

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

MEETING OF THE BOARD OF DIRECTORS

April 20, 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) Review Code of Ethics
5. Mission Educational Moment (10 minutes)
6. Approval of the Minutes for March 21, 2023, pp. 3- 5
7. Approval of Financial Report as of March 31, 2023, pp. 6- 9
 - a) March Financial Statements
8. New Business
 - a) Accept Recent Cash Donation for their donor-intended purposes pp. 10
 - b) Recent member/donor assignments pp. 12
 - c) Approve 2022 Museum Financial Audit pp. 14
 - i. Draft 2022 Financial audit
 - d) Approve Executive Session – Executive Director Evaluation pp. 15
9. President’s Report
10. Staff Reports pp. 16
11. Committees
 - a) Committee Reports— (15 minutes)
Finance (Martha), Collections (Rich), Board Development (Gary) **Fundraising (Michelle / Donna)** Membership (Michelle), **Strategic Planning (Gary)**, Advocacy Committee (?), Building Committee (?), Native Gallery (?) and Endowment (Inactive)
12. Committee Business from the Floor or Board Member Discussion/Ideas
13. Executive Session
14. Return from Executive

Next Meeting: May 18, 2023– 6:30 p.m.
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15. Adjournment

Upcoming Committee Meetings

Fundraising Committee – Continue Roadhouse Planning
Strategic Planning Committee – Post Retreat Tasks

Dates to add to your Calendars.

Winter Operations

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

Annex by appointment only.

Rarefied Light, April 21 – September 27, 2023, Main Museum

Tuesday Nite History Talk – April 25, 2023, TBD

Rarefied Light Opening Celebration – April 28, 2023, 5:30 – 6:30 pm Main Museum

Free Day at the Museum, May 5, 2023, Main Museum

Summer Hours begin, May 7, 2023

First Cruise Ship of the Season, HAL May 13, 2023

Patty Out – May 22 – June 8, 2023 Vacation

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)

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

MEETING OF THE BOARD OF DIRECTORS

March 21, 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:** Felicia Wolfenden called the meeting to order 12:13 pm.
Members present: Felicia Wolfenden, Nanci Hill, Michelle Cullen, Gary Minish, Richard Dunkin, Jim Shirrell, Donna Lane
Members excused: Martha Barberio
Guests: Sheri Pierce
Staff Present: Patricia Relay, Faith Revell, Devon Devereux
- 2. Introduction of Guests:** Sheri Pierce is assisting with unfinished business.
- 3. Public Business from the Floor:** Donna Lane presented a letter from Gloria McCallister. The letter was a thank you for the time capsule post that was put onto the VMHA Facebook page.
- 4. Board Education Moment:** Patricia Relay and Gary Minish have been working with Alli Harvey for the Strategic Planning Meeting retreat. Ms. Relay encourages everyone from the board to attend in person on March 31st and April 1st. Gary Minish shares that the meeting will review the VMHA current strategic plan to update it.
- 5. Mission Educational Moment:** Faith Revell stated that she is working Martha Barberio from the City of Valdez and Peter Briggs from Corpus Design. They are coordinating efforts to create new signs for the VMHA Old Town Walking Tour. Goal is to have signage up before the beginning of the summer. Ms. Revell states that there is money in the budget for this project. Patricia Relay thanks Jim Gifford for installing the signs each year. Ms. Revell reported that she advocated for smaller signs to not distract from the Old Town location.
- 6. Approval of the Minutes for February 16, 2023: Motion:** Richard Dunkin motioned to approval the minutes for February 16, 2023 seconded by Donna Lane. **Discussion:** Richard Dunkin requested to change the date to February instead of January. **Vote:** All members present voted to approve the discussed minutes. None Opposed. Motion Carried.

7. **Approval of Financial Report as of February 28, 2023: Motion:** Gary Minish motioned to approve the financial report as of February 28, 2023 seconded by Nanci Hill. **Discussion:** Patricia Relay reported that the Valdez Museum had received its Q2 grant from the city of Valdez. The VMHA is in good shape to continue operating within the next three months successfully. Ms. Relay also stated the appeal letters were sent out and donations have already been received. She thanked the staff for stuffing the appeal letters. **Vote:** All members present voted to approve the discussed minutes. None Opposed. Motion Carried.

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:**

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:** Ms. Peirce reported that the articles of incorporation states that the Valdez Museum has an 11-member Board of Directors. She discussed that when the VMHA BOD sends the approved By-Law revision back to her that the corporation will amend the articles. Michelle Cullen and Donna Lane thank Elise Sorum and Sheri Peirce for working on the code of ethics. The By-laws Committee is recommending the submitted draft for approval. **Vote:** All members present voted to approve the discussed By-laws revisions. None Opposed. Motion Carried.

9. **New Business**
 - a) a) **Accept Recent Cash Donation for their donor-intended purposes**

Motion: Gary Minish motioned to approve recent cash donation for their donor-intended purposes seconded by Donna Lane. **Discussion:** Richard Dunkin requested to look at the transaction report. Patricia Relay clarified that the contributors were from Network for Good and a Facebook fundraiser. **Vote:** All members present voted to approve. None opposed. Motion carried.
 - b) **Recent Member/ Donor assignments:** January and February Member/Donor Thank you cards have been signed.

10. **President's report:** Felicia Wolfenden reported that this meeting is her first official meeting as president. Ms. Wolfenden stated that she meets with Ms. Relay once a week and has kept up to date with all information needed.

11. **Staff Reports:** Patricia Relay reported that Danielle Tapp and Devon Devereux have uploaded the new VMHA shop page. Ms. Relay also states that the VMHA will be providing tours to the Silver Seas and Silver Star cruise line. The first cruise will be on the 13th of May. The Valdez Museum is also in the process of hiring a summer crew.

12. **Fundraising:** Felicia Wolfenden inquired about the next meeting for the fundraising Committee. Consensus agreed that it is on April 5th at Noon to start planning for Roadhouse.

Strategic Planning:

Next Meeting: April 20, 2023– 12:00 p.m. in the Valdez City Council Chambers - 212 Chenega Ave. & Zoom

13. **Adjournment: Motion:** With no further business before the Board, Felicia Wolfenden moved to adjourn the meeting at 1:00pm and seconded by Nanci Hill. **Discussion:** None. **Vote:** All members present voted to approve. None Opposed. Motion Carried.

Signed _____ Date _____
Michelle Cullen, Secretary, VMHA

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

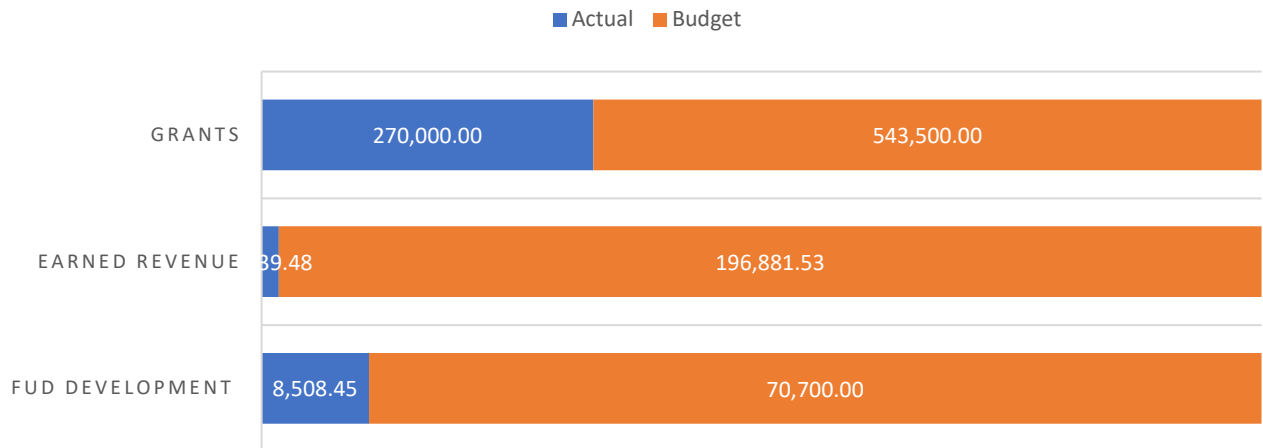
**Financial Report
Submitted by Patricia Relay, Executive Director**

As of March 31, 2023

Summary: For your review, I have provided three statements: Budget v. Actual for 2023, Statement of Activities Previous Year Comparison as of March 31, 2023, and Statement of Financial Position Previous Year Comparison as of March 31, 2023

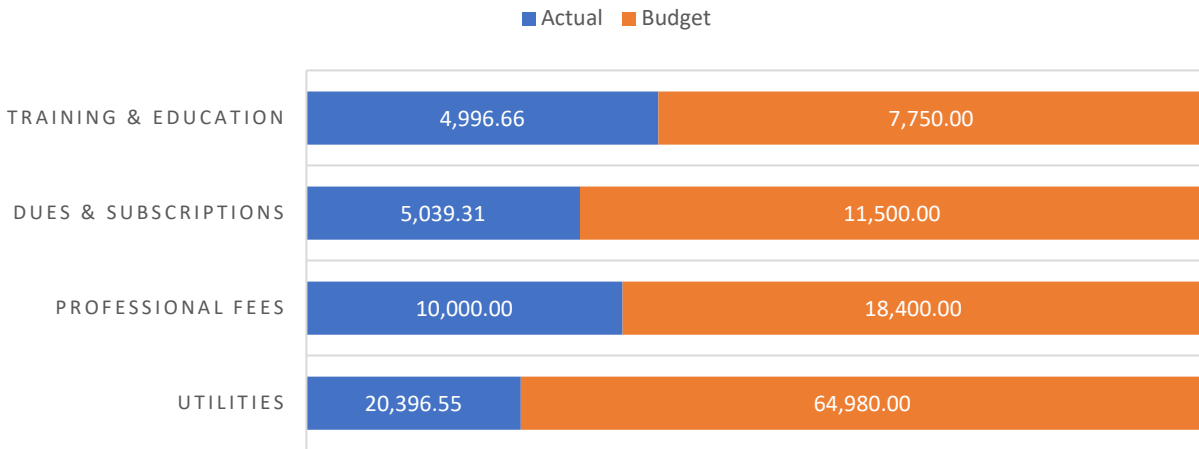
Budget vs. Actuals: FY2023 (Report generated on April 6, 2023) At the time of this report we generated 36% of revenues for the year and expended 28% of projected costs for the year.

Q1 2023 NOTABLE INCOME



Closing out the first quarter, revenue generation is performing better than expected. Notably, the Q2 City of Valdez Grant and the United Way have been received. With Corporate Sponsorship from Alyeska for the Summer exhibit; 75% of the Annual appeal received along with 28% of membership, Fund Development has positive momentum as well. While we are starting to see a few more visitors, Earned Revenues will not have major activity until mid-May.

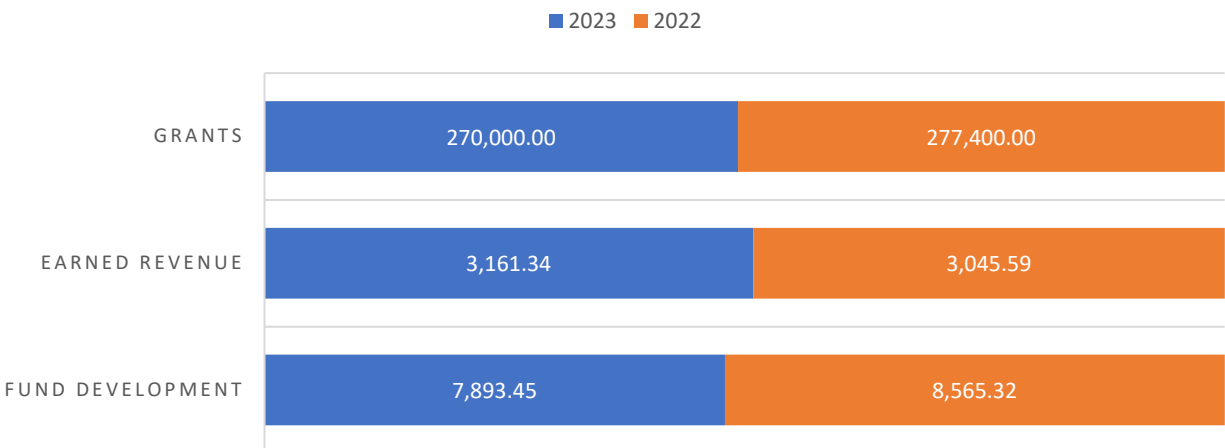
Q2 2023 NOTABLE EXPENSES



Q2 2023 Expenses performed as anticipated. Apart from Training & Education, Dues & Subscriptions, Professional Fees and Utilities, all accounts are meeting budget assumptions. Training & Education includes costs for the Strategic Planning retreat. Dues & Subscriptions are a little higher than normal because of the timing of the Past Perfect licensing expense. Professional Fees include the first payment for Accounting Fees. And Utilities are about 6% over budget.

Statement of Activity Comparison At the time of this report we are down by 3% on revenues and up by 2% 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.

Q1 2023 INCOME COMPARISON

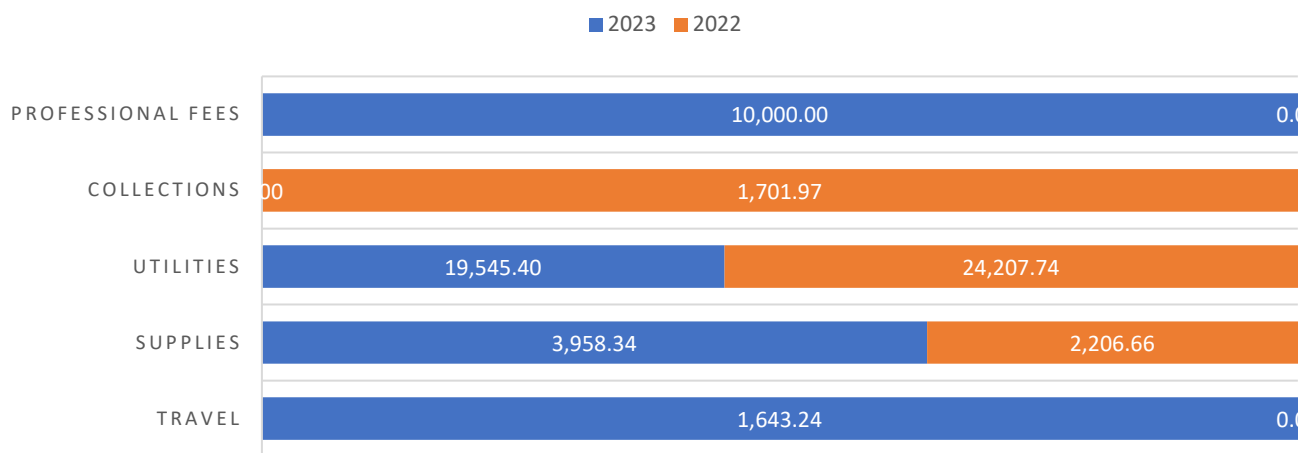


Grants: While the City Grant has increased by \$11,250 per quarter, combined with a \$2,500 grant from United Way, last year there was \$32,400 in COVID Relief funding. The \$7,400 was an Intern Grant for the summer of 2022.

Earned Revenue: Although Store Sales are down 25%, the increase of visitors closes the quarter out with a 4% growth.

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

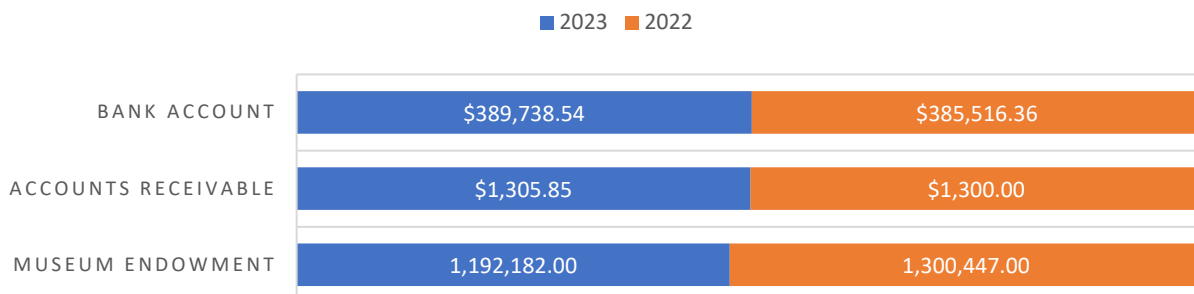
Q2 2023 EXPENSE COMPARISON



The 2% increase in expenses can be attributed to the timing of Audit billing, the reintroduction of the Travel Budget and the purchase of one new desktop for admin and marketing. The electricity is down by 36% and heating oil up by 19%

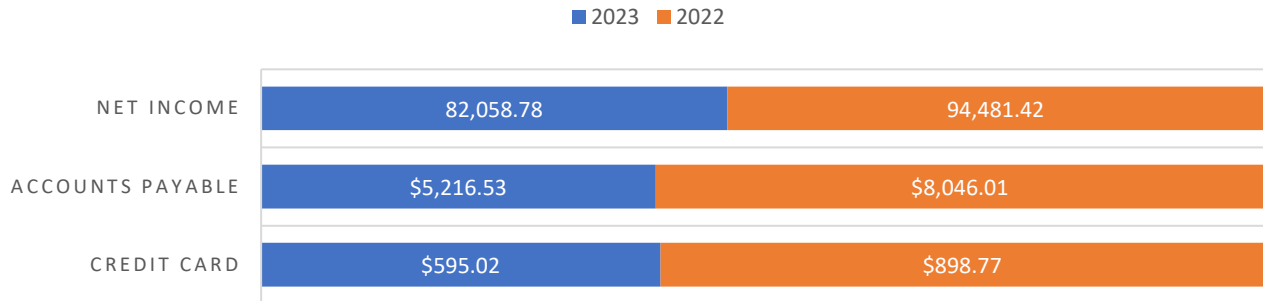
Statement of Financial Position Previous Year Comparison as of March 31, 2023.

Q1 2023 CHANGE OF ASSETS AS OF 03/31/2023



Compared to last year, assets are down 6%, which can be attributed to the notable losses in the Museum Endowment (-\$108,265).

Q1 2023 CHANGE OF LIABILITIES AS OF 03/31/2023



Like Assets, Liabilities are down because of the losses in the Endowment.

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

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: April 13, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE
Transaction Report
March 2023

	<u>Date</u>	<u>Name</u>	<u>Memo/Description</u>	<u>Amount</u>
Fund Development				
Donations Income				
Unrestricted				
	03/06/2023	Gerald Johnson	General Donation	50.00
	03/07/2023	Andrea Searles	Test Donation	5.01
	03/31/2023	Patricia Relay	Test Donation	5.00
Total for Unrestricted				\$ 60.01

Wednesday, Apr 05, 2023, 06:52:54 PM GMT-7 - Accrual Basis

Valdez Museum & Historical Archive Association Inc.

Item 8b 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: April 13, 2023

Valdez Museum & Historical Archive Association Inc.

March Memberships 2023

MARCH RENEWALS

Greeting	Level
Patricia Relay	Sustainer
A.M. Stedina	Senior
Frank Dickinson	Associate
Timothy Lopez	Family
Andrea Searles	Senior
Louise Parish	Family
Karen Allred	Ninety-Eighter
Alpine Garden & Health	Associate
Sarah Rountree	Educator
Shannon Mahoney Irish	Senior
Lydia Rountree	Family

NEW MEMBERS

Greeting	Level
Diane Kolaitis	Senior
Danny Tapp	Student

VALDEZ MUSEUM & HISTORICAL ARCHIVE

Item 8 C Approve 2022 VM&HA Financial Audit

Description

The 2022 VMHA Financial Audit has been completed. Conducted by Newhouse & Vogler, Certified Public Accountants, fieldwork was performed the week of February 13th with minor subsequent testing. Chaz Lyons, the Field Agent for Newhouse & Vogler, met with the Museum Finance Committee on April 12, 2022, to answer any questions and to report on the findings.

Unlike 2021, the 2022 Financial Audit is clean with no findings.

Action to Be Taken:

Approve Annual Museum Financial Audit for FY 2022 as presented.

Director/Committee Recommendation:

None

Agenda Item Submitted by: Martha Barberio,

Date: April 13, 2023

Item 8 D: Executive Session Re: Executive Director Evaluation

Description:

Any formal action related to the discussion requiring a motion and vote of the governing body must be done in open session.

Board Action to Be Taken:

Approval to go into Executive Session Re: Executive Director Evaluation

Director/Committee Recommendation:

None

Agenda Item Submitted by: Felicia Wolfenden, President, VMHA

Date: April 13, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

April 2023

Happy Springtime! Have you looked outside lately? Sitting in my backyard I noticed bulbs popping through, perennials and Rhubarb coming back to life. Here at the Museum, we are coming back to life with a steady influx of visitors. While it is by no means the same level during the height of the summer season, travelers and skiers are here to visit our wonderful town and Museum.

Springtime is a busy time with summer readiness tasks, onboarding of seasonal employees, school field trips, exhibit change over, supporting board committee work with fundraising and strategic planning, 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
 - Summer Readiness
 - Cruise Ship Readiness
- **Technology**
 - A new desktop has been procured for Admin and Marketing. Once it arrives, Arctic will support on boarding the new device to the Arctic Care system.
 - After a fraud attack and QB canceling our merchant account, the website has been secured with an external store and close to six weeks of working with Tech support I can not report QBO and QB Payments are finally working.
 - I would like to commend Caren and Emma for working through the multiple steps of updating the Past Perfect to web edition.
- **Facilities**
 - Met with City Capital Facilities regarding the impact of operations with the heating and HVAC upgrade to the Main Museum. At the meeting, Nate Duval, Brad Sontag, Caren, and myself. The Main Museum will be engulfed with disruptive work for three months. Given this is inside work and we are slow, we decided to be closed at the Mian Museum January –

March. We are looking at having the Annex open during this time. We will move the store and programs to the annex.

- **Finance Matters**

- The Finance Committee met on April 13, 2023, to discuss Q1 2023 Financial Statements and the 2022 Museum Financial Audit.

- **Fundraising**

- Coordinated stuffing and mailing of the 2023 Annual Appeal. The letter is performing well. To date, the letter has generated \$3,275. We only have \$725 to meet our \$4,200 goal. Please encourage your friends and family to donate.
- Met with the Fundraising Committee on April 5, 2023. While the primary reason for the meeting was to begin Roadhouse planning, an update on the Annual Appeal and confirmation of the Raffle was discussed.
 - Raffle – Split the Pot – Dates May 12 – July 4, 2023. A little discussion about where to announce the winners. More to come.
 - Roadhouse – Date October 14, 2023, at the Civic Center. The focus of the meeting was deciding on a theme and to assign committees. An additional discussion was on bringing the silent auction items back to the Civic Center. There has been no final recommendation on this matter.

- **Grants**

- The Museums Alaska Collections Management grant for upgrading fine art collections storage was funded - \$5,741.25.
- The United Way of Valdez grant was funded in full and has been received - \$2,500.
- Reviewing State Museum Grant in Aid opportunities.

- **Human Resources**

- Summer recruitment continues. Attendants are in good shape. We would like to find one or two tour guides.
- Hosted Hands-on Deck Summer meeting on April 15, 2023. This is an opportunity to bring the team together. With new staff that have not experienced a summer season, we focus on the importance of good customer service, what role the museum plays in the greater tourism industry and operation specific training.

- **Professional Development**

- Attending Alaska Travel Industry Association – October 2023 in Fairbanks. This is a time to reconnect with our cruise and tour operators.

Committees

- **Bylaws Committee:** Now that the Bylaws have been approved by the Corporation members, this committee will be inactive, unless there is a need.
- **Finance Committee:** See Finance Matters above.

- **Fundraising Committee:** See fundraising above.
- **Board Development Committee:** Now that we have a new code of ethics and new board members, the committee needs to work with the Clerk's office to implement the steps in acknowledging receipt of the Bylaws.
- **Membership Committee:** In tandem with the Fundraising Committee, Committee Chairperson Michelle Cullen suggested new signage be included at the front counter. The goal is to increase non-local members.
- **Strategic Planning Committee:** With Gary not being able to attend due to family matters, Michelle Cullen stepped up to represent the Board Committee at the two-day planning retreat. The two Strategic Planning Retreat on March 31 and April 1, 2023, brought together staff and board in a safe in person gathering. Allie Harvey led the group with discussions of museum values, how to live those values, and how these values inform goal setting. With Michelle and Danny, we are synthesizing the meeting notes into workable sections on values and goals. This document will be utilized to engage those who were not able to attend.

In the Community

Relationship Building

- Advocacy:
 - **Local:** Met with the Mayor about Board matters.
 - **State:** Although Rep. Rauscher stated that he would sponsor the Museum Matching Grant, his office has not reintroduced the bill. As a result, Museums Alaska Advocacy is going to spend the spring summer and fall connecting with legislators, prepping them for a fly-on in January 2024
 - **Federal:** Sent thank you notes and post meeting information to Senator Murkowski, Representative Peltola and Senator Sullivan's aide.
- Professional Networks –
 - Museums Alaska - Attending regular museum leadership meetings.
- Local Organizations
 - Beautification Commission – Position Chair Pro Tempore:
 - Attended March 17, 2023, Work Session – Grant Panel to review submitted applications.
 - Attended April 6, 2023, Regular Meeting – Approve Tier 1 and Tier funding for recommendation to City Council.

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

March 2023

March was a planning month for collections and exhibitions, a result of the outreach work done in January and February. We have multiple proposals to successfully fill the 2023-2025 temporary exhibition calendar, submitted a grant for and received \$5,741.25 from MuseumsAlaska to update our fine arts/visual arts storage, and wrapped up organizing and boxing several large donations that had been sitting in the Annex office space and theater.

The month ended by looking and back and ahead -- commemorating the past with the Pioneers of Alaska Commemoration of the 1964 Earthquake (at the Annex) and looking to our future at our Strategic Planning Retreat.

At the Museum

Exhibitions

- Received multiple proposals for art and interdisciplinary exhibitions for Egan Commons. Proposals included a ceramics exhibition, juried photography exhibition, painting, and an art and climate exhibition. Conversations with these individuals are happening to balance schedules and budgets.
- There is a hole in the Temporary Exhibition calendar – Summer 2024. Summer is a very popular time to have an exhibition because of the rise in tourism so it should be relatively easy to fill. We are continuing conversations with local artists while also reaching out beyond Valdez for an exhibition.
- March was the final month of the temporary exhibition, *Girl Made of Light and Dust*. This mystical exhibition provided the right tone to move us through the winter months and into the light of early spring. In exhibition evaluations, visitors reported that the exhibit was well designed and thought provoking.

Collections

- PastPerfect Database Migration
 - PPWeb went live in late March! We completed the PastPerfect Database migration on time and with very few issues. We are now updating the look of the public portal to make it a more user-friendly experience. If you are new to the Board you may not be aware that the public can view and learn about objects and archives in our

collection through our website: <https://www.valdezmuseum.org/collections/online-collections/>

This is a great resource for researchers and casual virtual visitors.

- Submitted application for MuseumsAlaska Collections Management Fund to purchase supplies to update the storage for our visual and fine arts collection. (At the time of this Board Report, **we won this grant!**). The grant is for \$5,741.25 and provides funds to purchase supplies to improve VMHA's artwork storage which will improve preservation conditions, increase accessibility, establish baseline for future conservation, identify cultural and historic holes in collection. This project will commence in Fall 2023.
- During Free Friday, I stood at the Pinzon bar and engaged visitors with the history of the Pinzon, the artifacts, and objects in that area of the Museum and showed an object from the archives: a photograph of Prince William, the Snowman built in Valdez in 1992. I also spoke by Zoom to two people behind the creation of Prince William, Phil Price and Marnie Graham who provided the back story to the snowman, as well as stories about life in Valdez in the late 1980s and early 1990s. Although this was not an official "oral history" it was beneficial to collect this background to continue to research Valdez in the 1980s and 1990s.
- Curatorial Assistant Emma Villareal wrapped up 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. We are now able to store these objects in our compact storage and begin adding them (cataloging) to Past Perfect later this spring and summer.

In the Community

Relationship Building

- 3-24 Attended Pioneers of America event to commemorate the Good Friday Earthquake
- 3-31/4-1 participated in Strategic Planning Retreat with Staff and Board members.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

Reporting period: March 9 to April 12, 2023 Total contacts: **283**

Overview:

Education

6th graders learned about the properties of oil and water and the Exxon Valdez Oil Spill at the Museum in April. A series of 7 activity stations were set up and combined to create a hands-on learning lab in Egan Commons. Teacher Kim Keller was very appreciative of the Museum's collaboration on this lesson and remarked that the time and effort that went into the construction of the activity stations was considerable.

Public Programs and Exhibits

Free Fridays continue to be a hit with community members and visitors. A large group of young swimmers in Valdez for a meet visited on April's free day.

Tuesday Nite History Talk featured women in history who have had an impact on Valdez and the region. Faith researched, wrote and gave the AV presentation. A very lively discussion surfaced during the evening with the participants. It was a wonderful learning experience.

Outreach and Collaboration

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

Pioneers of Alaska gathered at the Kelsey Dock, then reconnected at the Museum annex for refreshments and socializing. Faith with the Exhibits Dept. prepped the annex for the event and worked that evening to greet everyone.

Patty, Caren and Faith attended the Anequin House ribbon cutting and the luncheon that followed at the Valdez Native Tribe.

Administration, Planning and Institutional Teamwork

Communication with Premier Shore Excursion Mgr Chris Herman about the Museum's interface with summer cruise ships is ongoing and very informative. All scheduled POCs and tours are regularly updated by Faith and posted on the Museum calendar. Documents that summarize the Museum's role were produced and shared with staff so that everyone is in the know. Summer staff training is scheduled for April 15.

Strategic Planning meeting was held on March 31 and April 1st. Staff and Board attended and engaged in a healthy dialogue about the plan and Museum's mission and goals.

<u>DATE/PROGRAM</u>	<u>E</u>	<u>ED</u>	<u>PP</u>	<u>OR</u>	<u>R</u>	<u>V or IP</u>	<u>#PART</u>	<u>VOL</u>
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March

9 Spring Break art class			x			x	3	
9 Museums AK mtng	x					x	7	
10 Free Friday			x				18	
21 BOD presentation	x				x			6
22 Premier mtng	x					x	1	
22 Strategic Plan mtng x					x		1	
23 Price/Graham interview			x			x	2	
27 POA Rental of annex					x		x	30
27 POA Memorial service	x						x	30
28 TNHT			x				x	6
30 Museums AK mtng x					x		7	
31 Strategic p mtng	x						x	7

April

1 Strategic p mtng	x					x	7	4
7 Anequin ribbon cutting				X		x	27	
7 VNT luncheon				X		x	18	
7 Free Friday			x			x	55	
8 M Ferru dinner	x					x	8	
9 M Ferru mtng	x					x	1	
10 6 th gr EVOS field trip		x				x	23	
11 6 th gr EVOS field trip		x				x	14	
12 6 th gr advocacy teaching		x				x	10	

E, meetings, events	=	69
ED, education	=	47
PP, public programs	=	84
OR, outreach	=	45
R, rentals	=	30
VOL, volunteers	=	14
Total contacts	=	283

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 April 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/ April events. Board portal: Updated with new Board member information. News Tab: Promote *Rarefied Light 2022, 2023 Annual Appeal and Alaska Pipeline Service Company Appreciation*. 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. Online Collections: Started process of designing and implementing new past perfect website. Website goal: keep our website attractive and current, promote it as a primary source of information about the Museum.
- **Mail Chimp:** Distribute an *April 2023 Valdez Museum Happenings*.
- **Press Releases:** *Spring into Giving to the Valdez Museum*
- **Facebook:** Promote Museum temporary exhibit, Spring into annual Appeal, updated new career opportunity posts, and call for exhibitions. Generate posts advertising museum events.
- **Twitter:** Promote Museum temporary exhibit, Spring into annual Appeal, updated career opportunity posts, and call for exhibitions. Generate posts advertising museum events.
- **Instagram:** Promote Museum temporary exhibit, Spring into annual Appeal, updated career opportunity posts, and call for exhibitions. Generate posts advertising museum events.
- **Inside View Magazine:** Discussion and design process started for Q2.
- **Outreach:** Community interaction, post events and announcements on KCHU Billboard and KVAK outreach for Rarefied Light.
- **Advertising:** KCHU Billboard, E-News ad, VMHA website, and social media for Rarefied Light 2022 and museum events.

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.

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.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

March 2023

Admissions

Monthly 2022		Monthly 2023		+/-	
Free	33	Free	109	Free	+76
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	75	Paid	100	Paid	+25
<i>**Tours</i>		<i>**Tours</i>	0	<i>**Tours</i>	0
Total	108	Total	209	Total	+101

Store Sales

YTD 2022	YTD 2023	+/-
\$897.70	\$753.91	-\$143.79

* 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	173	Free	248	Free	+75
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	123	Paid	138	Paid	+15
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i>	0
Total	296	Total	386	Total	+90

Store Sales

YTD 2022	YTD 2023	+/-
\$1,946.59	\$1,458.39	-\$488.20

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