style of the Alutiq masks in the Museum's collection. Kira Friend from Parks and Rec volunteered and lent a hand. The Museum's partnership with P&R continues to grow stronger.

Public Programs and Exhibits

Fifty-four people flocked to the Museum on February 10th for Free Friday. Free days continue to be a hit with community members.

Matt Kinney's **Tuesday Nite History Talk** on the advent of modern alpinism brought out a crowd of over 20 people via zoom. A recording of his talk is now on the Museum's YouTube channel.

Faith collaborated with Magdéleine Ferru to create a workshop at the Museum on February 17 and 18 that combined photography with hand-made books. Ferru was a wonderful teacher and the group assembled inspired by what they learned and made.

Outreach and Collaboration

The Museum continues to work with the City of Valdez to design and provide content for **new signs at Old Town** that will be used for a walking and driving tour of the original town site.

Administration, Planning and Institutional Teamwork

Faith with Andrea and Patty is preparing for the arrival of summer cruise ships. Faith focuses upon the shore excursion guiding part of the POC.

DATE/PROGRAM	E	ED	PP	OR	R	V or IP	#PART	VOL
February								
10 Free Friday			x			x	54	
13 OT sign meeting	x					x	2	
14 5 th grade field trip		x				x	16	
15 5 th grade field trip		x				x	18	
16 5 th grade field trip		x				x	24	
17 Board meeting ed talk	x					x		6
17 Ferru photo workshop			x			x	1	1
18 Ferru book workshop			x			x	6	1
22 Nat History Day webinar				x		x	25	
23 FOCUS homeschool field trip		x				x	7	
24 Fab Friday		x				x	8	1
28 Ivy Johnson interview	x					x	1	
28 TNHT w/Matt Kinney			x				23	1
March								
2 Oral history webinar				x		x	25	
7 Spring Break art wkshp			x			x	6	
8 Spring Break art wkshp			x			x	5	

E, meetings, museum events	=	3
ED, education	=	73
PP, public programs	=	95
OR, outreach	=	50
R, rentals	=	0
<u>VOL, volunteers</u>	=	<u>10</u>
Total contacts	=	231

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 March 2023

Marketing and Communications

- **Website:** Update *Board Portal* information, *General site*, and *square online store*. Landing page: Create several new banner images- related to all March events. Board portal: Updated with new Board member information. News Tab: Promote *Introduction to Book Making*. Square Online: Basic Design is completed item images and descriptions in the process of being added. Project is being coordinated with the museum lead attendant. Website goal: keep our website attractive and current, promote it as a primary source of information about the Museum.
- **Mail Chimp:** Distribute a *March 2023 Valdez Museum Happenings*.
- **Press Releases:** *Alaskans to Attend Museums Advocacy Day*
- **Facebook:** Promote Museum temporary exhibit, Spring into art three-day long event, updated new career opportunism posts, and call for exhibitions. Generate posts advertising museum events.
- **Twitter:** Promote Museum temporary exhibit, Spring into art three-day long event, updated career opportunism posts, and call for exhibitions. Generate posts advertising museum events.
- **Instagram:** Promote Museum temporary exhibit, Spring into art three-day long event, updated career opportunism posts, and call for exhibitions. Generate posts advertising museum events.
- **Inside View Magazine:** Q1 Magazine shipped out. Q2 magazine in progress.
- **Outreach:** Community interaction, post events and announcements on KCHU Billboard and KVAK outreach for Museum Advocacy Day.
- **Advertising:** KCHU Billboard, E-News ad, VMHA website, and social media for Museums Advocacy Day.

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, assist with mailing, order stationery and other office supplies. Assist with new staff. Print Letter, labels, and envelopes for 2023 Annual appeal. Reserve room and plan for strategic planning retreat meeting.

Visitor Services

- Work at the front counter, introduce visitors to the Museum, assist visitors and answer questions, conduct Museum Store sales, and 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.