

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

## MEETING OF THE BOARD OF DIRECTORS

June 15, 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 May 18, 2023, pp. 3 - 5
7. Approval of Financial Report as of May 31, 2023, pp. 6 - 8
  - a) May Financial Statements
8. New Business
  - a) Accept Recent Cash Donation for their donor-intended purposes pp. 9
  - b) Recent member/donor assignments pp. 11
  - c) Approve Executive Session – Human Resources Matters
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

<b>Next Meeting: July 20, 2023– 12:00 p.m.</b>
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15. Adjournment

### Upcoming Committee Meetings

Fundraising Committee –Roadhouse Planning

Finance Committee – Q3 Budget Adjustments and 2024 Operating Budget

Strategic Planning Committee – Finalize objectives

**Dates to add to your Calendars.**

Summer Operations May 7 – September 7, 2023

Main Open Daily 9:00 am – 5:00 pm

Annex Open Daily 9:00 am – 5:00 pm

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

**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)

**Meeting Agreements**

W.A.I.T. - Why Am I Talking, Why Am I Not Talking

Shared airtime

Practice active listening

Focus on ideas, not people.

Use “I” statements

Assume positive intent.

What’s learned here leaves here.

Embrace discomfort.

Shared responsibility for a good meeting

Raise hands.

Be present and on time.



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

**MEETING OF THE BOARD OF DIRECTORS  
May 18, 2023 - 12:00pm**

**Valdez City Council Chambers– 212 Chenega Ave. & Zoom**

1. **Call to Order/Roll Call:** Felicia Wolfenden called the meeting to order at 12:00.  
**Members present:** - Jim Shirrell, Karen Allred, Gary Minish, Felicia Wolfenden, Richard Dunkin, Nanci Hill, Martha Barberio, Michelle Cullen, and Donna Lane.  
**Members excused:** - None  
**Guests:** - None  
**Staff present:** - Danielle Tapp, Patricia Relay
2. **Introduction of Guests:** None
3. **Public Business from the Floor:** None
4. **Board Educational Moment:** Patricia Relay shared Meeting Agreements with the board. Located on page two of the agenda. Gary Minish stated confusion about the line “What's learned here leaves here, what's said here stays here” and requested the line be split into two separate sentences. Michelle Cullen requested to have the second part removed entirely. The board agreed.
5. **Mission Educational Moment:** Patricia Relay reported the VMHA staff is busy with a cruise ship port of call so there will be no mission moment today.
6. **Approval of the Minutes for April 20, 2023:**  
**Motion:** Gary Minish motioned to approve the April 20, 2023, minutes, seconded by Nanci Hill  
**Discussion:** None.  
**Vote:** All Members Present voted to approve the discussed minutes. None Opposed. Motion carried.
7. **Approval of Financial Report as of April 30, 2023:**  
**Motion:** Gary Minish motioned to approve the April 30, 2023, financial report, seconded by Nanci Hill  
**Discussion:** Patricia Relay began by reporting that the VMHA gift shop and admissions are seeing a rise in sales from the cruise ships and summer schedule. Jim Shirrell inquired about a \$100,000 reported debt. When asked to point out where this debt is in the financial report, he could not. Karen Allred stated that on page two of the financial narrative it clearly states that the amount is \$101.25 for uncollected shipping paid by customer, and the auditor recommended clearing the receivable out into a bad debt account.  
**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:** Michelle Cullen motioned to approve recent cash donations for their donor-intended purposes, seconded by Gary Minish

**Discussion:** none.

**Vote:** All members present voted to approve the discussed recent cash donation. None Opposed. Motion carried.

b. **Recent member/ donor assignments:** Nine Member/ Donor Thank You cards have been signed and distributed.

c. **Approve Executive Session – Discussion of Human Resources Matters**

**Motion:** Richard Dunkin motioned to approve the Executive Director Evaluation seconded by Donna Lane.

**Discussion:** None.

**Vote:** All members present voted to approve the motion into Executive Session, none opposed. Motion carried.

**9. President's Report:** - Felica Wolfenden reported that she is meeting with Patricia Relay to discuss museum matters. She addressed some issues at the annex location. The emergency lights are inadequate and not safe for employees in the event of a power outage. Dunkin shares that he is pleased to see concrete repairs outside of the Egan Dr. location. Further discussion on repairs and renovations came to light and Martha Barberio suggested that Nate Duvall attend a Museum Board Meeting in the future to discuss maintenance matters.

**10. Staff Reports:** Patricia Relay shares that since the time of this report summer operations are going well with the cruise ships coming into Valdez. She reports that she is excited for the new HVAC system to be installed in the first quarter of 2024. Relay also reports that as a result of the career fair, we have another application. We are currently doing well on staff.

**11. Committee Reports:**

**Fundraising Committee:** Michelle Cullen and Donna Lane reported that the fundraising committee met to further discuss Roadhouse. The theme this year will be “Doghouse” Roadhouse, honoring Shana Anderson for her dedication to the shelter. Committee assignments have been outlined and auction procurement has been started.

**12. Committee Business from the Floor or Board Member Discussion/Ideas:** None

**13. Executive Session:** Board Members went into Executive Session at 12:45

**14. Return From Executive:** 1:34

**Next Meeting VMHA Board of Directors: June 15, 2023 – 12:00 p.m. at the Valdez City Council Chambers**

**15. Adjournment:**

**Motion:** With no further business before the Board, Richard Dunkin moved to adjourn the meeting at and seconded by Gary Minish.

**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.**

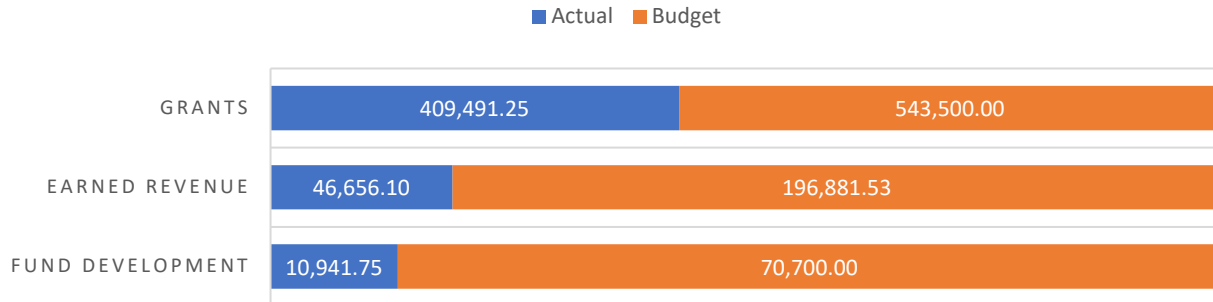
**Financial Report  
Submitted by Patricia Relay, Executive Director**

**As of May 31, 2023**

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

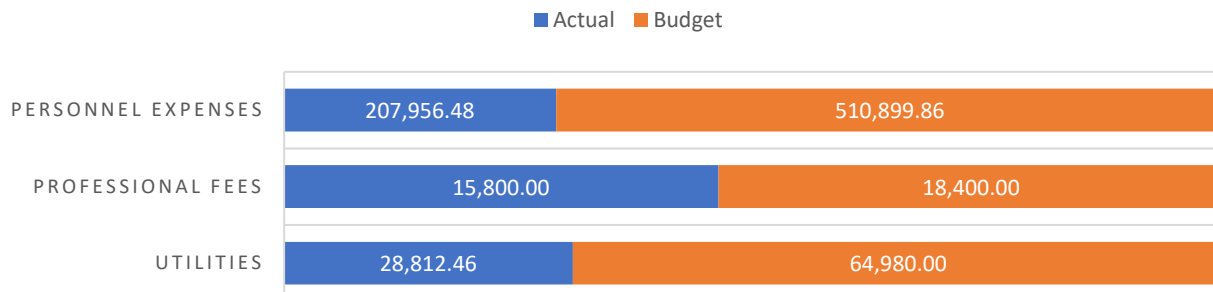
**Budget vs. Actuals: FY2023** (Report generated on June 9, 2023) At the time of this report we generated 59% of revenues for the year and expended 43% of projected costs for the year.

**NOTABLE INCOME AS OF JUNE 8, 2023**



As we settle into summer operations, notable activity can be reported in earned revenue with museum fees and store sales doing well. Grants are tracking as expected for this period as well. During the summer grants will be submitted to the State Council on the Arts and CVEA CF. Fund Development is sluggish with the appeal still off by 9% and nothing on the Raffle. Next month Raffle proceeds should have activity. Still to come corporate support and Roadhouse.

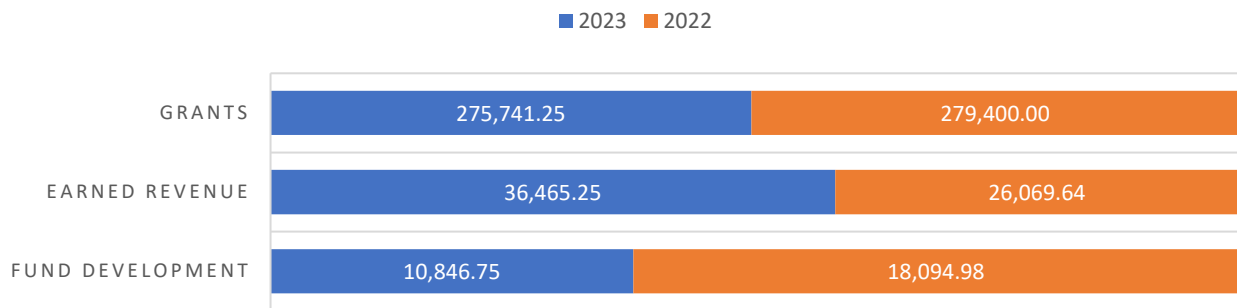
**NOTABLE EXPENSES AS OF JUNE 9, 2023**



Overall Expenses are on track for this period with optimal performance in personnel and utilities. Professional expenses include costs for audit services. There still is a cost for 990 preparation but that will not show up until November.

**Statement of Activity Comparison** At the time of this report we are up by .7% on revenues and down 5% on Expenses.

### INCOME COMPARISON AS OF MAY 31, 2023

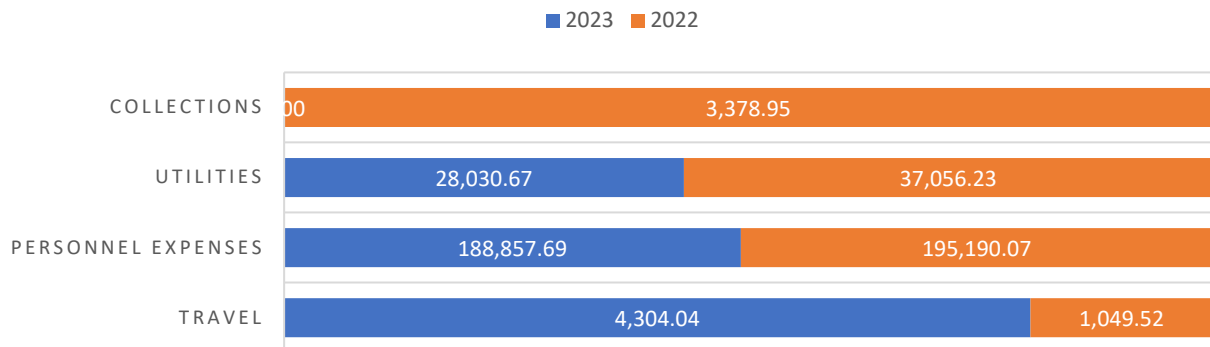


**Grants:** While the City Grant has increased by \$11,250 per quarter, combined with a \$2,500 grant from United Way, and a Collections Management Fund grant for \$5,741.25, last year there was \$32,400 in COVID Relief funding.

**Earned Revenue:** Although Store Sales are down 12%, Museum Fees are up 77%. The primary reason for the Store variance is attributed to the WESC poster sale during the White Gold Exhibit.

**Fund Development:** The primary reason for the difference is that last year we received a generous \$5,000 gift from Spike Gilson’s estate.

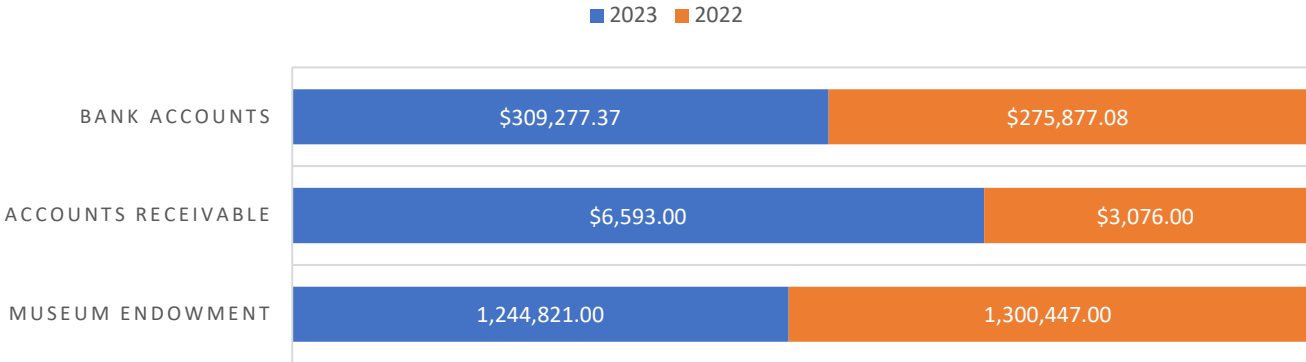
### EXPENSE COMPARISON AS OF MAY 31, 2023



The reduction in expenses is attributed to costs for the Summer Intern, funded by a State Grant, and reduced Personnel Expenses. Last year, front line workers received additional funds through an ARPA grant. Better yet, Utilities are down. The only increase is in Travel that we budgeted for.

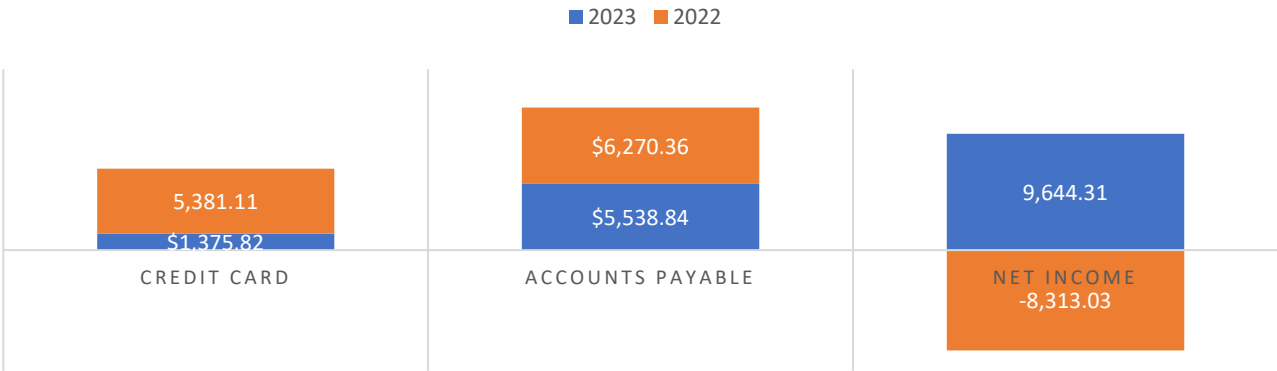
# Statement of Financial Position Previous Year Comparison as of May 31, 2023.

## CHANGE OF ASSETS AS OF MAY 31, 2023



Compared to last year, assets are down 1.5%, which can be attributed to the notable 2022 losses in the Museum Endowment. Q1 2023 has shown some improvement with gains of \$52,639. Increased bulk admissions in accounts receivable and general increased revenues has decreased the difference as well.

## CHANGE OF LIABILITIES AS OF MAY 31, 2023



Change of Liabilities indicates that we are in great shape. Notably, our net income has grown to \$17,957.34. the growth is attributed to reduced Utilities, Personnel, IT costs and a variety of other minor reductions. The credit card difference is based on the time of the monthly payment and Accounts payable difference is attributed to paying on the Donor Search Subscription.

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 has been 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:** June 9, 2023

Valdez Museum & Historical Archive Association Inc.

Transaction Report May 2023

	Date	Name	Description	Amount line
<b>Fund Development</b>				
<b>Donations Income</b>				
<b>Unrestricted</b>				
	05/04/2023	Amazon Smile	General Donation	\$16.06
	05/19/2023	Amazon Smile	Donation	\$22.24
	05/24/2023	Network for Good	Donation	\$20.00
<b>Total for Unrestricted</b>				<b>\$58.30</b>
<b>Total for Donations Income with sub-accounts</b>				<b>\$58.30</b>
<b>Total for Fund Development with sub-accounts</b>				<b>\$58.30</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:** June 9, 2023

Valdez Museum & Historical Archive Association Inc.

May Memberships 2023

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*MAY RENEWALS*

<b>Greeting</b>	<b>Level</b>
Rick & Anne Diehl	Dual
Steve Williams	Senior
Douglas Fulton & Jeanne Passin	Dual

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

**Item 8C**

**Approve going into Executive Session to Discuss Human Resources Matters**

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**Board Action to Be Taken:**

Approve going into Executive Session to discuss Human Resources Matters

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** Patricia Relay **Date:** June 9, 2023

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

June 2023

It has been an honor to serve as the Executive Director of the Valdez Museum for nearly thirteen years. I am very proud of what we have accomplished. I feel confident that I am leaving the Museum in great financial shape. For my final report, I will provide details on pending and future matters.

### Finance

- 2022 audit is completed and submitted to the City of Valdez
- 2022 990 has been extended and is due November 15, 2023 – contact Newhouse and Vogler from time to time to check in on the status of the filing.  
Chaz A. Lyons, CPA  
Newhouse & Vogler, CPAs  
237 E. Fireweed Lane, Suite 200  
Anchorage, AK 99503  
(907) 258-7555 Phone  
(907) 258-7582 Fax
- Q 3 Budget adjustment to accept Collections Management Grant so a portion can be spent in the fourth quarter. Storage furnishings need to be ordered before the first of the year because of cost and shipping. I will submit it to the Treasurer.
- 2024 Operating Budget. Will be like 2023 so I will draft a budget and submit to the Treasurer to present to the Committee.
- QBO is still in my name for the time being. I am working on making Andrea the Primary.
- Square has been transferred to Danny.

### Humans

- Staffing in good shape.
- Three performance reviews are due in September.

### Facilities

- HVAC and Heating project – Q1 2024 Caren is in contact with the project manager Brad Sontag.

### Fundraising

- Raffle tickets NNED to be sold. The Drawing is July 4, 2023
- Gaming Financial report need to be submitted in January of 2024
- Roadhouse is a Board event. I do have a list of sponsors that can be solicited who have supported us in the past. Givesmart has not been paid for. You can decide to use it or find a different platform
- Donor Search – a prospecting tool is paid for in full. This is a research tool you can use for any planned or major gifts. Log in and password is available in my SharePoint File.

### Grants

- CVEA Final due July 31, 2023, CVEA 2024 Due August 15
- ASCA Final due August 15 ASCA 2024 Due August 31, 2023
- City Budget Due mid-August Ask Jordan Nelson
- Gold Rush Days Grant due mid-October.

**Strategic Planning**

- Objective need to be finalized by the end of June so Alli can complete the one pager.

I am sure there is more. I can be reached on my cell phone if needed.

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

## Collections & Exhibits Report

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

### May-June 2023

This last month has been focused on collections and tourism: responding to research requests, showing collections to the public, and talking to our tourists about the objects on display in our exhibitions. Exhibitions have also been given their due as we firm up the (fall) 2023 – 2025 temporary exhibition calendar with a series of exhibitions from fine art painting in Fall 2023 to a Alaskan Native wood carving exhibition in Summer 2024, and an interdisciplinary exhibition about Alaska's boreal forests scheduled for early 2025.

### At the Museum

#### Exhibitions

- **2023-2025 Temporary Exhibit Schedule**

We have contracts out for exhibitions through Summer of 2025. The exhibition schedule is shaping up to look like:

- Lisa Rogers-Peter (Fairbanks painter) – Fall 2023
- Student Art Show – Spring 2024 & Spring 2025
- Herb Sheakley, Jr – (Alaskan Native wood carver) – Summer 2024
- ITOC: Boreal Forests – Early winter 2025
- Alaskan Wild 2025 (nature photography) – Summer 2025

- **New in Permanent Exhibits**

- In May, the Valdez Native Tribe delivered a red dress and earrings to be displayed in the Native Gallery. This temporary display serves to bring awareness of murdered and missing Indigenous people across the United States and Canada. Originally scheduled to go back to the VNT in early June, we invited the Valdez Native Tribe to keep the display up through the end of summer as we have noticed visitors taking an interest in the display.
- To start the long-term project of updating exhibition text in the permanent galleries, Emma Villareal, curatorial assistant, updated the research and design of the Ahrens Steam Engine label. We will be testing the label with visitors and developing a label template.

- **Reminder:** Visit our summer exhibition, *Rarefied Light 2022*. This exhibit is Alaska's largest juried fine art photography show and there are currently 53 photographs hanging in Egan Commons. There is not a specific theme to *Rarefied Light* and because of the number and variety of works, I hope our members and locals will come back multiple times to revisit the exhibition.



## Collections and Research Requests

- The updates for PastPerfect Public Access is in the works and will wrap up in late June. 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.
- Faith Revell and I had a major education/research request in May from author Lauren Taschis. Lauren is the author of children's series called *I Survived...* Her latest in the series focuses on Valdez and the 1964 Earthquake. She and her spouse David Dreyfuss are developing a free virtual field trip about Valdez to coincide with the book. We spent many hours with Lauren and David at Old Town and at the Annex and Archives. We also helped connect Lauren and David to Dorothy Moore and Tom Gilson who were extremely generous in their time and stories. We thank Dorothy and Tom.
- Additional research requests included:
  - Pictures of our model of the Trans-Alaskan Pipeline statue "The Workers Monument" and a connection to the woman who is the model for one of the workers.
  - Assisting a documentary film maker in New York (Hatsumi Asaka) to determine if a photograph taken by her subject (a Japanese immigrant named Frank Matsura who came to the US in 1901) was of Valdez. It was. Matsura was a prolific photographer of life in Washington and Oregon in the early 20<sup>th</sup> century, but this is the only photograph they have of his that shows Alaska. With this confirmation, a whole new avenue of research has opened up for Asaka!
  - Assisting a former Valdez high school student (now a college student in Washington) with his research on several persons buried in Pioneer Cemetery.

## Engaging the Community and Visitors

- **Interacting with visitors in Permanent Exhibitions**

I am testing out the feasibility of informal interactions with Trafalgar/Globus bus visitors as they visit the Permanent Exhibitions in the Main Building. I answer questions visitors might have about Valdez history and about specific objects on display. In doing so, I am learning about the ways in which exhibitions are meaningful to our summer visitors, how they understand our objects and their meanings, and lend a personal touch to their experience.
- **VCVB Board service (continuing)**

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

**Reporting period:** May 11 through June 8, 2023 Total contacts: 974

**Overview:** This reporting period focused upon education and welcoming Valdez students to the Museum. And it heralded the advent of the summer cruise ship season and the launch of guided tours and talks at the annex round the Old Town model.

#### Education

In May Faith finished teaching seventh graders about citizen science in collaboration with Ann Norris. At the conclusion of the classes, students created a wide variety of colorful accordion books about birds and went on local field trips to identify the avian population. It is remarkably rewarding to see students connect with and learn from Valdez' natural environment. Plans are afoot to offer the series of classes next year.

Five classes of 2nd and 3rd graders visited both Museum sites in May to learn about the history of Old Town and the 1964 Good Friday Earthquake. This school year Faith worked with all classes except Kindergartners, 1<sup>st</sup> graders and 8<sup>th</sup> graders. The increase in collaboration between the Museum and Valdez public schools is dramatic. Teachers demonstrate how valuable it is for their students to learn from collections and exhibits and Museum staff.

#### Public Programs and Exhibits

**May's Tuesday Nite History Talk** was syncopated and musical. Marcia Lynn tapped her way through history in the middle of Egan Commons to a delighted gathering. Those assembled thought that bringing music into the museum was a very good thing.

#### Outreach and Collaboration

The design of new **Old Town walking tour signs** is moving ahead. Content development is nearly finished. A meeting to review all at 95% is scheduled for the second week of June.

**Cruise ship season is upon us. Faith along with Museum guides began giving tours on May 28<sup>th</sup>.** This year we have quadrupled the tours we are offering and are guiding Viking, SilverSea, Norwegian and Windstar cruisers during their port of calls to Worthington Glacier, Thompson Pass, Keystone Canyon, Solomon Gulch Hatchery and Old Town.

Faith manages all of the guided tours, schedules guides, communicates POC info to staff and works closely with Premier's Chris Herman. Everyone is doing a great job. Chris Herman writes:

*I first wanted to say a huge thank you to everyone on your team. We received glowing reviews from the Best of Valdez tours and from the museums. I am always so excited to see guests getting off the tour buses just gleaming with happiness from the new knowledge they learned while on the tour! While these guests are only with us for a short period of time I feel like they get so much value in the tours we offer them and we have really created a way to set Valdez apart from the other ports they call in.*

#### Administration, Planning and Institutional Teamwork

Faith attended strategic planning meetings and worked together with the board on Museum goals and objectives. She worked with Danny Tapp to write articles for the next issue of Inside View and map out the summer calendar of events.

With Caren Oberg, Faith coordinated the visit to Valdez of author of the “I Survived” books, Lauren Tarshis. The author and her husband filmed the VMHA archive and an OT walking tour with Faith. They interviewed Old Towners and made a presentation at the Valdez Consortium Library.

<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>May</b>								
11 GMS Teaching birding		x				x	42	
11 3 <sup>rd</sup> grade museum field trip	x					x	16	
12 GMS Teaching birding		x				x	42	
12 3 <sup>rd</sup> grade museum field trip	x					x	15	
15 3 <sup>rd</sup> grade museum field trip	x					x	34	
15 Hatchery meeting	x					x	2	
15 Author meeting	x					x	2	
16 GMS Teaching birding		x				x	42	
17 GMS Teaching birding		x				x	42	
18 GMS Wax Museum			x			x	42	
19 3 <sup>rd</sup> grade museum field trip	x					x	15	
22 2 <sup>nd</sup> grade museum field trip	x					x	23	
23 Tues Nite History Talk			x			x	12	1
25 Author talk, VCL				x		x	100	
28 6 Viking guided tours			x			x	189	
30 2 Norwegian tours				x		x	66	
31 3 SilverSea tours				x		x	106	

**June**

1 5 Viking tours			x			x	179	
7 Kodiak meetings				x		x	4	

E, meetings, events	=	4
ED, education	=	271
PP, public programs	=	12
OR, outreach	=	686
R, rentals	=	
<u>VOL, volunteers</u>	=	<u>1</u>
<b>Total contacts</b>	<b>=</b>	<b>974</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

May/June 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 May / June events. Board portal: Updated with new Board member information. News Tab: Promote *Rarefied Light 2022* and *Blue Star Museums*. Square Online: Maintaining appearance of the square online shop. 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 a June 2023 *Valdez Museum Happenings*.
- **Press Releases:** *none*
- **Facebook:** Promoted Museum temporary exhibit, Pride, Split the Pot Raffle, Gloria Day remembrance, TNHT and generated posts advertising museum events.
- **Twitter:** Promoted Museum temporary exhibit, Pride, Split the Pot Raffle, Gloria Day remembrance, TNHT and generated posts advertising museum events.
- **Instagram:** Promoted Museum temporary exhibit, Pride, Split the Pot Raffle, Gloria Day remembrance, TNHT and generated posts advertising museum events.
- **Inside View Magazine:** V23 Q2 Magazine sent to printer.
- **Outreach:** Community interaction, post events and announcements on KCHU Billboard and KVAK and Copper River Record outreach for Rarefied Light and summer hours.
- **Advertising:** KCHU Billboard, E-News ad, VMHA website, and social media for Rarefied Light 2022 and museum events.
- **QuickBooks:** Began learning about QuickBooks operations.
- **Square:** Maintaining the Square online store by adding pictures and descriptions to inventory.

#### 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**

**May 2023**

**Admissions**

<b>Monthly 2022</b>		<b>Monthly 2023</b>		<b>+/-</b>	
Free	162	Free	132	Free	-30
<i>*Bluestar</i>	64	<i>*Bluestar</i>	0	<i>*Bluestar</i>	-64
Paid	374	Paid	1,520	Paid	+1,146
<i>**Tours</i>	949	<i>**Tours</i>	590	<i>**Tours</i>	-359
<b>Total</b>	<b>1,549</b>	<b>Total</b>	<b>2,242</b>	<b>Total</b>	<b>+693</b>

**Store Sales**

<b>YTD 2022</b>	<b>YTD 2023</b>	<b>+/-</b>
\$6,445.17	\$7,022.90	+577.73

\* 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**

<b>Monthly 2022</b>		<b>Monthly 2023</b>		<b>+/-</b>	
Free	517	Free	512	Free	-5
<i>*Bluestar</i>	64	<i>*Bluestar</i>	0	<i>*Bluestar</i>	-64
Paid	646	Paid	1,786	Paid	+1,140
<i>**Tours</i>	949	<i>**Tours</i>	590	<i>**Tours</i>	-359
<b>Total</b>	<b>2,176</b>	<b>Total</b>	<b>2,888</b>	<b>Total</b>	<b>+712</b>

**Store Sales**

<b>YTD 2022</b>	<b>YTD 2023</b>	<b>+/-</b>
\$10,660.19	\$9,311.40	-\$1,348.79

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