

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

## MEETING OF THE BOARD OF DIRECTORS

October 19, 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 September 21, 2023, pp. 3
7. Approval of Financial Report as of September 30, 2023, pp. 7
  - a) September 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 Q3 2023 Museum Operating adjustments linked to Museums Alaska \$5741.25 restricted funds for VMHA fine arts storage dividers
  - d) Discussion of strategy and timeline for hiring new ED
  - e) Discussion of Heating and HVAC system and impact on Museum operations
  - f) Discussion of annual members' party
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

<b>Next Meeting: November 16, 2023– 12:00</b>
---

14. Adjournment

### Upcoming Committee Meetings

Fundraising Committee –Roadhouse Planning

Finance Committee – Q3 Budget Adjustments and 2024 Operating Budget

**Dates to add to your Calendars.**

Winter Operations through October, 2023

Museum on Egan Open Tuesday through Saturday 9:00 am – 5:00 pm

Closed for lunch from 1-2 pm Saturday

Annex Closed to Public, Open by Appointment Only

*Realism to Abstraction*

Open at Museum on Egan

**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  
September 21, 2023 - 12:00 pm**

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

- 1. Call to Order/Roll Call:** Gary Minish called the meeting to order at 12:05 pm  
**Members present:** - Gary Minish, Katie Carr, Karen Allred, Michelle Cullen, Donna Lane, Nanci Hill, Martha Barberio, Jim Shirell, and Richard Dunkin.  
**Members excused:** - None.  
**Guests:** - None.  
**Staff present:** - Caren Oberg, Faith Revell, and Danielle Tapp.
- 2. Introduction of Guests:** None.
- 3. Public Business from the Floor:** None.
- 4. Board Educational Moment:** Faith Revell shared information regarding advocacy for the BOD. Advocacy is meant to be used as a tool to build alliances with organizations and develop collaborative strategies. Ms. Revell shared that members of the Board should be introducing themselves to legislators and identifying with the Valdez Museum. An advocacy committee conducts research, makes recommendations and takes action on key public policy issues so that the Museum can ably fulfill its mission. The committee meets elected officials; cultivates legislative friends and educates them about the VMHA's program and community impact. Advocates develop a simple message about the VMHA that all members can communicate with ease to decision makers.
- 5. Mission Educational Moment:** Katie Carr is introduced as a new member of the Board of Directors. She is Gloria Day's great-granddaughter. Caren Oberg shares information regarding the Valdez Museum's upcoming exhibit "Realism to Abstraction: Views of Alaska" by Lisa Rogers-Peter. She began by thanking the Alaska Photographic Center. Lisa has been a long-term resident of Fairbanks. Her exhibit will feature artwork she started in her late 30's and show the progression of her work in-to abstraction. The exhibit will be installed in chronological order. Lisa will not be giving a presentation at the exhibition opening, but field questions. Mrs. Oberg will dismantle and install during the evening hours to allot time for visitors to continue to view the Egan Commons undisturbed. Rogers-Peter will conduct an assemblage workshop on Saturday, September 30th.
- 6. Approval of the Minutes for August 17, 2023:**  
**Motion:** Richard Dunkin motioned to approve August 17, 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 August 31, 2023:**

**Motion:** Martha Barberio motioned to approve the August 31, 2023, financial report, seconded by Karen Allred

**Discussion:** Faith Revell shared information regarding the financial reports. She submitted grants to ASCA and CVEACF in August and will receive notice of awards in the fall. General Admission has increased over the period of the month largely due to the partnership with Premier Alaska Tours and cruise ship operators. Revell has hopes that revenue generated from Roadhouse will positively impact fund development which has been slow to gain.— Revell mentioned that the “Grant in Aid” from the State of Alaska is for \$12,000. Museum staff will apply -for the grant in April - June of 2024 and will receive notice of funding in July. Monies received will be used to purchase furniture for the Native Gallery. Ms. Revell emphasized that establishing a the Native Gallery committee to advise on the project and transition is important and should be a focus of the BOD moving forward.

**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 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:** Two Member/ Donor Thank You cards have been signed and distributed.

c. **Review BOD contacts, portal access, and acknowledgment of new code of ethics:**

**Discussion:** Faith Revell shared a Board member contact sheet and asked members to update their current information. Contact data will now be available on the VMHA website or by clicking [here](#). Danielle Tapp asked which Board members did not know their password to the Board portal portion of the VMHA website. A number responded. Tapp will send a password reset link to those who need it. Members who still need to sign and acknowledge the new code of ethics were Martha Barberio, Jim Shirrell, Donna Lane, and Richard Dunkin.

d. **Discussion of preparations for VMHA annual meeting:**

**Discussion:** Faith Revell shared that the Annual Meeting will be October 3rd in the City Council Chambers. She will circulate the agenda among members of the Board. Ms. Revell stated that she is familiar with the documents needed to be prepared for the presentation as the Interim Executive Director and as Curator of Education & Public Programs. She encouraged everyone to attend. A few members of the Board reported that they planned to attend the meeting.

e. **Approval of the ED job description to post:**

**Motion:** Richard Dunkin motioned to approve the ED job description to post, seconded by Nanci Hill

**Discussion:** Faith Revell shared that she does not wish to pursue the Executive Director position and wished to continue as the Curator of Education and Public Programs, but would not vacate either position immediately. She stated that working concurrently in both positions is not sustainable in the long term. Therefore, the job description should be posted to allow candidates to view and apply for the position of Executive Director at the VMHA.

Copies of the ED job description were shared with the Board for discussion. Martha Barberio stated that she felt the job description was too long. Members of the Board agreed to generate a summary of the job when promoting the position. Karen Allred announced her resignation from the Chair of the ED search committee. Jim Shirrell suggested including the employment package benefits-- health care and retirement with the jd. Mr. Shirrell also suggested raising the salary minimum from 65k to 80k. Gary Minish suggested that after finding a new Executive Director the Museum could implement an annual review to leave room for monetary advancement. The Board agreed to switch the order of the paragraphs in the job description to “History, Background, and then Qualification”.

**Motion:** Katie Carr motioned to amend the discussed changes to the ED job description. The motion was seconded by Martha Barberio.

**Discussion:** Jim Shirrell suggested raising the salary to a more appropriate number. Katie Carr suggested that 100k is closer to an executive director's salary. She suggested simple edits to the jd, could be made in future if they do not affect its key aspects. The board agreed to change the executive director salary range from 65k - 80k to 80k - 100k. They also agreed to change the order the paragraph appears in the overall job description and to add that the new ED must live in Valdez, AK.

**Vote:** All members present voted to approve the amended changes to the ED job description to post. None opposed. Motion carried.

f. **Approve going into Executive Session:**

**Motion:** Martha Barberio motioned to approve going into Executive Session. seconded by Karen Allred

**Discussion:** None.

**Vote:** All members present voted to approve going into the Executive Session. None opposed. Motion carried.

9. **President’s Report:** Gary Minish began by thanking the board and staff for their efforts to make Doghouse Roadhouse happen. Gary Minish requested that Katie Carr succeed into the chair position. Katie Carr verbally agreed.

10. **Staff Reports:** Faith Revell shared that the construction company Orion will be installing the new HVAC system throughout the building at the Egan site. The duration of the construction period will be from January through March 2024. The Egan location will have to be closed during this period due to the dust, debris, and noise that would occur. Staff will have an opportunity to meet with contractors on October 4th at 12:00 p.m.. At that time, staff will follow up with more questions regarding the project. Ms. Revell also reported that the curatorial staff will rehouse the fine arts collection with funds supplied by a Museums Alaska grant.

**11. Committee Reports:**

**Finance Committee:** Jim Shirrell shared that the Finance Committee has had several meetings concerning the Executive Director job posting in addition to working with Faith Revell on the 2024 summary budget and will support its overall design.

**Board Development Committee:** Gary Minish reports that the Development Committee would like to hold off on training classes for the time being.

**Fundraising Committee:** Michelle Cullen started by giving a summary of Roadhouse's progression and reported that things are on track for the October event. She has updated the Google shared drive document with current sponsors. There are 144 seats available at the Doghouse Roadhouse. Mrs. Cullen requested that members of the Board continue to promote the event to get tickets sold. She is working on setting up a photo booth at the back of the event. Richard Dunkin shared updated information about the catering for the event. There was a donation from Peter Pan Seafood of halibut which will help cut down the cost of the food.

**Strategic Planning Committee:** Gary Minish shared that the strategic plan needs to be worked on and requested to have another meeting.

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

**13. Executive Committee Session:** Board Members went into executive session at 1:48 pm

**14. Return from Executive:** 1:52 p.m.

<p><b>Next Board of Directors Meeting: October 17, 2023 – 12:00 p.m. at the Valdez City Council Chambers</b></p>
--

**15. Adjournment:**

**Motion:** With no further business before the Board, Martha Barberio moved to adjourn the meeting at time 1:52 p.m., seconded by Rich 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 September 30, 2023

**Summary:** For your review, I have provided three statements: Budget v. Actual for 2023, Statement of Activities Previous Year Comparison as of September 30, 2023, and Statement of Financial Position Previous Year Comparison as of September 30, 2023

**Budget vs. Actuals: FY2023** At the time of this report earned revenue is up and situated at 103% of the year's operating budget. Last month earned revenue reported at 88% of budget. Increased revenues remain largely due to the impact of seasonal Museum visitors and offerings to cruise ship passengers during shore excursions.

**Grants** are tracking at 99% of the budget. The VMHA has both received and recorded the COV grant payment for the last quarter that begins October 1<sup>st</sup>. CVEACF, ASCA and Gold Rush Days grants have been submitted for review. Notification of our request and funding will come in Q4. CVEACF and ASCA grants support fall 2023 and spring and summer 2024 exhibits and programs. Gold Rush Days monies are unrestricted.

**Fund development** has risen to 33% of what is budgeted, up from last month which was reported at 20% of the budget. The increase can be attributed to the influx of corporate sponsorship dollars. We are hopeful that the Roadhouse fundraiser will continue to impact growth and percentages in the last quarter of the year.

**Earned revenue** shows a healthy increase. Museum fees continue to exceed expectations. Fees include revenue from space rentals, general and bulk admissions, presenter and guide income, archival fees and more. Bulk ticket sales tied to cruise ship shore excursions and general admissions, both yielded an approximate \$10,000 increase in their respective areas during the reporting month. Presenter and guide fees exceeded expectations by 32%. Store sales increased and generated approximately \$8000 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 expenditure is approximately 70% of the budget. As of September 30, 75% of the year has flown by.

**Statement of Activity Comparison** At the time of this report net revenues shown are at \$217,000 compared to \$148,000 in 2022. Total expenditures report at 530,602+. These are lower by 7+% compared to 2022. Reduced expenses to date compared to last year can be attributed to lower amounts spent on utilities (electric), personnel and a few other areas. These numbers will change with more expenses occurring in the last quarter of 2023 and the first quarter of 2024.

**Grants:** Grant revenues show a slight increase of 3.6% from the reporting period this year compared to last and stand at \$543,241.

**Earned Revenue:** Total revenue is close to \$769,000 with an increase of 2.39 % compared to 2022 during the same reporting period. The total cost of goods sold remains lower than last year by \$8000. While store sales grew approximately \$8000 last month, they remain lower than yields in 2022 when print and poster sales tied to exhibits were robust.

**Fund Development:** The area remains slow to gain with approximately one half the total amount reported in 2022. Currently, fund development stands at \$21,800. Last year it totaled \$48,000 during the same period. Funds generated from Roadhouse should add to the growth of this budget area.

Total expenditures to date are \$530,602 compared to \$573,128 in 2022, down 7.4+% from last year. Here are how some areas are tracking compared to last year's report period.

- Insurance costs are higher this year
- Fundraising costs are lower, but those linked to Roadhouse have yet to be reported
- IT costs are less in 2023
- Collections supplies are lower, but that will change with a year-end project in the works
- Janitorial services are on a par with 2022
- Electricity is significantly lower this year than last
- Fuel oil is slightly higher in cost
- Salaries, wages, and health insurance are tracking lower in 2023 than 2022
- Credit card fees are lower
- Exhibit expenses are lower to date, but will change as the year progresses

Net operating revenue is \$216,890 compared to \$148,335 from January through September of 2022.

## Statement of Financial Position Previous Year Comparison as of September 30, 2023

Compared to last year, total equity and liabilities combined are up 11.57% at \$1,894,998. In 2022 during the same period, they amounted to \$1,698,513.

**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:** October 12, 2023

Valdez Museum & Historical Archive Association Inc.

Transaction Report September 2023

---

	Date	Name	Description	Amount line
<b>Fund Development</b>				
<b>Donations Income</b>		None		
<b>Unrestricted</b>		None		
		None		0.00
<b>Total for Unrestricted</b>				
<b>Total for Donations Income with sub-accounts</b>				<b>0.00</b>
<b>Total for Fund Development with sub-accounts</b>				<b>0.00</b>

**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:** October 12, 2023

Valdez Museum & Historical Archive Association Inc.

September Memberships 2023

---

***AUGUST RENEWALS***

<b>Greeting</b>	<b>Level</b>
Shana Anderson	Senior
Leo + Marie Paddock	Family
Larry McIntosh	Senior
Sharry + Thane Miller	Family
Donna Lane	Senior
Paul Contois	Family
Glen + Vernell Sodergren	Family
Jeannie Cobb	Contributor
Faith Revell	Educator
Gillian Smythe	Sustainer
Kent Runion	Individual

***AUGUST NEW MEMBERSHIPS***

<b>Greeting</b>	<b>Level</b>
None	None

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

- a) **Item 8C Approve Q3 2023 Museum Operating adjustment linked to Museums Alaska \$5741.25 restricted funds for VMHA fine arts storage dividers**
- 

**Description:**

The Board of Directors will approve an adjustment to the 2023 operating budget in the category of “foundation grants” that includes an additional \$5741.25 in restricted funds that support collections

**Board Action to Be Taken:**

Approve 2023 Museum Operating Budget adjustment

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** BOD Finance Committee

**Date:** October 12, 2023

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

- a) **Item 8D Discussion of strategy and timeline for hiring new ED**
- 

**Description:**

The Board will discuss plans to hire a new executive director for the VMHA.

**Board Action to Be Taken:**

Discuss strategy and timeline for hiring a new executive director

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** Gary Minish, President, BOD for VMHA

**Date:** October 12, 2023

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

- a) **Item 8E Discussion of Heating and HVAC system and impact on Museum operations**
- 

**Description:** Information sharing with regards to the nature and impact of the installation of a new heating and HVAC system in Q1 of 2024 at the Museum's Egan site

**Board Action to Be Taken:**

Discuss the impact of the new H and HVAC system at the Egan site on Museum operations, closures and budget in 2023 and 2024

**Agenda Item Submitted by:** Faith Revell, Interim Executive Director.

**Date:** October 12, 2023

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

**Item 8F Discussion of Annual Members' Party**

---

**Description:**

The Board of Directors will discuss the annual members party traditionally held in December.

**Board Action to Be Taken:**

Discuss the timing, nature and commitment to a members' party in 2023

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** Faith Revell, Executive Director

**Date:** October 12, 2023



# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

September 2023

“We are all learning together,” Andrea Searles  
The staff and Board continue to work arduously on all projects set before them and do so with inventiveness and in a spirit of teamwork.

### Program of Work for the Reporting Period:

- Oversee staff and operations; support smooth running facilities
- Write reports for and prepare Board materials for the October BOD
- Design a multi-page annual report and make a series of presentations to the COV council
- Study the 2023 and 2024 budgets and report on the former and advise on the latter
- Work with BOD and staff to prepare for Roadhouse
- Apply for grants that support Museum exhibits and programs

### Board

- With assistance from Danny Tapp, Faith prepared all requisite documents needed for the September Board meeting, circulated them to members in a timely fashion and joined the group for a successful gathering on the 21<sup>st</sup>
- Faith met with the finance committee to review the forthcoming budget hearing and address needed adjustments to the Q3 budget that include the addition of restricted funds in the amount of \$5700 + that will be used for collections storage.

### Finance

- Operations and corresponding financials are on track, with seasonal revenue generation tapering off with the conclusion of summer cruise ship POCs to Valdez
- Preparation for all aspects of the annual meeting were completed. Documents were submitted to the COV on September 27<sup>th</sup>..
- An illustrated multi-page annual report was designed by Faith, then circulated to COV during the October 3<sup>rd</sup> annual meeting.

### Fundraising

- Givesmart operational and systematic learning. All Museum staff have dug deep into the workings of Givesmart and updated the site to perform well for the 2023 Doghouse Roadhouse event. This has been challenging since many of the staff are new to RH and all to Givesmart software.
- Faith secured RH sponsors for the event, updated RH reports and the Givesmart site, and set up weekly meetings to support the effort

### Grants

- Gold Rush Days application for \$1000 in funding was submitted.

## **Strategic Planning**

The plan and Goal 4 were referenced when making the final presentation to the COV council during the annual meeting. The VMHA affirmed their commitment to building a new museum.

## **Facilities**

- Museum staff learned that the H and HVAC project will more broadly impact Museum-wide operations, exhibits and collections than originally anticipated. A pre-construction meeting and walk through was held at the Museum on October 4<sup>th</sup> with contractors and COV rep. During this time construction and its impact were identified for each of the galleries and offices at the Egan site. Considerable planning and movement of objects will be required prior to the onset of work on January 1 of 2024. All staff must work offsite in Q1 of 2024.
- Staff are working closely and innovatively on how the Museum will ably function during the construction phase when the Egan site will close to the public and the annex open on a limited basis.
- Replacement of the Museum's router is still in the works, but is stalled for a short while until we can secure a new UPS surge protector.
- Upon review of the Museum grounds, it was discovered that the sign situated on the front lawn will need to be replaced. It's wooden nature has been damaged by weather and time. According to Stan Porrit sign replacement will take place in the spring with funding from the COV.

## **Personnel**

- Personnel are in good shape. Some will be called to help in the transition in preparation for the temporary Museum closing.
- Faith is juggling her role as Interim ED and Museum educator. This remains challenging to manage and do ably at a very high level. In general, everyone is working together 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 September 2023

**Reporting period:** September 14 through October 11, 2023      Total contacts: 334

**Overview:** Cruise ship POCs drew to a close. Students visited the Museum. Staff and Board prepared for the annual meeting and Roadhouse fundraiser.

#### **Education**

**All three 2<sup>nd</sup> grade classes visited the Museum** with their teachers and parents. One 2<sup>nd</sup> grader delighted in all the “cool things” on display and the need for even more and a larger Museum to house them.

**7<sup>th</sup> graders made their annual trek to Old Town** via the water and in kayaks with Tracey Gilson at the helm for GMS. In the past twelve years former GMS principal Rod Morrison led the joint Museum/Middle School activity. As usual, it was a rainy cold event that kids loved nonetheless, especially after drinking hot chocolate and donning fake mustaches for a gold rush skit around the campfire.

#### **Public Programs and Exhibits**

**Lisa Rogers-Peter was present for the opening of her new show** at the Museum and on the Saturday thereafter, gave a wild and wonderful workshop that brought all sorts of materials together to make an assemblage.

#### **Outreach and Collaboration**

**Old Town walking tour signs** are ON HOLD until after Roadhouse and time permits for a careful final review.

**Guided tours by Museum staff** for visiting cruise ship passengers and overland groups concluded during this reporting period. We gave 85 excursions to more than 2600 cruise ship passengers in 2023.

#### **Administration, Planning and Institutional Teamwork**

**A grant report was submitted for Gold Rush Days** in the amount of \$1000. Traditionally, the Museum receives this funding annually.

**Roadhouse meetings took place** weekly via zoom and together Museum Board and staff worked together to finalize the plans for the event that will take place on Saturday, the 14<sup>th</sup>.

**Faith attended the Museums Alaska** on line annual meeting during which she given an award for excellence in the Museum field.

**Museum staff and Board gathered for a “thank you ice cream party”** to celebrate the hard work, commitment and fabulousness of all of the VMHA employees.

<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>
<b>September</b>								
14 7 <sup>th</sup> grade OT kayaking		x				x	23	
14 Roadhouse mtng	x					x	2	5
15 Thank you party	x					x	9	5
18 OT walking tour			x			x	0	
19 2 <sup>nd</sup> grade field trip		x				x	22	
20 2 <sup>nd</sup> grade field trip		x				x	22	
20 Museums AK annual mtng				x		x	25	
21 2 <sup>nd</sup> grade field trip		x				x	22	
21 Roadhouse mtng	x					x	3	6
23 Nordom POC								
23 Viking guided tours				x		x	65	
23 Viking OT talk				x		x	8	1
29 Free Museum Day			x			x	26	
29 Repeat photo mtng	x					x	2	1
29 Lisa Peter exhibit opening			x			x	18	3
30 Assemblage workshop			x			x	8	1
<b>October</b>								
3 Annual mtng	x					x	30	5
4 Pre-construction mtng	x					x	12	
5 Roadhouse mtng	x					x	3	4
10 Finance com mtng	x					x	1	2

E, meetings, events	=	62
ED, education	=	89
PP, public programs	=	52
OR, outreach	=	98
R, rentals	=	0
VOL, volunteers	=	33
<b>Total contacts</b>	<b>=</b>	<b>334</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.

**Collections & Exhibitions Report**

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

September-October 2023

**EXHIBITIONS**

*Permanent Exhibition Management*

- *Murdered and Missing Indigenous Peoples* display deinstalled from Native Gallery, returned to Valdez Native Tribe.

*Temporary Exhibition Management*

	<b>Rarefied Light 2022 (Apr - Sept 2023)</b>	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	Complete	Not Started	Not Started
Marketing materials (manage development)	Complete	Complete	Not Started	Not Started
Label Production	Complete	Complete	Not Started	Not Started
Coordinate volunteers for install/deinstall	Complete	Complete	Not Started	Not Started
Exhibit Installation	Complete	Complete	Not Started	Not Started
Exhibit deinstallation	Complete	Not Started	Not Started	Not Started
Exhibit shipping preparations (from artist to Museum)	Complete	Complete	Not Started	Not Started
Exhibit shipping preparations (from Museum to artist)	Complete	Not Started	Not Started	Not Started
Coordinate shipping of sold artwork	In Progress	Not Started	Not Started	Not Started

## DEVELOPMENT

### *Doghouse Roadhouse 2023*

- Attended weekly update meetings
- Researched and wrote history of animal control in early Valdez
- Attended internal staff meetings to prepare for event
- Learned elements of GiveSmart

### *2023 Annual Meeting*

- Developed annual meeting report pages for Collections and Exhibitions
- Wrote and delivered Annual Meeting presentation – October 3

## HVAC UPGRADE PROJECT

### *HVAC Upgrade Preparation*

- Attended meeting with Brad Sontag and Orion contractors/sub-contractors
- The contractors will begin work on Jan 1 (not around Jan 15 as previously thought)
- The HVAC project has a high impact on Egan Commons and the Permanent Exhibitions and will be the focus of my work for the next 3-6 months.
  - This starts with planning on removal of movable artifacts and labels from the following exhibitions and spaces: Egan Commons, the Aviation Exhibitions, Native Gallery, Exploration, Going to the Gold Fields, Mining, Tourism/Richardson Highway and Up the Trail/1900s Valdez/WAMCATS.
  - Early planning also includes getting materials to cover the Pinzon Bar, a Moving Experience, Pipeline and Exxon Valdez Oil Spill.
  - We will need to adjust the end date of the new art exhibit *Realism to Abstraction: Views of Alaska*
- HVAC project takes priority over the other collections-based work originally planned for Q4 2023. However, there is some work which must be done before end of year – specifically (a) letters to donors of objects in 2023, (b) accessions entries of said objects into PastPerfect, and (c) the wrapping and boxing of those objects and (d) placement into compact storage.

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

## Communications & Marketing Report Submitted by Danielle Tapp, Administrative Marketing Coordinator September / October 2023

### Marketing and Communications

- **Website:**
  - General site: Promoted Doghouse Roadhouse Realism to Abstraction: Views of Alaska.
  - Landing page: Maintain banner images- related to all September / October events.
  - Board portal: Updated with new Board member information and September/October reports.
  - News Tab: Promoted *Doghouse 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, created a poster with current sponsors, How to bid posters, Online/Live auction table tents, Raffle poster, KVAK ad, live auction table tents, and Doghouse Agenda.
- **Mail Chimp:** Distribute a October 2023 *Roadhouse enews*.
- **Press Releases:** *Roadhouse Dinner 2023*
- **Facebook:** Promoted Doghouse Roadhouse multiple times, along with the information about the McCarthy Raffle, and the online auction. Created social media posts for Realism to Abstraction: Views of Alaska.
- **Twitter:** Promoted Doghouse Roadhouse multiple times, along with the information about the McCarthy Raffle, and the online auction. Created social media posts for Realism to Abstraction: Views of Alaska.
- **Instagram:** Promoted Doghouse Roadhouse multiple times, along with the information about the McCarthy Raffle, and the online auction. Created social media posts for Realism to Abstraction: Views of Alaska.
- **Inside View Magazine:** Finishing touches on 2023 Q3 magazine + ideas for Q4
- **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, KVAK radio, delivering flyers, and social media for museum events.
- **QuickBooks:** Distributed monthly September 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**

**September 2023**

**Admissions**

September 2022		September 2023		+/ -	
Free	184	Free	157	Free	-27
<i>*Bluestar</i>	74	<i>*Bluestar</i>	99	<i>*Bluestar</i>	+25
Paid	683	Paid	1,037	Paid	+354
<b>Total</b>	<b>867</b>	<b>Total</b>	<b>1,194</b>	<b>Total</b>	<b>+327</b>

**Store Sales**

September 2022	September 2023	+/ -
\$9,496.25	\$7,806.62	-\$1,689.63

\* 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**

-

**January 1 – September 30, 2023**

**Admissions**

<b>2022</b>		<b>YTD 2023</b>		<b>+/-</b>
Free	2,132	Free	1,426	Free -706
<i>*Bluestar</i>	742	<i>*Bluestar</i>	707	<i>*Bluestar</i> -35
Paid	6,797	Paid	9,166	Paid +2369
<b>Total</b>	<b>8,929</b>	<b>Total</b>	<b>10,592</b>	<b>Total +1,663</b>

**Store Sales**

<b>2022</b>	<b>YTD 2023</b>	<b>+/-</b>
\$63,470.89	\$44,017.74	-\$19,453.15

\* Blue Star included in Free count