

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

## MEETING OF THE BOARD OF DIRECTORS

January 18, 2024- 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 November 16, 2023, and November 20, 2023, pp. 3- 6
7. Approval of Financial Report as of December 31, 2023
  - a) December Financial Statements
8. New Business
  - a) Accept Recent Cash Donation for their donor-intended purposes pp. 10
  - b) Recent member/donor assignments pp.12
  - c) Discussion of Heating and HVAC system and impact on Museum operations
  - d) Discussion of ED search and impact on operations and finances
  - e) Approval of amendments to personnel policy to include:
    - i. Removal of limits placed on yearly staff bonuses
    - ii. Inclusion of cost-of-living adjustments (COLA) for staff at the discretion of the BOD (this year set at 2%)
  - f) Approval of \$100 bonus for curatorial assistant
  - g) Adoption of the 2024 budget with adjustments
  - h) Discussion of the annual appeal's theme and written ask
  - i) Discussion of BOD vacancies
  - j) Discussion of Museum Advocacy Day and in-person participation in D.C. in late February
9. President's Report
10. Staff Reports pp. 22
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) By-Laws Committee and ED Search Committee
12. Committee Business from the Floor or Board Member Discussion/Ideas
13. Adjournment

**Next Meeting: February 15, 2024– 12:00 p.m.**

ED Search Committee, Finance Committee –2024 Operating Budget updates

**Dates to add to your Calendars**

Winter Operations

Museum on Egan

Closed to the public through March 31<sup>st</sup>, 2024 due to construction

Museum on Hazelet

Closed to Public, Open by Appointment Only

**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 is 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**

November 16, 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 12:00 pm.  
**Members present:** - Jim Shirrell, Katie Carr, Gary Minish, Karen Allred, Richard Dunkin, Nanci Hill, and Donna Lane.  
**Members excused:** - Martha Barberio, Michelle Cullen.  
**Guests:** - None.  
**Staff present:** - Faith Revell and Danny Tapp.
2. **Introduction of Guests:** None.
3. **Public Business from the Floor:** Danny Tapp shared the annual members appreciation party invite and asked members of the board to approve the design. After general approval was given Ms. Tapp shared the issue 23 quarter 3 magazine.
4. **Board Educational Moment:** Faith Revell shared information about the Phyllis Irish fund. She stated that it is in a CD. The Pinson Bar was restored using PI funds. It was also used to recreate the Valdez Historical Cookbook. Richard Dunkin inquired about the total amount of the Phyllis Irish fund to which Mrs. Revell said she would share that information at later time.
5. **Mission Educational Moment:** None.
6. **Approval of the Minutes for October 19, 2023:**  
**Discussion:** Richard Dunkin requested that the #4 item “VMHA board” should read as “VMHA corporate members”. Katie Carr’s name was also misspelled in agenda item 8D. Members of the board verbally agreed to approve the October 19, 2023 minutes with the recommended edits.
7. **Approval of Financial Report as of November 7th, 2023:**  
**Discussion:** Karen Allred suggested the members of the VMHA board should get involved in advocacy efforts in increase donations. Hearing no more discussion the financial report was accepted as presented.
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 Katie Carr.  
**Discussion:** None.  
**Vote:** All members present voted to approve the discussed recent cash donation. None Opposed. Motion carried.

- b. **Recent member/ donor assignments:** Five / Donor Thank You cards have been signed and distributed.
- c. **Discussion of Heating and HVAC system and impact on Museum operations:**  
**Discussion:** Faith Revell shared that the HVAC construction period will begin Jan 1, 2024 – March 31, 2024, according to contract. The Valdez Museum gift shop will be open through December 23, 2023, for a combination of Black Friday and Museum Store Sunday. The City of Valdez will be covering the cost of numerous concerning HVAC construction, like packing supplies, onsite storage, and office space. The outfitted trailer will house Danny Tapp, Andera Searles, and Faith Revell during this time. It will have necessities like internet, heat and electricity. Typically, the audit would fall during this time, however Ms. Revell inquired if anyone has any objections to moving the audit to April. The people working on this project are staff, volunteers, and personnel. The Valdez Museum is planning to reopen in April once the project is done. Jim Shirrell requested that all extra costs are tracked to be reimbursed from the COV.
- d. **Discussion of annual members’ party:**  
**Discussion:** Ms. Revell inquired if December 14<sup>th</sup> is an acceptable date for the annual member’s party. The board agreed. It will be held from 6 – 8 pm. She reported that last year there was a drawing for prizes which should be included in this year’s party. Donna Lane suggested each member of the board call members to inquire if they will be attending. Katie Carr suggested that free memberships could be a stocking stuffer.
- e. **Executive session to discuss staff bonuses and cost of living increases:**  
**Motion:** Katie Carr motioned to approve going into executive session to discuss staff bonuses and cost of living increases, seconded by Donna Lane  
**Discussion:** None.  
**Vote:** All members present voted to approve going into executive session. None Opposed.  
Motion carried.
9. **President’s Report:** Gary Minish shared that the BOD has been meeting with Foraker to discuss hiring a new Executive Director. Mr. Minish thanked everyone on the VMHA board for their increased efforts.
10. **Staff Reports:** Ms. Revell reported that Museum staff works well together and are communicating often. She expressed gratitude towards Ms. Tapp for her work bridging the gap between the board and staff. She also suggested holding a final Roadhouse meeting to discuss successes and areas for improvement for next year. There is a Roadhouse binder at the Museum that is documenting paperwork and tasks that will be available for reference. Additionally, a United Way grant will be submitted December 15<sup>th</sup> for \$2,500 which is typically received. The City of Valdez will also be replacing the east Valdez Museum sign that has been affected by weather over the years.

**11. Committee Reports:**

**Finance Committee:** Jim Shirrell shared that the previous finance meeting was productive, a budget of \$10,000 was established for the Executive Director search. Mr. Shirrell encouraged all members of the board to attend future meetings.

**Fundraising Committee:** None.

**Strategic Planning Committee:** Gary Minsh shared that strategic planning needs to be reviewed in the future.

**12. Committee Business from the Floor or Board Member Discussion/Ideas:** Faith Revell shared that with the dismantling of exhibits the VMHA is in consult with Diane Selanoff for information on how to best handle the seal gut parka. Grant in Aid (GIA) will be applied for next year which will go towards new furniture for the native gallery. Ms. Revell encouraged the board to assemble a native gallery committee as there is no one on that committee currently.

**13. Executive Committee Session:** Board Members went into executive session at 13:02 pm

**14. Return from Executive:** 13:36 pm

<p><b>Next Board of Directors Meeting: January 18, 2024 – 12:00 p.m. at the Valdez City Council Chambers</b></p>
--

**15. Adjournment:**

**Motion:** With no further business before the Board, Katie Carr moved to adjourn the meeting at 13:38 pm, seconded by Karen Allred

**Discussion:** None.

**Vote:** All members present voted to adjourn, none opposed. Motion Carried.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Michelle Cullen, Secretary, VMHA



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

**MEETING OF THE BOARD OF DIRECTORS  
November 20, 2023 – 3:45 pm**

**Via Zoom**

1. **Call to Order/Roll Call:** Gary Minsh called the meeting to order at 3:54 pm  
**Members present:** - Gary Minish, Richard Dunkin, Katie Carr, Jim Shirrell, Karen Allred, and Nanci Hill  
**Members excused:** - Martha Barberio, Michelle Cullen and Donna Lane.  
**Guests:** - None.  
**Staff present:** - Faith Revell.
  
2. **New Business**
  - a. **Approve a 2023 budget expenditure for a Museum staff monetary award for exemplary performance throughout the year:**  
**Motion:** Jim Shirrell motioned to approve a 2023 budget expenditure for a Museum staff monetary award for exemplary performance throughout the year, \$500 per person, seconded by Karen Allred.  
**Discussion:** None.  
**Vote:** All members present voted to approve a 2023 budget expenditure for a Museum staff monetary award for exemplary performance throughout the year, \$500 per person. None Opposed. Motion carried.

<b>Next Board of Directors Meeting: January 18, 2024 – 12:00 p.m. at the Valdez City Council Chambers</b>
---

3. **Adjournment:**  
**Motion:** With no further business before the Board, Richard Dunkin moved to adjourn the meeting at 3:56 pm, seconded by Jim Shirrell.  
**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

### November and December

**Summary:** For your review, I have provided three statements: Budget v. Actual for 2023, Statement of Activities Previous Year Comparison, and Statement of Financial Position Previous Year Comparison, all as of December 31st, 2023. The BOD's packet includes additional reports, one outlining activity in December of 2023 and one that documents January 2024 activity to-date.

**Budget vs. Actuals: FY2023** At the time of this report and at years' end earned revenue stands at 105% of the year's operating budget. This incremental increase is indicative of the move into the fourth quarter of the year, during which revenue flattens and expenses begin to outweigh gains. The early closing of the Museum in December due to the need to prepare for construction may have had an impact on revenue, too, and inhibited our ability to generate funds. It lessened our through-the-door-admissions and store sales.

**Foundation grants** increased in the last quarter by \$4724. This additional money is from the Museum's Alaska grant and will be used to upgrade the fine arts storage in the VMHA archives and implemented in 2024. Notification from the Alaska State Council on the Arts, ASCA, on our application and request for \$3000 in support of changing exhibits and programs is pending.

The Museum has received monies this year from the following community stakeholders that are reflected in the grant totals: Copper Valley Electric Association Community Foundation in the amount of \$1600, Gold Rush Days in the amount of \$1000, and lastly \$2500 from United Way Valdez. CVEACF monies support exhibits and programs. GRDS monies are unrestricted and can be used more broadly. United Way funds go to public programs and education. A funding request from United Way Valdez in the amount of \$2500 for 2024 programs was submitted mid-December. We will receive notice of the award amount in the spring with a check to follow by April.

**Donations income** continued to steadily increase over the course of the year to 98% of budget with some new gifts arriving during the holiday season when many choose to give to their favorite cause. Each donor is promptly thanked for their generosity and support.

**Fund development**, which was slow to rise during the course of 2023 grew in the last quarter up from 81% to close out at 105% of budget. Membership totals increased along with corporate sponsorships.

**Earned revenue** showed, as noted previously, a very small increase from the previous report and concluded at 105% of budget. Store sales increased by less than 1% during the holiday season despite our efforts to bring in buyers with December 10% off discount days. We are hopeful that sales will increase in 2024 with more cruisers in town and a better established inventory of goods.

**Cost of Goods Sold.** This line item shows an increase in the last quarter of 2023 of approximately \$3000 because we chose to invest in store product in 2023 that will be sold in 2024. And we opted to spend money to reproduce the Valdez Historical Cookbook, too. Keeping the store inventory in place during peak season has proven challenging. On cruise ship POCs, purchases are very high and inventory plummets. So we are being pro-active in our purchasing and planning for 2024.

**Overall expenses** increased as expected in some areas with the onset of winter, such as utilities. We received notice of a significant increase in electric costs (13%) going forward. However, at the year's end, our electric bill was only 75% of what was budgeted in 2023.

Technology shows an increase in the final quarter, that exceeds the annual budget of \$4000. After consulting with our Internet provider and the finance committee, we chose to purchase two new computers, one a laptop and the other a desktop. These will replace aging examples designated by our IT specialists as "operationally red, and on the way out."

Personnel costs remained at 89% of budget at the year's conclusion. The Museum employed both part-time and seasonal staff to help with preparing for construction and also welcomed a number of volunteers to assist us.

Janitorial services remained on track for 2023. There is no increase to the contract in 2024. Vehicle expenses remained the same this reporting period compared to last. We did invest a little earlier in the year on a new set of all-weather tires that were needed to replace the old ones. Temporary exhibits, public programs and education expenses grew in this last quarter, but stayed within budget. The good news is that total expenditure for the year totaled 89% of what was budgeted!

**Statement of Activity Comparison** At the time of this report net revenues shown are at \$104,239 compared to \$15,035 in 2022 and a notable change from one year's closing totals compared to the other. Expenditures closed out at \$701,812. These are lower by 5% compared to 2022. Some reduced expenses to date compared to last year can be attributed to lower amounts spent on personnel.

**Grants:** Grants show a minor increase of 3% this year compared to last and stand at \$544,841.

**Earned Revenue:** Earned revenue stands at \$206,364 this year compared to \$181,321 in last. That indicates a 14% increase in 2023. Total revenue for 2023 is \$832,323 with an increase of 5.6% compared to 2022. The total cost of goods sold remains lower than last year by approximately \$7000.

**Fund Development:** There is less than 1% difference between years 2022 and 2023. At the conclusion of 2023 fund development stands at \$74,615.

Here are how some areas are tracking compared to last year and how some are forecasted for 2024.

**On the expense side:**

- Liability insurance costs are higher in 2024 than in 2023. (These come due on January 1) They have a history of increasing annually.
- Fundraising costs are significantly lower in 2023 compared to 2022
- Technology costs doubled in 2023 compared to 2022, with the investment in two new computers



- Collections, education, changing exhibits and public programs stayed on target with the 2023 budget and should do the same in 2024, except for a possible increase in permanent exhibit costs
- Janitorial services are on a par with 2023 and will not change in 2024. We will have a single year contract in 2024 and not a 3 year contract as in past years.
- While electricity is down from last year; it increased by 13% in the 4<sup>th</sup> quarter of 2023. It is difficult to gauge utilities in 2024, but we are hopeful they will decrease with the installation of a new heating and HVAC system and more efficient infrastructure.
- Fuel oil is slightly higher in cost in 2023 than in 2022
- Salaries, wages, and health insurance are tracking lower in 2023 than 2022. However, this will change with the arrival of a new ED and increases to staff salaries in the first quarter with a 2% cost of living adjustment (COLA).
- Credit card fees are lower in 2023 than in 2022. They are tied to sales. If we have a good year in 2024, they will increase accordingly

**On the revenue side:**

- Donation income is down 23% in 2023 compared to 2022
- Museum fees tied to summer POCs and presenter and guide income is 163% higher than in 2022. Bulk admission fees are up 12% in 2023. General admissions are up 39% in the same. These increases all reflect the benefit the Museum yields from working with the tourist industry and Premier Alaska to offer shore excursions--and welcome overland travelers to Valdez.

Net operating revenue is \$104,239 in 2023 compared to \$15,035 from January through December 31, 2022. What a remarkable difference!

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

Compared to last year, total equity and liabilities combined are up 10% at \$1,785,864. In 2022 during the same period, they amounted to \$1,622,032.

**Bank accounts** total \$414,630 at the years' close in 2023, up 35%, and stood, comparably at \$306,621 in 2022.

**Phyllis Irish Fund** saw no significant changes in 2023 and stands at \$68,901.

**The Museum Endowment Fund** increased by 4.42% over the course of the year and sits at \$1,244,821.

**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:** January 11, 2024

Valdez Museum & Historical Archive Association Inc.

Transaction Report November / December 2023

	Date	Name	Description	Amount line
<b>Fund Development</b>				
<b>Donations Income</b>				
<b>Unrestricted</b>				
	11.1.23	Pick, Click, Give	Donation	\$930.00
	11.28.23	Charles & Christine Sasse	Donation	\$40.00
	12.1.23	Valdez Gold Rush	Donation	\$1000.000
	12.5.23	Anna Stedina	Donation	\$225.00
<b>Total for Unrestricted</b>				<b>\$2195.00</b>
<b>Total for Donations Income with sub-accounts</b>				<b>\$2195.00</b>
<b>Total for Fund Development with sub-accounts</b>				<b>\$2195.00</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:** January 11, 2024

November/December Memberships 2023

---

**NOVEMBER RENEWALS**

<b>Greeting</b>	<b>Level</b>
Charles & Christine Sasse	Dual
Pioneers of Alaska	Ninety-Eighter
Mike Meller	Contributor
MaryLou & Nelli Vanderburg	Family
Dorothy Moore	Family

**NOVEMBER NEW MEMBERSHIPS**

<b>Greeting</b>	<b>Level</b>
NONE	NONE

**DECEMBER RENEWALS**

<b>Greeting</b>	<b>Level</b>
Marilyn Talmage	Senior
John & Michelle Cullen	Sustainer
Barb Bryson	Senior
Jim & Pam Shirrell	Family
Mark & Jennifer Hanson	Family
Deacon Dan & Trish Stowe	Ninety-Eighter

**DECEMBER NEW MEMBERSHIPS**

<b>Greeting</b>	<b>Level</b>
Kate & Tori Dugan	Family
Celeste Addison	Individual
John & Chass Howieson	Dual

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

- a) **Item 8C 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

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

**Date:** January 11, 2024

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

**Item 8D**  
**Discussion of Executive Director Search**

---

**Board Action to Be Taken:**

Discuss the search for a new ED and its impact on Museum operations and budget

**Director/Committee Recommendation:**

NA

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

**Date:** January 11, 2024

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

**Item 8E**

**Approval of Amendments to Personnel Policy**

---

**Board Action to Be Taken:**

Approve amendments to personnel policy regarding removal of yearly bonus limits and inclusion of cost-of-living increases for staff, determined by BOD and in keeping with COV increases.

**Director/Committee Recommendation:**

NA

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

**Date:** January 11, 2024



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

**Item 8F**

**Approval of Bonus for Curatorial Assistant**

---

**Board Action to Be Taken:**

Approve \$100 bonus for curatorial assistant

**Director/Committee Recommendation:**

NA

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

**Date:** January 11, 2024

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

**Item 8G**  
**Approval of adjusted 2024 budget**

---

**Board Action to Be Taken:**

Approve adjusted 2024 budget

**Director/Committee Recommendation:**

NA

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

**Date:** January 11, 2024

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

**Item 8H  
Discussion of 2024 Annual Appeal**

---

**Board Action to Be Taken:**

Discuss annual appeal, its theme and letter

**Director/Committee Recommendation:**

NA

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

**Date:** January 11, 2024

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

**Item 8I  
Discussion of Board Vacancies**

---

**Board Action to Be Taken:**

Discuss BOD vacancies and suggest replacements

**Director/Committee Recommendation:**

NA

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

**Date:** January 11, 2024

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

**Item 8J**  
**Discussion of Museum Advocacy Day**

---

**Board Action to Be Taken:**

Discuss Advocacy and the Museum's participation in-person in D.C.

**Director/Committee Recommendation:**

NA

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

**Date:** January 11, 2024

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

### November and December 2023

#### Moving forward together

The staff, Board, COV, volunteers and construction crew present as a team. We communicate often, listen actively, imagine strategies for success, and work towards a common goal.

#### **Program of Work for the Reporting Period:**

- Oversee staff and operations; support smooth running facilities
- Write reports and prepare Board materials for the January BOD
- Review and prepare VMHA documents tied to personnel, taxes, insurance and retirement
- Review the 2023 budget vs. actual, apply what is learned and advise on changes to the 2024 version
- Make presentations to the COV council
- Prepare for the Museum's closing and engage in the first phases of construction

#### **Board**

- Met with the Board on November 16<sup>th</sup> for the last monthly meeting of the year, preparing the BOD packet in advance with the assistance of Danny Tapp
- Consulted with Board on the annual members party
- Kept the BOD informed through regular email accounts, in person and zoom meetings

#### **Finance**

- Considered adjustments to the 2024 budget based on 2023 returns. Operations and corresponding financials were on track for 2023 with year-end net revenue and banking accounts in the positive
- Consulted in both November and December with the finance committee on the 2023 budget, focusing upon budget vs. actual accounts. A review of monies available in checking and savings accounts was made, too. The Museum relies upon these funds to pay January expenses prior to receipt of the COV grant. We can report that more than sufficient funds are available to pay down expenses. Significant additional funds in our bank accounts could potentially be set aside to build a new museum and at the same time signal that the Museum operates as a non-profit and not a for-profit organization.
- Created a 2024 budget in QuickBooks.
- Reviewed 990 taxes with auditors, BOD president and P Relay and after discussion, finalized the report and submitted it prior to the deadline
- Reviewed all Museum insurance documents, conferred with agent about details, and thereafter prepared them for payment in the first week of January.
- Review of retirement service plan census information in progress

## **Fundraising**

- Prepared initial phase of annual appeal, scheduled each aspect on Museum calendar and conferred with VMHA staff on their roles in the project
- Thank you notes sent to all supporters of RH and other donors

## **Grants**

- Received \$1000 in funding from Gold Rush Days
- CVEACF notified the Museum of an award of \$1600 for exhibitions and programs. Received a check which has been deposited.
- Awaiting word on ASCA and United Way grant applications. Presentation to United Way scheduled for January 27<sup>th</sup>.

## **Facilities**

### **Re: Heating and HVAC system**

- Coordinated preparations for the closing of the Museum and removal of items to temporary storage. Worked in tandem with Museum staff and COV Project Manager Brad Sontag to move, remove and store collections, furniture, supplies, equipment and store inventory and display furniture. This was a measured and herculean effort that continues to unfold as staff adjust to the influx of contractors and upheaval to Museum site.
- Packed up ED, Ed and front office
- Boxed up and moved items into connex
- Consulted with ArcticIT and CVT to prepare trailer with phone and internet service for 3 months during construction

### **Janitorial**

- Contracted with current Janitorial services for one year (2024) at same rate as offered in 2023

### **Collaborations with COV and Contractors**

- The Museum has a good working relationship with contractors and COV project manager, Brad Sontag, on initial construction phase and preparations for staff to work off site. We are moving forward as a well-informed and engaged team and in a convivial manner.

### **Personnel**

- Core staff, including curators, marketing coordinator, visitor services manager and collections assistant are present and working hard in their respective areas. They remain upbeat and positive in spite of significant changes to the work environment. What a fabulous group!

## **F REVELL VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

### **Curator of Education & Public Programs' Report Submitted by Faith Revell, Curator of Education & Public Programs November and December 2023**

**Reporting period:** November 9, 2023 through January 9, 2024    Total contacts: **543**

**Overview:** The reporting period was filled with planning and parties, free days and fiancé committee meetings. All were integrated into a focused effort to close the Museum to the public mid-December and prepare for construction come January.

#### **Education**

Valdez High School students and middle-schoolers learned about the healing power of Alaskan plants through a series of hands-on activities and under the joint tutelage of Alaska Native experts, Pam Verfaillie and Faith Revell. The projects design is one that originates from the VMHA and employs heritage kit elements on loan from Chugachmiut, Inc.

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

Faith led the TNHT on Snow Stories that brought out about a dozen participants. The talk featured snowy images from the Museum's collection. The Museum's annual recipe exchange was engaging again this year. Participants made foods and shared with all. Yum! The stories about the recipe's origin and makers were heartwarming.

Free holid-days in December brought out a smaller group than in past years to gather at the Museum and make something during the season. Participants painted like Van Gogh, celebrated Hanukkah with a paper menorah, stitched birds and made felt decorations.

#### **Outreach and Collaboration**

The Museum partnered with COV Parks and Rec again this year (this is my 12<sup>th</sup>) to create a wonderful community tree lighting ceremony and event. The Museum provided refreshments with an estimated 100 people in attendance. As many as 300 people showed up at the new location of the Civic Center. Line after line of families filled the CC ball room. Every cookie, marshmallow, cup of coffee and hot cocoa, and candy cane were consumed by participants!

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

Museum BOD, staff and members gathered for a festive evening at the Museum in celebration of the season and in support of long standing Museum members. BOD and staff provided an array of wonderful foods and beverages. Michelle Cullen created a beautiful watercolor activity. Thanks to all!

The Museum received notice of an award in the amount of \$1600 and a check from CVEACF. The money will fund Museum exhibits and programs. We are awaiting news from other funders that include ASCA and United Way.

The Museum staff worked hard and collegially to prepare the Egan site for the installation of a new heating and HVAC system. The curatorial team removed collections items to storage at the annex and shored up others so that they were free from harm on site. Administrative staff and education staff coordinated efforts to dismantle the Museum store and their respective office spaces. Everything was done thoughtfully and well.

On January 2<sup>nd</sup> construction at the Egan site began.



<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>November</b>								
9 AK Plant teaching VHS		x				x	40	
10 990 tax mtng	x					x	2	2
14 BOD finance mtng	x					x		3
16 BOD mtng	x					x	1	6
17 PWSC mtng	x					x	3	
17 Free Friday			x				14	
17 Recipe Exchange			x				10	
20 BOD bonus mtng	x					x		6
22 Google grant mtng	x					x	1	
28 TNHT Snow stories			x			x	12	
30 Holiday workshop			x				1	
<b>December</b>								
1 Tree lighting ceremony				x		x	300	
5 PIG Alyeska mtng	x					x	1	
7 Free Museum day			x				3	
8 POA rental					x		30	
9 Free Museum day			x				8	
12 Free Museum day			x				19	
14 Members party	x					x	35	
15 Free Museum day			x			x	8	
19 Orion mtng	x					x	9	
20 Museums AK mtng	x					x	8	
21 BOD finance mtng	x					x		3
21 BOD mtng	x					x		7
<b>January</b>								
9 Arctic IT mtng	x					x	3	
9 Museums AK mtng	x					x	8	

E, meetings, events	=	71
ED, education	=	40
PP, public programs	=	75
OR, outreach	=	300
R, rentals	=	30
VOL, volunteers	=	27
<b>Total contacts</b>	<b>=</b>	<b>543</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

Nov-Dec 2023. & Jan 2024

**I. EXHIBITIONS**

*Permanent Exhibition Management*

**HVAC PROJECT**

The HVAC project has a high impact on Egan Commons and Permanent Exhibitions and will be a primary focus of my work for the next 3-6 months. The chart below shows the major tasks with regards to Collections and the Exhibitions, only. More information about the HVAC project may be found in the Board Packet. Special thank you to Michelle Cullen, Rich Dunkin, and Kent Runion for their volunteer assistance to move and box artifacts. Special thank you also Diane Selanoff for her advice and expertise on our bear gut parkas.

**Pre-Construction (Nov-Dec 2023)**

**Inventory**

Photos/video of all exhibitions	Complete
Inventory of all artifacts	Complete
Inventory of all photographs	Complete
Inventory of all labels	Complete
Inventory of all props	Complete
Updating PPWeb re inventories	In Progress
Identify artifacts requiring special expertise/advice	Complete

**Artifact Preparation and Packing (Dec 2023-Jan 2024)**

Determine locations to store artifacts	Complete
Prepare Annex for short-term storage	Complete
Identify preservation/packing materials needed	Complete
Materials Ordered/Received	Complete
Determine Artifact packing calendar	Complete
Contact volunteers for Artifact packing	Complete
Wrap large/organic artifacts for Annex storage	Complete
Inventory and Box artifacts	Complete
Inventory and Box photographs	Complete
Inventory Box labels and props	Complete
Work with contractors re protecting immovable artifacts (Hinchinbrook Lens, Pinzon Bar, etc.)	Complete

**During Construction (Jan-Mar 2024)**

Twice daily check in at Main building	In Progress
Develop calendar for reinstall	Not started
Update loan paperwork for loans in Permanent Exhibits	In Progress
Determine small adjustments to Permanent Exhibits	Not started
Draft GIA Grant application for (much needed) artifact cases for Native Gallery	Not started
Record and edit weekly 10-20 sec videos for social media "Curating During Construction"	In Progress

*Temporary Exhibition Management*

- *Realism to Abstraction: Views of Alaska* closed on December 16, rather than January 6 due to HVAC project. One piece of artwork was sold. All other pieces were shipped back to the artist, Lisa Rogers-Peter in Fairbanks.

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

**II. COLLECTIONS**

The HVAC project took priority over the other collections-based work originally planned for Q4 2023. It should be noted that most of the HVAC preparation was collections based, as we inventoried and packed artifacts from the Aviation exhibit, Egan Gallery, Native Gallery, Explorers, Gold Rush, Mining & Miners Cabin, Alaska Railway, Valdez 1900, the Richardson Highway, WAMCATS, the Pinzon Bar, and Exxon Valdez Oil Spill. In total, we packed and moved **507** artifacts, interpretive labels, and object labels.

There was other collections related work that had to be accomplished before Dec 31:

- (a) End of year letters to donors of objects in 2023, accessions of said objects into PastPerfect, wrapping and boxing of those objects and placement into compact storage.
- (b) Ordering and obtaining the supplies to begin rehousing of Fine Arts collection (MuseumsAlaska Funded project).
- (c) Social media posts researched and written by Curatorial Assistant Emma Villareal.
- (d) Updated Emergency Action Plan started by Curatorial Assistant Emma Villareal.

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

### Communications & Marketing Report Submitted by Danielle Tapp, Administrative Marketing Coordinator December / January 2024

#### Marketing and Communications

- **Website:**
  - General site: Promoted current hours, Annual Members Appreciation Party 2023, Felted house garland, Holiday gift shop discount, four December free days, Painted Bird workshop, and Realism to Abstraction: Views of Alaska closing date.
  - Landing page: Maintain banner images- December / January events. (Realism to Abstraction: Views of Alaska, Annual Members Appreciation Party, Free days w/ art activities, and Museum closure.
  - Board portal: Updated with November 16<sup>th</sup> and 20<sup>th</sup> agendas, and 2024 Long Range Plan
  - News Tab: Promoted December Happenings, Annual Members Appreciation Party 2023, Felted House Garlands, Painted Bird w/ Faith Revell, and November TNHT.
  - Square Online: Maintaining the appearance of the Square online shop and adding new images and descriptions to existing inventory. Updated the membership page operations due to QBO issues.
  - Website goal: Keep our website attractive and current and promote it as a primary source of information about the Museum.
- **Roadhouse:**
- **Mail Chimp:** Distributed a December and January 2024 E-news
- **Press Releases:**
- **Facebook:** December recap, Announced Museum closure dates, updated banner, Annual members Appreciation Party recap, Hiring for new members for the BOD, 10 Realism to Abstraction: Views of Alaska ads, December Free days, and Holiday discounts.
- **Twitter:** December recap, Announced Museum closure dates, updated banner, Annual members Appreciation Party recap, Hiring for new members for the BOD, 10 Realism to Abstraction: Views of Alaska ads, December Free days, and Holiday discounts.
- **Instagram:** December recap, Announced Museum closure dates, updated banner, Annual members Appreciation Party recap, Hiring for new members for the BOD, 10 Realism to Abstraction: Views of Alaska ads, December Free days, and Holiday discounts.
- **Inside View Magazine:** Distributed due dates and template to Museum Staff.
- **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, and social media for museum events.
- **QuickBooks:** Distributed monthly November / December financial reports to the Interim Executive Director.
- **Square:** Maintaining the Square online store.

#### 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**

**December 2023**

**Admissions**

<b>December 2022</b>		<b>December 2023</b>		<b>+/-</b>	
Free	79	Free	55	Free	-24
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	13	Paid	4	Paid	-9
<b>Total</b>	<b>92</b>	<b>Total</b>	<b>59</b>	<b>Total</b>	<b>-33</b>

**Store Sales**

<b>December 2022</b>	<b>December 2023</b>	<b>+/-</b>
\$1,299.31	\$701.56	-\$597.75

\* 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  
-  
January 1 – December 31, 2023

**Admissions**

<b>2022</b>		<b>YTD 2023</b>		<b>+/-</b>	
Free	2,132	Free	1,480	Free	-652
<i>*Bluestar</i>	742	<i>*Bluestar</i>	715	<i>*Bluestar</i>	-27
Paid	6,797	Paid	9,242	Paid	+2445
<b>Total</b>	<b>8,929</b>	<b>Total</b>	<b>10,722</b>	<b>Total</b>	<b>+1,793</b>

**Store Sales**

<b>2022</b>	<b>YTD 2023</b>	<b>+/-</b>
\$63,470.89	\$45,158.35	-\$18,312.54

\* Blue Star included in Free count