

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

MEETING OF THE BOARD OF DIRECTORS

February 15, 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 January 18, 2024, pp. 3
7. Approval of Financial Report as of January 18, 2024
 - a) January 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) Discussion of new ED search
 - d) Discussion of Native Gallery committee need to form and its impact
 - e) Executive committee session to discuss Interim ED salary adjustments
9. President's Report
10. Staff Reports pp. 16
11. Committees
 - a) Committee Reports— (15 minutes)
Finance (Jim), Collections (Rich), Board Development (Gary) **Fundraising (Michelle / Donna)** Membership (Michelle), **Strategic Planning (Gary)**, Advocacy (?), Building (?), Native Gallery (?) Endowment (Inactive) By-Laws Committee and ED Search Committee
12. Committee Business from the Floor or Board Member Discussion/Ideas
13. Executive Committee session
14. Adjournment

Upcoming Committee Meetings

ED Search Committee, Finance Committee –2024 Operating Budget updates

Next Meeting: March 21, 2024– 12:00 p.m.

Dates to add to your Calendars

Winter Operations

Museum on Egan

Closed to the public through March 31st, 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
January 18, 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 12:06pm.
Members present: - Gary Minish, Michelle Cullen, Jim Shirrell, Donna Lane, Richard Dunkin, and Martha Barberio
Members excused: - Katie Carr, Nanci Hill, and Karen Allred.
Guests: -
Staff present: - Faith Revell, and Danny Tapp.
2. **Introduction of Guests:** None.
3. **Public Business from the Floor:** None.
4. **Board Educational Moment:** None.
5. **Mission Educational Moment:** None.
6. **Approval of the Minutes for November 16 and 20:**
Motion: Michelle Cullen motioned to approve the Minutes for November 16, 2024, and November 20, 2024, seconded by Donna Lane.
Discussion: Martha Barberio shared that there is an upcoming seminar about Roberts Rules of Order and suggested that each board member attend. She stated that she would share meeting information after the meeting.
Vote: All members present voted to approve the Minutes for November 16, 2024, and November 20, 2024, none opposed. Motion carried.
7. **Approval of Financial Report as of December 31, 2023:**
Motion: Martha Barberio motioned to approval the Financial Report as of December 31, 2023, seconded by Jim Shirrell.
Discussion: Faith Revell pointed out that the current Phyllis Irish Fund is now available to view in the financial report. Jim Shirrell reported that the finance committee met and felt that the documents being put forward are in good condition
Vote: All members present voted to approve the Financial Report as of December 31, 2023, none opposed. Motion carried.

8. New Business

a. Accept Recent Cash Donations for their donor-intended purposes:

Motion: Martha Barberio motioned to approve recent cash donations for their donor-intended purposes, seconded by Donna Lane.

Discussion: Michelle Cullen suggested that all board members should make donations to the VMHA to give the Museum organization a better chance at securing grants.

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

b. Recent member/ donor assignments: Five current plus up to 15 total / 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 information about the current H and HVAC construction project. She shared updates about the status of the flooring and ceiling heating panels.

Communications between VMHA staff and project managers are reported to be successful. After the project is complete, Stan Porrit will monitor VMHA humidity levels from a computer and will no longer require in-person visits. Staff can transition into the trailer on site as early as the week of Jan 22nd. Once internet is available in the trailer it will no longer be available on the Egan site.

This will impact the operations of the 2024 annual appeal as everything is printed in-house.

d. Discussion of ED search and impact on operations and finances

Discussion: Martha Barberio is the leading chairperson for the search for a new Executive Director. Martha Barberio agreed to make the board recommended adjustments to the job description and share them with the board and staff after the meeting. The password for the vmhasearch@outlook.com email will be shared with each member of the search committee internally to allow full communication of the application process. Faith Revell suggested sending the final job opening to Dixie Clough, Museum Alaska Director before sending it to other options first. **The board agreed that job listings will include,** a brief description, a link to the full description, a link to the VMHA website, how to apply/follow-up questions, and a 6-week closing date. Martha Barberio suggested that Michelle Cullen check the email periodically and share updates regularly with the board and staff. The board agreed that 3 interviews are ideal. The job will begin posting on Jan 22, 2024.

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%)

Motion: Martha Barberio motion to approve the amendments to the personnel policy, seconded by Donna Lane.

Discussion: None.

Vote All members present voted to approve the amendments to the personnel policy, none opposed. Motion Carried.

f. Approval of \$100 bonus for curatorial assistant:

Motion: Richard Dunkin motioned to approve the \$100 bonus for the curatorial assistant, seconded by Martha Barberio.

Discussion: It was reported that the curatorial assistant was overlooked during holiday bonuses because it was a part-time position, and it was not traditional for a part-time employee to receive holiday bonuses.

Vote All members present voted to approve the \$100 bonus for the curatorial assistant, none opposed. Motion Carried

g. Adoption of the 2024 budget with adjustments

Motion: Martha Barberio motioned to adopt the 2024 budget with adjustments, seconded by Jim Shirrell.

Discussion: Michelle Cullen inquired if the CDs acquire any interest and if that has any effect on the 2024 budget. Faith Revell stated that she will share that information after the meeting. Jim Shirrell encouraged all members of the board to attend future finance meetings.

Vote All members present voted to adopt the 2024 budget with adjustments, none opposed. Motion Carried

h. Discussion of the annual appeals theme and written ask.

Discussion: Faith Revell shared that the annual appeal typically takes place during the first quarter of the year. The goal is to raise \$4,000 for the year 2024. However, the impact of the HVAC construction project hinders access to the printer. Letters and envelopes are usually printed in house. Jim Shirrell suggested that the donations go a specific outcome. Faith Revell stated that it is much easier to work with unrestricted funds.

i. Discussion of BOD vacancies

Discussion: Katie Carr and Donna Lane's current terms are expiring as of January 31, 2024. Two 3-year terms will be available to apply to from the Valdez city website. The board agreed to personally seek out individuals to apply.

j. Discussion of Museum Advocacy Day and in-person participation in D.C. in late February

Discussion: Faith Revell shared that Museum Advocacy Day is coming up in February and has been budgeted for the executive director to attend.

9. President's Report: None.

10. Staff Reports: None.

11. Committee Reports:

Finance Committee: None.

Fundraising Committee: Michelle Cullen requested Roadhouse meetings begin soon.

Strategic Planning Committee: None.

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

Next Board of Directors Meeting: February 15, 2024 – 12:00 p.m. at the Valdez City Council Chambers
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13. **Adjournment:**

Motion: With no further business before the Board, Martha Barberio moved to adjourn the meeting at 1:56pm, seconded by Gary Minish

Discussion: None.

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

Signed _____ Date _____
Michelle Cullen, Secretary, VMHA

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Financial Report

Submitted by Faith Revell, Interim Executive Director

January 2024

Summary: For your review, I have provided three statements: Budget v. Actual for 2024, Statement of Activities Previous Year Comparison, and Statement of Financial Position Previous Year Comparison, all as of January 31st, 2024.

Budget vs. Actuals: FY2024 At the time of this report earned revenue is a tiny fraction (at \$60) of the year's operating budget. The Museum's inability to generate funds in the first quarter due to the Egan site closing was anticipated.

Foundation grants have yet to register for the year. United Way of Valdez funding is pending. The Museum ED made a presentation to the UWV Board on January 27th and asked for \$2500 to support the year's programs. The norm is to hear from the grantor in the first quarter. Later in 2024 according to prescribed application cycles, the Museum will apply for foundation grants from ASCA (Alaska State Council on the Arts), Alyeska, CVEACF, Gold Rush Days and the State of Alaska, the last for a Grant in Aid. The COV quarterly grant in the amount of \$133,750 was received in early January.

Donations income has yet to show results. **Fund development**, stands at \$965.00 at the beginning of the year. These monies are attributed to a year end donation to the 2023 annual appeal and to Museum membership renewals. 2024 annual appeal campaign materials have already been prepared well in advance of mailing later in the spring.

Earned revenue. There are currently no store sales to note. This will all change when the Museum reopens to the public and we move into peak visitor season.

Interest Income. The Phyllis Irish Memorial Fund CD stands at \$68,901.50.

Cost of Goods Sold. With 2023 year-end revenues, store product was purchased for 2024. The Museum opted to initiate reprinting the popular Alaska Historical Cookbook. It will be available this spring and hopefully generate both widespread interest and revenue.

Overall expenses. Some of the large expenses we incur in January, other than payroll, are utilities and liability insurance. Both insurance and utility costs are at 9% of what was budgeted for the year. Janitorial services are paid quarterly. They are at 8% of budget. The contract of 2024 remains at the same level as it did for 2023.

Total personnel expenses stand at \$29,703 and 6% of the annual budgeted amount of \$494,757.

ED Recruitment. \$675 has been spent on consultation services tied to the ED search.

Statement of Activity Comparison At the time of this report net revenues shown are at \$62,412 compared to \$50,254 in 2023. Expenditures closed out at \$72,362 compared to last year's total of \$85,412. This variation can be attributed in part to lower personnel expenses and marginally lower utility costs this year.

Grants: The COV quarterly grant remains at the same amount as last year and \$133,750.

Fund Development: Fund development (annual appeal, membership and donations) total less this year than last at the same time, but will grow as 2024 unfolds.

Admissions and Store Sales: While the Museum is closed there are no admission fees. There were very few in 2023. They amounted to only \$162.00. There have been no store sales in 2024. \$279 was generated in store sales in 2023 during the first month of the year.

Statement of Financial Position Previous Year Comparison as of December January 31st, 2024

As of January 31st, 2024 total liabilities and equity stands at \$1,848,876 compared to January of 2023, where totals stood at \$1,674,936.

Bank accounts total \$477,623 at 2024's beginning compared to \$359,611 in January of 2023.

Phyllis Irish Fund is up incrementally in 2024 and sits at \$68,901 compared to \$68,729 in 2023.

The Museum Endowment Fund posts at \$1,244,821 compared to \$1,192,182 in 2023 during the same reporting period.

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: February 8, 2024

Valdez Museum & Historical Archive Association Inc.

Transaction Report January 2024

	Date	Name	Description	Amount line
Fund Development				
Donations Income				
Unrestricted				
	January 2024	Kathleen Todd	Donation	\$100.00
Total for Unrestricted				\$100.00
Total for Donations Income with sub-accounts				\$100.00
Total for Fund Development with sub-accounts				\$100.00

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: February 8, 2024

Valdez Museum & Historical Archive Association Inc.

January Memberships 2024

JANUARY RENEWALS

Greeting	Level
Chris Olson	Senior
Myron Gittell	Educator
Pat & Peggy Day	Ninety – Eighter
Mike & Laura Meadors	Family
Kathleen Todd	Family
Sharry & Thane Miller	Family
Jan & Russ Blood	

JANUARY NEW MEMBERSHIPS

Greeting	Level
NONE	NONE

Valdez Museum & Historical Archive Association Inc.

Item 8C

Discussion of new Executive Director Search

Board Action to Be Taken:

Discuss the search for a new Executive Director for the Museum, including the search's status, progress and impact

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Gary Minish, VMHA Board President

Date: February 8, 2024

Valdez Museum & Historical Archive Association Inc.

Item 8D

Discussion of Native Gallery Committee Formation

Board Action to Be Taken:

Discuss the importance and impact of assembling a Native Gallery Committee. Suggest methods and means for forming the committee, potential members and ways to connect with the Valdez Native Tribe.

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Faith Revell, Interim Executive Director

Date: February 8, 2024

Valdez Museum & Historical Archive Association Inc.

Item 8E

Executive Session to Discuss Interim ED Salary

Board Action to Be Taken:

Discuss and define Interim ED salary adjustment

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Gary Minish, VMHA BOD President

Date: February 8, 2024

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

January 2024

Navigating Changes

The staff, Board, COV, volunteers and construction crew are adapting to change and working together to create a hospitable, safe and supportive environment that allows for everyone to be productive and successful.

Program of Work for the Reporting Period:

- Oversee staff and operations; support smooth running facilities during a period of change
- Write reports and prepare Board materials for the February BOD
- Review and prepare VMHA documents tied to insurance and retirement benefits
- Prepare for the 2024 audit, scheduled for the week of February 19th
- Prepare for 2024 annual appeal
- Review 2024 budget draft, suggest changes, compute amounts, and apply to adjusted 2024 version
- Make presentations to the United Way Valdez for 2024 funding
- Prepare for and move offices located at the Egan site into an adjacent trailer with full operations regarding internet and phone

Board

- Prepared the BOD packet with the assistance from Danny Tapp and circulated it to members in advance of meeting
- Met with the Board on January 18th for a lengthy session during which changes to the personnel policy were adapted. These included eliminating a limit on annual bonuses, adding COLA benefits and defining the salary range for the ED
- Met with the BOD and ED search committee to finesse the JD
- Worked with Danny Tapp to post the ED position on:
 - VMAH website, social media sites, ATIA, Foraker, AASLH, LinkedIn, Mary Irvine AK Museum's list serve, Museums Alaska (Dixie Clough), and Work Force Development
- Kept the BOD informed through regular email accounts, in person and zoom meetings

Finance

- Met with the Finance Committee
- Reviewed adjustments to the 2024 budget based on 2023 returns, adjusted accordingly and presented to the committee
- Created a 2024 budget in QuickBooks.
- Drafted changes to the personnel policy, presented these to the Finance Committee, and edited to an agreed upon narrative
- Reviewed retirement service plan and completed the requisite questionnaire on the Museum. Working with Andrea Searles, completed the census information for each staff person.
- With Andrea Searles began preparations for the annual audit scheduled for week of February 19th.

Fundraising

- Working with BOD member, Michelle Cullen and Danny Tapp, wrote and printed annual appeal letter and envelope labels; ordered Forget me not seed packets--all completed well in advance of mail out. This was done early while we had access to the Museum's large copier/printer that allows for mail merges, etc.
- Thank you notes sent to new Museum supporters and donors

Grants

- Made in person presentation to United Way Valdez BODs on January 27, asking for \$2500 to support educational programs, supplies and visiting experts for the year.

Facilities

Re: Heating and HVAC system

- Packed up office supplies and computer equipment. Transported these to trailer where Danny, Andrea and Faith will work during remainder of construction period
- Consulted with ArcticIT and CVT and with their help successfully transferred the modem, Internet access and phone to the trailer
- Faith, Danny and Andrea are up and successfully running in the trailer on site

Collaborations with COV and Contractors

- The Museum has a good working relationship with contractors and COV project manager, Brad Sontag, on construction phases 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. We are able to communicate easily and often. What a fabulous group!
- Museum staff are beginning to reimagine the Museum and new ways, sharing ideas for how we can do things better. 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 January 2024

Reporting period: January 10 through February 1, 2024 Total contacts: **39**

Overview: The reporting period was marked by moving offices at the Egan site into a nearby trailer and planning programs at new locations in the community for the first quarter of the year. This report is shorter than usual for a few reasons. Faith will be on a brief vacation to mount a show of her paintings in Homer; the first quarter of the year will have far fewer educational offerings than the norm due to limited space and ongoing construction.

Education

Eight Valdez High School students in Kent Runion's Ancient Civilizations class participated in a field trip to the annex where they learned about preserving history. Caren Oberg and Faith collaborated on the hands-on activities that composed the visit. They combined a walk through the archives, with an introduction to archival materials and methods, and lastly an opportunity to explore artifacts. The visit proved successful and is another way that we can teach students about local history and Museum collections.

Public Programs and Exhibits

February and March TNHTs will take place at the Consortium Library and focus on Black and women's history. Flyers for the programs were designed and printed in advance while the color copier/printer was available.

Outreach and Collaboration

The Museum will partner with the Valdez Consortium Library on 1st quarter programs and renew our collaboration with Molly Walker the Library's educator.

Administration, Planning and Institutional Teamwork

Faith scripted and then made a presentation to the United Way BOD on Saturday January 27th for annual funding in the amount of \$2500 to support public programs for the year. This money traditionally is used to purchase supplies and equipment used in educational programs and underwrites travel costs for out-of-town presenters. Funds usually arrive in March or April.

Faith wrote several articles for the Inside View, 1st quarter magazine and provided images to illustrate the text. Work included authoring the director's page, calendar, and donors' page.

Construction and HVAC installation have required that staff adjust to a fluid environment and in essence get out of their old groove and pivot to doing things differently. Some days this is challenging, but for the most part staff are staying the course and remaining positive and productive. All staff are now operating out of the building on Egan and either working at the annex or in the nearby trailer. The construction crew has been helpful in making the adjustments run smoothly.

<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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January

10 ED search mtng	x					x		6
16 Finance mtng	x					x		4
18 BOD mtng	x					x	x	6
24 VCVB mtng	x			x			x	8
27 United Way mtng				x			x	6

February

1 VHS history class field trip		x					x	9
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E, meetings, events	=	0
ED, education	=	9
PP, public programs	=	0
OR, outreach	=	14
R, rentals	=	0
<u>VOL, volunteers</u>	=	<u>16</u>
Total contacts	=	39

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

Feb 2024

I. EXHIBITIONS

Permanent Exhibition Management

HVAC PROJECT

The HVAC project has a high impact on Egan Commons and Permanent Exhibitions and the contractors are doing a fantastic job working with and around the Museum.

During Construction (Jan-Mar 2024)

Once daily check in at Main building	In Progress
Develop calendar for reinstall	Not started – Late Feb
Update loan paperwork for loans in Permanent Exhibits	In Progress
Determine small adjustments to Permanent Exhibits	Not started – Mid-Feb
Draft GIA Grant application for (much needed) artifact cases for Native Gallery	Not started – Early Mar
Record and edit bi-weekly 10-20 sec videos for social media "Curating During Construction"	In Progress
2 videos were recorded and uploaded to Facebook.	
Feb 1: https://www.facebook.com/reel/2277498169114298	
Jan 19: https://www.facebook.com/reel/813044000555852	

Temporary Exhibition Management

- The spring exhibition, opening April 19, *Emerging from the Melt* is an opportunity to show works of art from the Valdez Museum & Historical Archive visual arts collection. This exhibition can be developed due to a MuseumsAlaska grant received in 2023, allowing better access to our visual arts collection. Using the metaphor of the things that reappear, are recovered, or are rediscovered as the snow melts in Valdez, this exhibit will highlight works of art that may have been shown five years ago, ten years ago or have never been displayed.

	No Q1 Exhibit - HVAC	The Melt (Apr-Jun 2024)	Echoes of Tlingit (Jun-Sept 2024)
Contracts	N/A	Complete	In Progress
Budget Planning/Grant Writing	N/A	Complete	Complete
Curating (working with artists to form the exhibition themes, ideas, and decisions about pieces)	N/A	In Progress	In Progress
Drafting text (for labels, Inside View, press releases)	N/A	Not Started	Not Started
Visual mockup of exhibit	N/A	Not Started	Not Started
Marketing materials (manage development)	N/A	Not Started	Not Started
Coordinate volunteers for install/deinstall	N/A	Not Started	Not Started
Exhibit Installation	N/A	Not Started	Not Started
Exhibit deinstallation	N/A	Not Started	Not Started
Exhibit shipping preparations	N/A	Not Started	Not Started
Coordinate shipping of sold artwork	N/A	Not Started	Not Started

II. COLLECTIONS

Fine Arts Collection Rehousing Project

This project is in process. All items are removed from a bin, conditioning reports filled in, the bars are slotted into the bins, and the artwork replaced. The goals include being able to further safeguard our fine arts collection and make it easier to display and use for research.

NAGPRA Policy (Native American Graves Protection and Reparations Act, 1990)

On January 12, the 1990 NAGPRA Law was updated to require museums to obtain permission from Native tribes before exhibiting human remains and tribal cultural objects which fall under the original NAGPRA policy. human remains, funeral objects, and objects of cultural patrimony. I have reached out to MuseumsAlaska and am studying the new policy with the intent to collaborate with Faith (and the new ED), the Collections Committee, and the Board to determine how this policy could impact the Native Gallery and objects in the Native Alaskan Collection.

Research

Research requests included information on the Tonsina Roadhouse, cemetery research related to the 1921 death of Kenjiro Yamasaki, artwork by James Everett Stewart, plats of 1915 Valdez, and several genealogy requests.

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, TNHT, construction, and events related to January / February events.
 - Landing page: Maintain banner images- January/ February events.
 - Board portal: Updated with January reports.
 - News Tab: Promoted Construction Hours.
 - 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 February 2024 E-news
- **Press Releases:**
- **Facebook:** Reposted Valdez Consortium Library event, ED job opening, short video. And call out for board members.
- **Twitter:** Reposted Valdez Consortium Library event, ED job opening, short video. And call out for board members.
- **Instagram:** Reposted Valdez Consortium Library event, ED job opening, short video. And call out for board members.
- **Inside View Magazine:** Distributed draft for approval
- **Outreach:** Community interaction, post events and announcements on KCHU Billboard and KVAK, and outreach for museum events and monthly meetings.
- **Advertising:** E-News ad, VMHA website, and social media for museum events.
- **QuickBooks:** Distributed monthly J 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**

January 2024

Admissions

January 2023		January 2024		+/-	
Free	0	Free	0	Free	0
<i>*Bluestar</i>	<i>0</i>	<i>*Bluestar</i>	<i>0</i>	<i>*Bluestar</i>	<i>0</i>
Paid	0	Paid	0	Paid	0
Total	0	Total	0	Total	0

Store Sales

January 2023	January 2024	+/-
\$279.11	\$0	-\$279.11

* 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 – January 31, 2023
-
January 1 – January 31, 2024

Admissions

2022		YTD 2023		+/-	
Free	0	Free	0	Free	0
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	0	Paid	0	Paid	0
Total	0	Total	0	Total	0

Store Sales

2022	YTD 2023	+/-
\$45,158.35	\$0	-\$45,158.35

* Blue Star included in Free count