

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

MEETING OF THE BOARD OF DIRECTORS

August 17, 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 July 20, 2023, pp. 3
7. Approval of Financial Report as of July 31, 2023, pp. 6
 - a) May Financial Statements
8. New Business
 - a) Accept Recent Cash Donation for their donor-intended purposes pp. 8
 - b) Recent member/donor assignments pp. 10
 - c) Review committee member assignments - 2023 Committee page
 - d) Approve 1-page summary of strategic plan
 - e) Approve 2024 budget - 2024 Budget Workbook
 - f) Discuss Monthly Meeting Time and Location Change
9. President's Report
10. Staff Reports pp. 16
11. Committees
 - a) Committee Reports— (15 minutes)
Finance (Jim), 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

Next Meeting: September 21, 2023 - 12:00

13. Adjournment

Upcoming Committee Meetings

Fundraising Committee –Roadhouse Planning

Finance Committee – Q3 Budget Adjustments and 2024 Operating Budget

Dates to add to your Calendars.

Summer Operations May 7 – September 24, 2023

Main Open Daily 9:00 am – 5:00 pm

Summer Operations May 7 – September 11, 2023

Annex Open Daily 9:00 am – 5:00 pm

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

Roadhouse, Doghouse, October 14

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
July 20, 2023 - 12:00pm**

Valdez City Council Chambers– 212 Chenega Ave. & Zoom

1. **Call to Order/Roll Call:** Gary Minish called the meeting to order at 12:06
Members present: - Jim Shirrell, Nanci Hill, Gary Minish, Richard Dunkin, Donna Lane, and Karen Allred.
Members excused: - Martha Barberio, Michelle Cullen.
Guests: -
Staff present: - Faith Revell, and Danielle Tapp.
2. **Introduction of Guests:** None.
3. **Public Business from the Floor:** None.
4. **Board Educational Moment:** Faith Revell began the meeting by requesting that everyone speak clearly and into the microphone so that their audio is clearly transcribed by the administrator.
5. **Mission Educational Moment:** Faith Revell shared information about the VMHA's guided tours and the planning that went into making them happen. She reported that the tours are currently offered to four different cruise lines that will be visiting Valdez. This project has been in the making for just over 5 years. She wrote the scripts and selected many local teachers to be the guides for these excursions. This year, she adjusted tour times by doing shorter tours and implementing as many as 6 a day. That makes, in 2023, a significant income for days that have both guided tours and talks around the old town model.
6. **Approval of the Minutes for June 15, 2023:**
Motion: Karen Allred motioned to approve June 15, 2023, 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 June 30, 2023:**
Motion: Richard Dunkin motioned to approve the June 30, 2023, financial report, seconded by Nanci Hill.
Discussion: Faith Revell summarized the financial report and began by stating it is in good overall shape. As the year continues the income from store sales will rise because they are reporting Year-To-Date data. Grant submissions are on their way, and she is coordinating her efforts with Caren Oberg. ASCA and CVEA will be submitted in August. Expenses are tracking on the norm for the 3rd quarter period. July store sales are down from the previous year in 2022, but up from last month. Donna Lane inquired about what the consignment markup is for the VMHA. Faith Revell stated she knows it is

around 30 - 35% and will get back to her after the meeting with the exact number. Richard Dunkin also inquired about the Phyllis Irish fund status, Ms. Revell will email the Board after the meeting to follow up.

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: Karen Allred motioned to approve recent cash donations for their donor-intended purposes, seconded by Donna Lane

Discussion: none.

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

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

c. Approve New Slate of Officers:

Motion: Richard Dunkin motioned to approve a new slate of officers, seconded by Nanci Hill.

Discussion: Their terms are as follows. Gary Minish, President. Martha Barberio, Vice President. Michelle Cullen, Secretary. Jim Shirrell, Treasurer. Members and their terms will be available to look at on the board portal of the VMHA website.

Vote: All members present voted to approve the New Slate of Officers, with one opposed. Motion carried.

d. Approve a signed agreement with Faith for the Interim ED position, with salary increase and terms:

Motion: Richard Dunkin motioned to approve the signed agreement, seconded by Donna Lane.

Discussion: Jim Shirrell inquired about Ms. Revell's newly assigned position as Interim Executive Director. He stated that he believed she should be making the original Executive Director salary with additional funds as she is taking on an additional job title. He also states that she needs to be guaranteed a return to her original position as Curator of Education and Public Programs with her original salary. Ms. Revell reported that is discussed in the agreement. Gary Minish witnessed the signed agreement.

Vote: All members present voted to approve the signed agreement with Faith for the Interim ED position, none opposed. Motion carried.

e. Review Committee Members:

Discussion: Nanci Hill requested that the Board Committee Page be updated to present information. It was agreed that Danny Tapp should adjust the page accordingly. Gary Minish, Board President requested that everyone review the committee page and have it ready for the next monthly board meeting. Jim Shirrell requested to speak with Ms. Revell to assume a more prominent position on a committee. Ms. Revell agreed.

f. **Approve 1-page strategic plan:**

Discussion: Jim Shirrell requested a timeline for the 2024 budget. The board agreed that the 1-page strategic plan needed to be updated to say “summary” in the title. Further discussion on the use of the document is needed. It will be reviewed in the next monthly meeting in August.

9. **President’s Report:** - Gary Minish thanks the **Board** for taking on the hard work needed to keep the board running smoothly.

10. **Staff Reports:** Faith Revell thanks everyone, **Board**, and staff for supporting her in her new position.

11. **Committee Reports:**

Fundraising Committee: None.

Strategic Planning Committee: None.

Roadhouse: Donna Lane reported that she and Michelle Cullen worked on the contact list and added new individuals who may be interested in donating to the annual Roadhouse event. Ms. Lane reminded everyone that they need to participate in this event. She requested that training for the website “Givesmart” be implemented for members of the board.

12. **Committee Business from the Floor or Board Member Discussion/Ideas:** Jim Shirrell wanted to recognize and thank Faith Revell for being an active member of the board meetings.

Next Meeting VMHA Board of Directors: August 17 2023 – 12:00 p.m. at the Valdez City Council Chambers

13. **Adjournment:**

Motion: With no further business before the Board, Karen Allred moved to adjourn the meeting at 1:20 and seconded by Richard Dunkin.

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 Faith Revell, Interim Executive Director

As of July 31, 2023

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

Budget vs. Actuals: FY2023 (Report generated on August 3, 2023) At the time of this report the total revenue for the year stands at \$554,080 or 68% of the budget. Total expenditure for the year stands at \$452,595 or 57.7 % of the budget.

Grants are tracking as expected at 75.34%. By August 17th, the CVEACF grant will be submitted. It supports, in part, fall 2023 and spring and summer 2024 exhibits and programs.

Fund development, while still slow to rise, has increased in this reporting period and currently sits at 18.98% compared to last month's 16.35%. Corporate support and Roadhouse should impact these percentages in Q3.

Earned revenue shows a significant increase. Museum fees are doing very well. Presenter and guide income tracking at 90+% of budget. General admissions are tracking at 87% of the budget. Store sales are increasing. Total cost of goods sold is 42.98%.

Overall expenses have increased for this period and in general reflect the cost of doing business as we move further into the year. Total expenditures are 57.7% of the budget.

Fundraising expenses increased with the subscription renewal of GiveSmart. IT services increased, but still tracked below 50%. Education supplies were purchased along with data for Ipad's used when teaching and giving guided tours. Dues and subscriptions, to the American Alliance of Museums, for example, came due during the period. Personnel expenses grew as the demand for staffing increased with summer operations and currently stand at 58.4% of the budget. All said, we are in August and remain in good shape.

Statement of Activity Comparison At the time of this report, generated on August 2nd, net revenues shown are at \$105, 538 with a 66.72% change compared to 2022. Total expenditures at \$433,857 are down 6.14% compared to 2022. Reduced expenses to date this year compared to last can be attributed to lower amounts spent on fundraising, utilities (electric), personnel and exhibits. These numbers will change as we move through Q3 and the remainder of the year.

An increase in expenses from last month to this one reflects the cost of doing business regarding personnel, IT services, janitorial, professional fees and telephone. This makes sense as operations at the Museum continue during the busy summer months.

Grants: Grant revenues show an increase of 1.89% from the period this year compared to last and stand at \$409,491 This is the same total and percentage noted in last month's financial report to the Board.

Earned Revenue: Total revenue is \$552,314 with an increase of 1.04 % compared to 2022 during the same reporting period. Total cost of goods sold has increased but remains lower than last year for these same reasons noted in last month's report: higher revenues generated due to WESC poster sale during the White Gold exhibit and print sales of Kevin Crowley's work during the run of his show at the Museum.

Fund Development: While the area is slow to gain, it is doing so incrementally.

Total expenditures to date are \$433,857 compared to \$462,220 in 2022, down 6.14% from last year. Net operating revenue is \$105,538 compared to \$63,301 from January through July of 2022.

Statement of Financial Position Previous Year Comparison as of July 31, 2023

Compared to last year, total assets, equity and liabilities combined, are up 7.15% at \$1,786,121. In 2022 during the same period, they amounted to \$1,666,871.

The endowment increased 5.09% as noted in last month's report. The Permanent Fund Museum Endowment Report provided quarterly by the COV and just received by the ED notes that there was a 2.17% quarterly return on the Valdez Permanent Fund Value. The Valdez PFD as of June 30th of 2023 stands at \$259,406,990 and the Museum Endowment at \$1,271,870. The detailed COV quarterly report related to the endowment and PFD is available upon request.

Equity: Due to 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.

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: Faith Revell, Interim Executive Director

Date: August 9, 2023

Valdez Museum & Historical Archive Association Inc.

Transaction Report July 2023

	Date	Name	Description	Amount line
Fund Development				
Donations Income				
Unrestricted				
	None			\$.00
				\$.00
Total for Unrestricted				\$.00
Total for Donations Income with sub-accounts				\$.00
Total for Fund Development with sub-accounts				\$.00

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: Faith Revell, Interim Executive Director

Date: August 9, 2023

July Memberships 2023

JULY RENEWALS

Greeting	Level
None	None

JUNE NEW MEMBERSHIPS

Greeting	Level
None	None

Valdez Museum & Historical Archive Association Inc.

Item 8C Review Committee Members

Description:

The Board of Directors will be describing their new roles and their term contracts, and it will be reported into the board roster.

Board Action to Be Taken:

Discuss committee members' assignments.

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Faith Revell, Executive Director

Date: August 9, 2023

Valdez Museum & Historical Archive Association Inc.

Item 8F Approve 1-page Strategic Plan

Description:

Approve the 1-page document detailing the VMHA's strategic plan.

Board Action to Be Taken:

Motion to approve the 1-page strategic plan.

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Faith Revell, Interim Executive Director

Date: August 9, 2023

Valdez Museum & Historical Archive Association Inc.

Item 8 E Approve 2024 VMHA Operating Budget

Description:

The VMHA Finance Committee met, discussed and gave feedback on the draft 2024 VMHA Operating Budget (see the attached and link) formulated by former Valdez Museum Executive Director, Patricia Relay.

The Committee was composed of current Board Treasurer Jim Shirrell, past Board Treasurer, Martha Barberio and VMHA Board President Gary Minish. Committee members conferred with Faith Revell, Interim Executive Director, about the budget's scope and form. Together, the committee and Faith proposed that the budget should be adopted as is during the August Board meeting, with the understanding that it could be adjusted in Q1 and Q3 to meet the needs of a smooth running Museum, accommodate the hiring of a new executive director and fit appropriately with any changes in operations and staff during the coming year.

Once the VMHA BOD approves the budget with the COV \$535,000 request, it will be submitted to Jordan Nelson, Director of Finance at the City of Valdez on or before August 31, 2023.

Three streams of revenue support museum Operations: Grants, including non-City grants; Fund Development and Earned Revenue.

- **The City Grant** supports General Operations, specifically people, utilities and whatever is left.
- **Non-city grants** support mission driven programs and projects in collections, education, exhibitions, and public programs. No people
- **Fund Development** and **Earned Revenue** support all other administrative and operational costs.
- Fund Development are fundraising efforts that the Board actively engages in
- Earned Revenue is composed of museum fees, like admissions, and store sales.
 - Staff develop, coordinate, and implement this funding stream

Expenses are broken down into administration, program of work and fund raising.

- Administration includes personnel, utilities and other overhead.
- Fundraising includes costs for all fundraising efforts, including membership.
- Program of work includes all mission driven costs, including cost for promoting.

Board Action to Be Taken:

Approve VMHA 2024 Operating Budget as presented and request \$535,000 from the COV

Director/Committee Recommendation: Approve budget as is

Agenda Item Submitted by: Faith Revell, Interim Executive Director and Jim Shirrell, Treasurer, BOD

Date: August 10, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

8F Item Discussion of Monthly Board Meeting Date and time

Action to Be Taken:

Discuss changing the monthly Board meeting to accommodate greater attendance at monthly Board Meetings.

Director/Committee Recommendation:

None

Agenda Item Submitted by: Faith Revell, Executive Director

Date: August 9, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Executive Director's Report Submitted by Faith Revell, Interim Executive Director

July 2023

Teamwork is dream work

The Museum Board and Staff continue to support the work of each other, communicate often and clearly, problem solve when needed, praise the work that is being accomplished and successfully move forward as a collective whole.

Program of Work for the Reporting Period:

- Oversee staff and operations
- Meet weekly with staff on Friday mornings
- Prepare Board materials and make preparations for next meeting
- Communicate with Board on fundraising efforts, strategic planning, and committee assignments
- Manage Port of Calls (POCs) and interface with Museum designed guided tours
- Manage upcoming grants that support Museum exhibits and programs
- Support smooth running facilities

Board

- With assistance from Danny Tapp, Faith prepared all requisite documents needed for the July Board meeting, circulated them to members in a timely fashion and joined the group for a successful gathering at the COV on the 20th. This was Faith's first Board meeting as the Interim ED.

Board Roster and Committee Assignments

- This one-page roster has been updated and uploaded to the Board portal on the Museum's website
- Board contact information has been updated, uploaded to the Board portal, and additionally sent to all via email attachment
- A newly organized Board committee assignment document that includes a description on standing committees has been updated for review by the Board at their next meeting

Finance

- 2024 Operating Budget has been circulated to the Finance committee for review prior to the Board meeting on July 20th. It will be on the August 17 agenda as an action item and submitted to the Board for approval. The deadline for receipt by the COV is no later than August 31st.
- Operations and corresponding financials are on track

Fundraising

- The subscription to GiveSmart was renewed
- Roadhouse planning is underway.

Grants

- United Way mid-term report due August 1, was submitted July 31st
- CVEA Final report due July 31, 2023 is in draft format with only a little left to do before submitting
- ASCA Final report due August 31 has been reviewed for content
- City Budget due August 31 to Jordan Nelson has been sent to the Finance committee for review and approval at the August 17, meeting

Strategic Planning

- One page summary draft crafted by Information Insights was edited to include “summary” and modified so that text is cohesive in the goals section.

Facilities

- HVAC and Heating project – Potential contractors for the project visited the Museum with Brad Sontag to observe the space in preparation for responding to the RFQ and estimating the job.
- Room temperatures at the Museum continue to be monitored. We all look forward to the new HVAC and heating system slated for installation in Q1.
- With the assistance of ArcticIT and CVE, replacement of the Museum’s router is in the works. It failed during a recent August brown out and affected the Internet at the Egan location. Both ArcticIT and CVE have worked cooperatively to keep operations running smoothly, fielded many questions about technology graciously and supported Museum staff. We appreciate it.

Personnel

- Staffing remains in good shape with a full slate of full and part-time staff and seasonal front counter attendants. Everyone is working hard and doing a terrific job. Some seasonal staff will return to school in mid-August while others stay on.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Collections & Exhibitions Report

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

July-August 2023

This month’s report presents information in a new framework. It is my hope that this report framework will provide the Board with an efficient and informative snapshot of collections/exhibition management.

EXHIBITIONS

Permanent Exhibition Management

- *Gold Rush Days* mini exhibit installed in the Pinzon Bar exhibition.
- Annex Mezzanine storage closets reorganized to better use space for exhibit production (label production, mat cutting, mount making)

Temporary Exhibition Management

	Rarefied Light 2022 (Apr - Sept 2023)	Realism to Abstract (Sept 2023-Jan 2024)	The Melt (Apr-Jun 2024)	Echoes of Tlingit... (Jun- Sept 2024)
Contracts	Complete	Complete	Complete	In Progress
Budget Planning/Grant Writing	Complete	In Progress	In Progress	In Progress
Curating (working with artists to form the exhibition themes, ideas, and decisions about pieces)	Complete	In Progress	In Progress	In Progress
Drafting text (for labels, Inside View, press releases)	Complete	In Progress	Not Started	Not Started
Visual mockup of exhibit	Complete	In Progress	Not Started	Not Started
Marketing materials (manage development)	Complete	In Progress	Not Started	Not Started
Coordinate volunteers for install/deinstall	Complete	Not Started	Not Started	Not Started
Exhibit Installation	Complete	Not Started	Not Started	Not Started
Exhibit deinstallation	Not Started	Not Started	Not Started	Not Started
Exhibit shipping preparations	In Progress	Not Started	Not Started	Not Started
Coordinate shipping of sold artwork	In Progress	Not Started	Not Started	Not Started

COLLECTIONS

Work which sustains VMHA Collection

Acquisition/Accession	3 acquisitions	Gold Rush Days 2023; VHS Covid masks and posters; Jan 16, 2017, Women's March sign
Cataloging*	67 records	
Photo Digitization Project **	90 records	

* Entering a description of object into Past Perfect database so it can be studied by the community.

** Many of the photographs in the collection are not posted with their catalogue record in Past Perfect. This makes research by staff and the community more difficult. This project seeks to remedy that problem.

Active interactions between VMHA Collections and Community Engagement

		Interaction Highlights
Social Media	4	Spurred interest in reprinting of the <i>Valdez Own Cook Book</i> (circa 1930-1960)
Archival requests	4	EVOS photographs will support National Forest Service Museum exhibit (Missoula MT)
Mini exhibitions	1	Gold Rush Days display in Pinzon Bar exhibit
Monthly E-news	1	Included photograph featuring view of New and Old Valdez taken from Owen Meals' driveway (c) 1965
Gold Rush Trivia Night at Magpies	40 (est.)	Emcee developed the Valdez History category from VMHA website
Trivia Nights at Magpies	30 (est.)	Emcee, owner of Anadyr Adventures, developed a Valdez History category from VMHA website
Curator direct engagement with people (includes coach tours)	88	Locating image of Russian Orthodox Church for Swen Selenoff, he had never been to the Annex
Total Interactions	168	



Collections Highlight

A color photograph of aerial view from a hill above Valdez. Several buildings in New Valdez can be seen in the midground of the photograph. The mountains are visible in the distance. Handwritten in red ink on the front of the photograph is an arrow "Old Valdez". Handwritten on back of the photograph in ink, "looking down driveway (of Mr. Meals) at new Valdez. Arrow points to old V." (Sutherland (Judith) Collection, 2021.006.137)

F REVELL VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

Reporting period: July 13 through August 2, 2023

Total contacts: 478

Overview: This report is abbreviated since Faith will be away the first part of August participating in an artist residency in Denali. The past few weeks have been busy ones with the Museum's shore excursion offerings to cruisers, grant preparation that supports exhibits and programs, the launch of Gold Rush Days and planning for summer activities.

Education

Parks and Rec **summer campers visited the Museum** with their teachers and chaperones again this summer. It is good to know that we are growing young people's interest in museums and regional history. We have a good and growing partnership with Parks & Rec, too.

Public Programs and Exhibits

Walking tours at Old Town continue this summer with a group of eight assembled on a Monday outing in July. A large brown bear appeared on Alaska Ave as we trekked towards the waterfront, but ultimately opted out of joining us for the full tour.

Summer programs linked to *Rarefied Light* are in the works. Photographer Petra Lisiecki will visit Valdez on August 18th to give a talk and workshop on the 19th.

Outreach and Collaboration

All of the components for the new **Old Town walking tour signs** have been sent off to Peter Briggs of Corvus-Design. Considerable time on Museum staff's part has gone into the research of images to illustrate the signs. Once found, these were made into high res scans. Writing the accompanying narrative and editing the copy into short, but complete stories has been challenging and good to do. It is wonderful to be a part of project that will have resonance for years to come and that both preserves and shares the history of the region with our visitors.

Guided tours by Museum staff continue to be robust and well-received by all our cruise ship passengers and our partners, including Viking and Premier. Faith gave a historic homes tour to more than 20 aboard the hoosegow to kick off Gold Rush Days.

First Trolley history tour took place on July 21st with 8 people on board. We started round the OT model, traveled through new Valdez and out to Old Town, then wrapped things up at Crooked Creek Information Site. All on board enjoyed the excursion.

Administration, Planning and Institutional Teamwork

Faith and Caren Oberg are working together on the CVEACF grant for submission August 17th. The mid-term report for Valdez United Way was sent off on July 31st.

<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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July

14 Parks & Rec field trip		x					x	23
18 COV Council mtng	x						x	25
19 OT walking tour			x				x	0
19 K Allred mtng	x						x	1
20 VMHA Board mtng	x					x	x	6
21 Trolley tour				x			x	8
24 OT walking tour			x				x	8
25 Travels in AK talk			x				x	7
26 SilverS guided tour				x			x	94
27 Viking guided tour				x			x	150
30 Grand Circle tour				x			x	7
31 Viking guided tour				x			x	149

August

2 Historic homes tour, GRDs				x			x	22
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E, meetings, events	=	25
ED, education	=	23
PP, public programs	=	15
OR, outreach	=	408
R, rentals	=	
VOL, volunteers	=	7
Total contacts	=	478

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

July/ August 2023

Marketing and Communications

- **Website:** Update *Board Portal* information, *General site*, and *Square online store*. Landing page: Maintain banner images- related to all July / August events. Board portal: Updated with new Board member information. News Tab: Promote *Blue Star Museums*. Square Online: Maintaining the appearance of the Square online shop. Website goal: keep our website attractive and current and promote it as a primary source of information about the Museum.
- **Mail Chimp:** Distribute an August 2023 *Valdez Museum Happenings*.
- **Press Releases:** *none*
- **Facebook:** Maintained promotions for the museum's temporary exhibits, Curators posts, and generated posts advertising museum events.
- **Twitter:** Maintained promotions for the museum's temporary exhibit, curator posts, and generated posts advertising museum events.
- **Instagram:** Maintained promotions for the museum's temporary exhibit, curator posts, and generated posts advertising museum events.
- **Inside View Magazine:** Began content discussion for V23 I3.
- **Outreach:** Community interaction, post events and announcements on KCHU Billboard and KVAK, and outreach for museum events and monthly meetings.
- **Advertising:** KCHU Billboard, E-News ad, VMHA website, Delivering flyers, and social media for museum events.
- **QuickBooks:** Distributed monthly financial reports to Interim Director.
- **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, and serve as a community liaison.

Administrative Support

- General office duties, proofreading 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 Danny Tapp, Administrative Marketing Coordinator**

July 2023

Admissions

July 2022		July 2023		+/-	
Free	344	Free	225	Free	-119
<i>*Bluestar</i>	171	<i>*Bluestar</i>	215	<i>*Bluestar</i>	+44
Paid	1,596	Paid	2,709	Paid	+1,113
Total	1,940	Total	2,934	Total	+994

Store Sales

July 2022	July 2023	+/-
\$15,722.07	\$8,795.78	-6,926.29

* Blue Star included in Free count

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

**Visitor Service & Store Report
Submitted by Danny Tapp, Executive Director**

January 1 – December 31, 2022

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January 1 – December 31, 2023

Admissions

2022		YTD 2023		+/-	
Free	2147	Free	1053	Free	-1,094
<i>*Bluestar</i>	742	<i>*Bluestar</i>	506	<i>*Bluestar</i>	-236
Paid	7,087	Paid	8,787	Paid	-1,700
Total	9,234	Total	9,840	Total	+606

Store Sales

2022	YTD 2023	+/-
\$63,470.89	\$26,608.26	-\$36,862.62

* Blue Star included in Free count