

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

MEETING OF THE BOARD OF DIRECTORS

September 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
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 August 17, 2023, pp. 4 - 6
7. Approval of Financial Report as of August 31, 2023, pp. 7 - 8
 - a) August 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) Review BOD contacts, portal access and acknowledgement of new code of ethics
 - d) Discussion of preparations for VMHA annual meeting
 - e) Approval of the ED job description to post
 - f) Approve going into Executive Session
9. President's Report
10. Staff Reports pp. 17
11. Committees
 - a) Committee Reports— (15 minutes)
Finance (Jim), Collections (Rich), **Board Development (Gary)**, **Fundraising (Michelle / Donna)** Membership (Michelle), **Strategic Planning (Gary)**, Advocacy (?), Building (?), Native Gallery (?), Endowment (Inactive) and By-Laws Committee
12. Committee Business from the Floor or Board Member Discussion/Ideas
13. Executive Committee session

Next Meeting: October 19, 2023– 12:00 p.m.

14. 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
Annex Closed to Public, Open by Appointment Only
Realism to Abstraction: Views of Alaska
Opens September 29
Roadhouse Doghouse event October 14
Roadhouse Doghouse on-line auction begins October 7 at noon

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
August 17, 2023 - 12:00 pm**

Valdez City Council Chambers– 212 Chenega Ave. & Zoom

1. **Call to Order/Roll Call:** Gary Minsh called the meeting to order at 12:04 pm.
Members present: - Nanci Hill, Richard Dunkin, Jim Shirrell, Karen Allred, Gary Minish, Michelle Cullen, Donna Lane, and Martha Barberio.
Members excused: -
Guests: -
Staff present: - Danny Tapp, Faith Revell, and Caren Oberg.
2. **Introduction of Guests:** None.
3. **Public Business from the Floor:** None.
4. **Board Educational Moment:** Faith Revell began the board education moment by stating that both the board & staff are a team. It is important to work together toward our common goal. The **American Association for State and Local History (AASLH)** has a campaign “Making History Matter: A Campaign to Help History Organizations Thrive” and suggests keeping this message in mind when moving forward. It is important to promote inclusive practices and advance the field through professional development. Reaching history museums, especially small history museums, can have a large impact as well.
5. **Mission Educational Moment:** Caren Oberg began by sharing a collection item of a locally owned Valdez cookbook. Mrs. Oberg has tried her best to narrow down the time period this book was released. She shared a cornbread recipe titled “The Best Cornbread I Know” by Mrs. Nancy Meals. The recipe included instructions that were not considered applicable to today's kitchens. She extrapolated from the data given and researched current cornbread recipe temperatures and recreated this meal. Mrs. Oberg then shared the dish with members of the board. She stated that she believed in ‘active collection’, and this was a perfect opportunity to do so. Members of the board inquired if this is something that can be reproduced. Mrs. Oberg stated she will investigate the subject.
6. **Approval of the Minutes for July 20, 2023:**
Motion: Donna Lane motioned to approve July 20, 2023, minutes, seconded by Jim Shirrell
Discussion: None.
Vote: All members present voted to approve the discussed minutes. None Opposed. Motion carried.

7. **Approval of Financial Report as of July 31, 2023:**

Motion: Jim Shirrell motioned to approve the July 31, 2023, financial report, seconded by Donna Lane.

Discussion: Faith Revell gave a summary of the July 31st, 2023, financial report. Ms. Revell stated that the Valdez Museum is in good financial shape. The Budget Vs. The Actual report is around 68% of the budget currently. She reported that the Valdez Museum is 58%+ through the year which is acceptable. Ms. Revell submitted the **Copper Valley Electric Association Community Foundation (CVEACF)** grant. She requested \$3,000 and is hopeful to receive the grant. Earned revenue is reporting well. The resubscription purchase was made for Givesmart to prepare for the Annual Roadhouse event. Martha Barberio inquired about sharing monetary profits from the tours with the Whitney Museum. Karen Allred shared that the Whitney Museum receives funding from its donation system and the University of Anchorage Alaska system. Faith Revell shared that the Whitney Museum has not contributed to assembling and executing the Valdez Museum tours and does not seem appropriate.

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: Jim Shirrell motioned to approve recent cash donations for their donor-intended purposes, seconded by Nanci Hill.

Discussion: none.

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

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

c. **Review Committee Member Assignments:**

Discussion: The 2023 Committee document was shared with the board of directors to clearly communicate who is assigned to what committee. Members of the board volunteered to join committees and were reported on this document. [2023 Board Committees](#). The board requested information on the Advocacy Committee which Faith Revell will send to members of the board after the meeting. Any information needed for committee assignments and roles is available on the [Board Member Page](#) of the Valdez Museum website. Jim Shirrell requested to change the meeting requirements for multiple committees to monthly instead of 4 times a year. Ms. Revell agreed. Mr. Shirrell also requested to begin pursuing more members for the Native Gallery Committee. This would be a task that would fall under the Board Development Committee.

d. **Approve a 1-page summary of the strategic plan:**

Motion: Richard Dunkin motioned to approve the 1-page summary of the strategic plan seconded by Jim Shirrell

Discussion: Donna Lane requested Goal 1. D. began with an action verb, she felt that it was inappropriate otherwise. Gary Minish clarified that the new wording would be “Ensure that the programs of work and operations are responsive to the community”. The board agreed.

Motion: Jim Shirrell motioned to adopt and approve the changes of the 1-page strategic plan summary stated by Gary Minish, seconded by Richard Dunkin.

Vote: All members present voted to adopt and approve the changes of the 1-page strategic plan summary stated by Gary Minish, none opposed. Motion carried.

e. **Approve 2024 Budget:**

Motion: Jim Shirrell motioned to approve the 2023 budget, seconded by Martha Barberio.

Discussion: Jim Shirrell stated that the budget was assembled by the previous Executive Director Patricia Relay. Faith Revell, the current Interim Executive Director, shared that she was comfortable with the budget as it is currently. Jim Shirrell shared that the finance committee was supportive of fine-tuning the budget to support operations. Mr. Shirrell suggests looking at and revising the budget down the road. Mr. Minish reported the Finance Committee has agreed to recommend approval.

Vote: All members present voted to approve the 2024 budget. None opposed. Motion carried.

f. **Discuss Monthly Meeting Time and Location Change:**

Discussion: Members of the board came to a consensus that the Valdez City Council chamber would be optimal for midday meetings. However, if the time were to change to the evening many individuals would prefer the Valdez Airport conference room. Martha Barberio stated that she would not be able to attend late evening meetings. Donna Lane reported that it would be more difficult to attend the B.O.D. meeting at the airport during the day compared to the city council chambers. The transit time would be an added obstacle for most. It was agreed upon to keep the monthly meetings at the Valdez City Council Chamber at 12:00 on every third Thursday of the month. The meeting time and location are subject to change if given a 1-month notice.

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

10. **Staff Reports:** Faith Revell stated that on Friday the 18th will be Petra Lisiecki's Art Speak at the Valdez Museum and on Saturday the 19th will be her Photography Walk & Workshop. Ms. Revell also invited members of the board to join them for dinner at 8 pm on Friday the 18th.

11. **Committee Reports:**

Finance Committee: Richard Dunkin inquired about why the VMHA store sales are down about \$6,000 in the year-to-date report. Faith Revell stated that last year the store reportedly sold well with the implementation of Kevin Crowley prints. It is also to note that the Valdez Museum had more staff last year in August. The Lead Attendant was able to prioritize store sales which might be where a discrepancy is being seen.

Fundraising Committee: Michelle Cullen requested to have a meeting with the Fundraising Committee. Michelle Cullen, Faith Revell, Donna Lane, and Danielle Tapp will be meeting in the upcoming week to review the Givesmart website for Roadhouse. Ms. Tapp will distribute Givesmart admin access to all board members.

Strategic Planning Committee: Meeting Pending.

12. **Committee Business from the Floor or Board Member Discussion/Ideas:** Karen Allred thanked everyone for assisting with the Executive Directors' job description. She encouraged everyone to complete and finalize the document. Jim Shirell inquired if the board of directors

has another open position and to seek out an individual to fill that role. The name Danny Gilson came to the surface, and it was agreed upon to encourage him to join. Other names to be encouraged are Dorothy Moore, Sarah Goodrow, and Diane Slanoff.

Next Board of Directors Meeting: September 21, 2023 – 12:00 p.m. at the Valdez City Council Chambers

13. Adjournment:

Motion: With no further business before the Board, Jim Shirrell moved to adjourn the meeting at 1:45 and seconded by Karen Allred.

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 August 31, 2023

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

Budget vs. Actuals: FY2023 At the time of this report earned revenue is up. Increased revenues are largely due to the impact of summer visitors and our partnerships with Premier and cruise ship operators.

Grants are tracking as expected with no change from this month compared to last. The VMHA has received the COV grant payment for the last quarter that begins October 1st. This will be reflected in next month's BOD finance report. CVEACF and ASCA grants were submitted in August. Both support, in part, fall 2023 and spring and summer 2024 exhibits and programs. We will learn of the outcome of our request before the year's end.

Fund development, remains slow to rise with a small increase in evidence tied to memberships. It sits at approximately 20% of the year's budget. We are hopeful that Roadhouse will impact the growth and percentages later in the year.

Earned revenue shows a significant increase. Museum fees are doing very well. Presenter and guide income for the year is at \$18,000 + and 120% of the budget. Bulk ticket sales tied to cruise ship shore excursions yielded approximately \$10,000 during the reporting month. General admission monies increased by more than \$20,000 and stand at approximately 120% of the budget. Store sales increased and generated approximately \$10,000 in earned revenue during the last month.

Overall expenses have increased for this period and in general reflect the cost of doing business as we move further into the year. Personnel and utility expenses have risen as a result. Total expenditures are approximately 64% of the budget. All said, we are in September and remain in good shape.

Statement of Activity Comparison At the time of this report net revenues shown \$93,00+ with a 123% change compared to 2022. Total expenditures at \$486,000+ are down 7.65% 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 the remainder of the year.

Grants: Grant revenues show an increase of 1.89% from the period this year compared to last and stand at \$409,491.

Earned Revenue: Total revenue is close to \$600,000 with an increase of 0.78 % compared to 2022 during the same reporting period. Total cost of goods sold has increased but remains lower than last year as noted in earlier finance reports. Higher revenues were generated due to 2022 WESC poster sales and print sales of Kevin Crowley's work during the run of his show at the Museum.

Fund Development: The area remains slow to gain with significantly lower yields than last year. Funds generated from Roadhouse should add to the growth of this budget area.

Total expenditures to date are \$486,000+ compared to \$526,000+ in 2022, down 7.5+% from last year. Net operating revenue is \$93,000+ compared to \$41,800+ from January through August of 2022.

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

Compared to last year, total equity and liabilities combined, are up 8+% at \$1,770,000+. In 2022 during the same period, they amounted to \$1,640,000+.

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, Executive Director

Date: September 14, 2023

Valdez Museum & Historical Archive Association Inc.

Transaction Report August 2023

	Date	Name	Description	Amount line
Fund Development				
Donations Income				
Unrestricted				
	August 2023	Nanci Hill	Donation	\$100.00
	August 2023	Gary & Lavonne Kennedy	Donation	\$200.00
Total for Unrestricted				\$300.00
Total for Donations Income with sub-accounts				\$300.00
Total for Fund Development with sub-accounts				\$300.00

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: September 14, 2023

Valdez Museum & Historical Archive Association Inc.

August Memberships 2023

AUGUST RENEWALS

Greeting	Level
Golira McAlister	Senior
Nanci Hill	Individual

AUGUST NEW MEMBERSHIPS

Greeting	Level
None	None

VALDEZ MUSEUM & HISTORICAL ARCHIVE

Item 8 C

Review BOD contacts, portal access and acknowledgement of new code of ethics

Description

Review of BOD's contacts including phone and email. Review of BOD members needs for BOD portal access and passwords. Review of BOD activity regarding signing and acknowledging the new code of ethics and confirmation of how this can be completed.

Action to Be Taken:

Update of BOD contact information. Provide access to the Board portal for all members. Provide means for signing the affidavit recognizing the new code of ethics and update the BOD signers.

Director/Committee Recommendation:

None

Agenda Item Submitted by: Faith Revell

Date: September 14, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE

Item 8 D

Discussion of preparations for VMHA Annual Meeting

Description

Discussion and sharing of preparations for the forthcoming October 3rd annual meeting.

Action to Be Taken:

Update the BOD on the annual report and meeting preparations

Director/Committee Recommendation:

None

Agenda Item Submitted by: Faith Revell

Date: September 14, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE

Item 8 E

Approval of Executive Director Job Description to Post

Description

Approval of the job description and post for a new Executive Director at the VMHA

Action to Be Taken:

Approval of the job description and post

Director/Committee Recommendation:

None

Agenda Item Submitted by: Karen Allred

Date: September 14, 2023

Valdez Museum & Historical Archive Association Inc.

Item 8F

**Approve going into Executive Session to Discuss Hiring Process for
New Executive Director**

Board Action to Be Taken:

Approve going into Executive Session to discuss hiring process for a new Executive Director

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Gary Minish, Board President

Date: September 14, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

August 2023

This period has been challenging as well as successful. The staff and BOD are working very hard on behalf of the Museum. This is evident daily as they welcome thousands of visitors to the Museum during the summer months. Their efforts require considerable planning and readiness, and flexibility and grace. Clearly Staff and Board see the value in offering rich and meaningful experiences for our visitors and supporting the VMHA's mission.

Program of Work for the Reporting Period:

- Oversee staff and operations; support smooth running facilities
- Write reports for and prepare Board materials for the September meeting
- Study the 2023 and 2024 budgets and report on the former and advise on the latter
- Prepare for the annual meeting and design the annual report
- Communicate with Board on fundraising efforts for Roadhouse
- Apply for and report on grants that support Museum exhibits and programs

Board

- With assistance from Danny Tapp, Faith prepared all requisite documents needed for the August Board meeting, circulated them to members in a timely fashion and joined the group for a successful gathering on the 17th during which the 2024 budget was adopted, summary strategic planning document agreed upon and committee assignments confirmed

Board Roster and Committee Assignments

- New Board member, Katie Carr, joined the BOD on September 5th. Information on contacts, Board portal access, code of ethics and forthcoming events has been shared with Katie.

Finance

- 2024 Operating Budget has been adopted
- Operations and corresponding financials are on track
- Plans to meet with the finance committee are underway in preparation for the annual meeting in the COV chambers on October 3rd. The 2024 budget and steps to its adoption by the COV were discussed with COV Finance Director, Jordan Nelson.
- The annual report is in the throes of being designed and content developed. It will go to the COV no later than September 25.

Fundraising

- The subscription to GiveSmart was renewed.
- Considerable work was done on the GS website to update content and launch the site.
- Faith secured RH sponsors for the event, wrote RH reports and set up weekly meetings to support the effort

Grants

- ASCA Final report due August 31 was submitted
- ASCA application for 2023-24 grant submitted
- City Budget sent to Board, reviewed and adopted

Strategic Planning

- One page summary draft crafted by Information Insights was agreed upon

Facilities

- From Brad Sontag and Caren Oberg, Faith has learned about the HVAC and heating project slated to start in January of 2024 at the Museum on Egan and impact operations there during the first quarter of 2024. Staff are working closely and innovatively, and communicating often about how the Museum will ably function during this period when the Egan site will close to the public and the annex open for limited events.
- 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.
- With the assistance of ArcticIT and CVE, replacement of the Museum's router is in the works.

Personnel

- Staffing remains in good shape. While some staff have returned to school, others remain to help out as we enter shoulder season. Faith is juggling her role as Interim ED and shore excursion manager for the Museum with developing educational programs and teaching, and assisting with preparations for Roadhouse. This is proving challenging. Everyone is working hard and doing a terrific job.

F REVELL VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

Reporting period: August 3 to September 13, 2023 Total contacts: 907

Overview: This period was filled with guided tours, public programs and teaching.

Education

7th grade kayakers paddled to Old Town where they gathered round a fire, performed a gold rush era skit and went in search of the precious metal. This year in the absence of long-time GMS principal Rod Morrison, Tracey Gilson led the group of paddlers to the original town site with the help of Anadyr. Faith created the on-site program and prepped all the supplies. She has collaborated with GMS and teachers for twelve years to offer this experience. The sun came out in the morning and the seas were calm.

Public Programs and Exhibits

Photographer Petra Lisiecki visited Valdez on August 18th gave a talk and walk through Rarefied Light and offered up a photography workshop on the 19th that featured working with your cell phone to make pictures. All who participated learned new tricks to do so and were encouraged to enter their work in the next iteration of the annual exhibition. Gary Minish offered a mini photography workshop and shared his beautiful work in a program at the Civic Center on August 29th. He taught participants about composition, technique and equipment,

Outreach and Collaboration

Old Town walking tour signs are in development and back for final review.

Guided tours by Museum staff to visiting cruise ship passengers and overland groups were welcome and successful. There are last minute changes to the schedule for POCs and overland tours. These, Museum staff have handled graciously and well, remaining flexible throughout.

"An immense thank you to everyone that has helped us this season. I love seeing guests get off the bus and thanking the guides after having a wonderful experience on tour. We wouldn't have been able to do this without you!!," Chris Herman, Viking Shore Excursion Manager Premier Alaska Tours

Trolley history tours are not yielded results this summer and will be reviewed for future planning.

Administration, Planning and Institutional Teamwork

Grant reports were submitted for:

- CVEACF on August 17th
- ASCA report on August 28
- ASCA application for 2024-25 funding, August 29

Roadhouse planning is underway and the Museum staff are rallying to support the effort.

<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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August

3 \$ OT private tours				x		x	60	
4 OT GRDs walking tour				x		x	12	
5 Historic Homes GRDs tour				x		x	10	
8 Windstar guided tour				x		x	72	
9 Silversea guided tour				x		x	78	
11 Trolley History tour				x		0		
16 Viking 4 guided tours				x		x	158	
17 BOD mtng	x					x	3	7
18 Trolley history tour				x		0		
18 Lisiecki photo talk			x			x	15	
19 Lisiecki photo workshop			x				3	2
20 Viking				x		x	120	
23 Silversea guided tour				x		x	107	
25 Trolley history tour				x		x	0	
28 Historic homes tour			x			x	0	
29 Photo talk G Minish			x			3		1
30 OT walking tour			x			x	0	

September

3 Grand Circle tour				x		x	14	
5 Viking tour				x		x	41	
5 COV council mtng	x					x	20	
7 Roadhouse mtng						x	2	5
9 Viking 4 guided tours				x		x	120	
12 7 th grade OT kayaking		x				x	17	
13 Grand Circle tour				x		x	14	
14 7 th grade OT kayaking		x				x	23	

E, meetings, events	=	25
ED, education	=	40
PP, public programs	=	21
OR, outreach	=	806
R, rentals	=	0
VOL, volunteers	=	15
Total contacts	=	907

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.

Collections & Exhibitions Report

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

August-September 2023

EXHIBITIONS

Permanent Exhibition Management

- *Gold Rush Days* mini exhibit de-installed from the Pinzon Bar exhibition.

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	Complete	Complete	Complete
Curating (working with artists to form the exhibition themes, ideas, and decisions about pieces)	Complete	Complete	In Progress	In Progress
Drafting text (for labels, Inside View, press releases)	Complete	Complete	Not Started	Not Started
Visual mockup of exhibit	Complete	In Progress	Not Started	Not Started
Marketing materials (manage development)	Complete	Complete	Not Started	Not Started
Label Production	Complete	In Progress	Not Started	Not Started
Coordinate volunteers for install/deinstall	Complete	In Progress	Not Started	Not Started
Exhibit Installation	Complete	Sept 25-28	Not Started	Not Started
Exhibit deinstallation	Sept 25-26	Not Started	Not Started	Not Started
Exhibit shipping preparations (from artist to Museum)	In Progress	Exhibit Arrived	Not Started	Not Started
Exhibit shipping preparations (from Museum to artist)	In Progress	Not Started	Not Started	Not Started
Coordinate shipping of sold artwork	In Progress	Not Started	Not Started	Not Started

COLLECTIONS

1. Work which sustains VMHA Collection

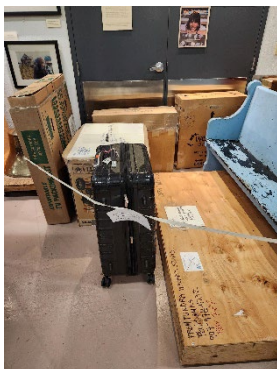
Acquisition/Accession	4 inquiries, no acquisitions	Canvas material found on Valdez Glacier, slides from 1950s; 1964 Earthquake photos, 1940s check writing machine
Cataloging*	0 records	Cataloging is an ongoing part of working in the archives and goes through waves. This month we did not do any cataloging due to exhibit preparation and grant asks/reports. Cataloging will come into focus in Q4.
Photo Digitization Project **	30 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.		

2. Active interactions between VMHA Collections and Community Engagement

Focus on grant writing/reporting and exhibition development, resulting in less opportunities for facilitating collections and community engagement than last month. Emma Villareal, curatorial assistant, continues to draw people through social media.

		Interaction highlights
Social Media (# of posts)	6	Followers were particularly interested in the Olympic Club and how Valdezans spent their leisure time in the early 20 th century.
Archival requests	2	Picture of Gloria Day (from Valdez 75 th birthday) to be shown at the Alaska Historical Society's Annual Meeting (October) as part of their <i>In Memoriam</i> highlights of great people of Alaska.
Curator direct engagement with people (includes coach tours)	70	Random meeting the director of the Alaska Fire Service Museum Association and discussing our fire engines in the Annex.
Total Interactions	78	

EXHIBITIONS/COLLECTIONS HIGHLIGHT



The next exhibition has arrived and is waiting to be unpacked!
Realism to Abstraction: Views of Alaska opens September 29.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Communications & Marketing Report

Submitted by Danielle Tapp, Administrative Marketing Coordinator

August / September 2023

Marketing and Communications

- **Website:** Update *Board Portal* information, *General site*, and *Square online store*. Landing page: Maintain banner images- related to all August / September events. Board portal: Updated with new Board member information. News Tab: Promote *Roadhouse*. 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.
- **Roadhouse:** Created poster, dessert dash, givesmart banner, Press release, updated VMHA calendar, working on sponsor list.
- **Mail Chimp:** Distribute a September 2023 *Roadhouse enews*.
- **Press Releases:** *Roadhouse Dinner 2023*
- **Facebook:** Promoted Roadhouse, Gary Minish my approach to nature photography, scheduled curatorial posts, promoted Peta Lisiecki's art speak and workshop, and Goldrush lawn games.
- **Twitter:** Promoted Roadhouse, Gary Minish my approach to nature photography, scheduled curatorial posts, promoted Peta Lisiecki's art speak and workshop, and Goldrush lawn games.
- **Instagram:** Promoted Roadhouse, Gary Minish my approach to nature photography, scheduled curatorial posts, promoted Peta Lisiecki's art speak and workshop, and Goldrush lawn games.
- **Inside View Magazine:** Began graphic design for IV 23 Q 3
- **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 August 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**

August 2023

Admissions

August 2022		August 2023		+/-	
Free	437	Free	268	Free	-169
<i>*Bluestar</i>	161	<i>*Bluestar</i>	120	<i>*Bluestar</i>	-41
Paid	1,664	Paid	1,697	Paid	+33
Total	2,101	Total	1,965	Total	-136

Store Sales

August 2022	August 2023	+/-
\$13,838.03	\$7,987.98	-\$5,850.05

* Blue Star included in Free count

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

**Visitor Service & Store Report
Submitted by Danny Tapp, Administrative Marketing Coordinator**

January 1 – December 31, 2022

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January 1 – December 31, 2023

Admissions

2022		YTD 2023		+/-
Free	2,132	Free	1,269	Free -863
<i>*Bluestar</i>	724	<i>*Bluestar</i>	608	<i>*Bluestar</i> -166
Paid	7,853	Paid	8,071	Paid +218
Total	9,985	Total	9,340	Total - 645

Store Sales

2022	YTD 2023	+/-
\$63,470.89	\$35,211.12	-\$28,259.77

* Blue Star included in Free count