

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

## MEETING OF THE BOARD OF DIRECTORS

October 17, 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: September 19, 2024, p.3
7. Approval of Financial Report as of October 17, 2024 p.6
  - a) October Financial Statements
8. New Business p. 11
  - a) Accept Recent Cash Donation for their donor-intended purposes
  - b) Recent member/donor assignments
  - c) Roadhouse fundraiser report and discussion
  - d) Executive Director Search discussion
  - e) Board member information and committee assignment updates
  - f) Board and Staff training and education opportunities
  - g) Annual membership party discussion
9. President's Report
10. Staff Reports p. 20
11. Committees
  - a) Committee Reports— (15 minutes)  
**Finance (Jim), Collections (Rich), Board Development (Gary) Fundraising (Michelle)**  
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

Collections Committee, ED Search Committee, Finance Committee, Fundraising Committee

**Next Meeting: November 21, 2024**

## **Dates to add to your Calendars**

Museum on Hazelet open by appointment

Museum on Egan, open 9 to 5, Tuesday through Saturday

October 18, Alaska Day, Museum closed to the public

First Thursday, November 7<sup>th</sup> at VMHA. Museum open noon to 7 pm

“Stacked Extension” on exhibit in Egan Commons

Tuesday Nite History Talk, October 22, 5:30 pm Egan Commons featuring “Roadhouse stories”

Tuesday, October 29, 2025 budget workshop with COV, Council chambers

### **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.

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

**MEETING MINUTES OF THE BOARD OF DIRECTORS**

**September 19th, 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:** Gary Minish called the meeting to order at 12:01 PM.

**Directors Present:** Rich Dunkin, Jim Shirrell, Gary Minish, Karen Allred, Michelle Cullen.

**Directors Excused:** Dan Gilson, Martha Barberio, Nanci Hill, Linda Gutherie.

**Staff Present:** Faith Revell, Amber Dennis, Caren Oberg.

**2. Introduction of Guests:** None

**3. Public Business from the Floor:** None

**4. Board Education Moment:** None

**5. Mission Educational Moment (10 minutes)**

Caren Oberg, Curator of Collections and Exhibits, updated the board on the progress of a GIA or Grant in Aid. The GIA is for \$5973 and will be applied to the Native Gallery collection. The money will be used this next quarter to hire Alaska Native knowledge keepers to consult on items in the collection. A new gallery exhibit case will also be built to hold the objects and regalia from Chief Marie Smith Jones. The project will continue into 2025 and will utilize Phyllis Irish Memorial fund to support the effort.

In addition, Ms. Oberg shared that staff of the Alutiiq Museum located in Kodiak, Alaska, were recently onsite to document and photograph items in our collection that are Alutiiq. The Kodiak Museum paid VMHA out of a grant they received to access these collections and will include the photos of them on their website. The professional photos were shared with the VMHA to use as needed, as well

A discussion ensued about engaging a member of the Valdez Native Tribe as a Board member when a vacancy next occurred. Karen Allred told about the efforts in the past few years to recruit an Alaskan Native member of the community. Michelle Cullen mentioned that the bylaws allow for one member to be nominated by the Valdez Native Tribe.

## **6. Approval of the Minutes for August 15, 2024**

Motion: Karen Allred moved to approve the Minutes for August 15, 2024, seconded by Rich Dunkin.

Discussion: None

Vote: Unanimously approved.

## **7. Approval of Financial Report as of September 19th, 2024:**

Motion: Michelle Cullen moved to approve the financial report, seconded by Rich Dunkin.

Discussion: Faith Revell said she has an updated financial report with the most recent data on expenses and revenue. Ms. Revell mentioned that the annual appeal is still \$310 shy of its goal and is hoping that more unrestricted funds will come in. The Museum is also lower in its membership renewals this year and there is more work to do to invite members to renew and visitors to become a member. Karen Allred commented that the quality of the financial reports makes it easy for Board members to follow and track the finances of the Museum.

Vote: Financial statements were unanimously approved.

## **8. New Business**

### **a) Accept Recent Cash Donation for their donor-intended purposes**

Motion: Rich Dunkin motioned to postpone voting on accepting recent cash donations and Michelle Cullen seconded.

Discussion: The recent donations have not made it into the Board packet and will be included next month.

Vote: Cash donations were unanimously voted to postpone approval.

### **b) Recent member/donor assignments**

One renewal membership this month.

**c) Discussion about the potential creation of a new marketing committee:** Michelle Cullen suggested that the Board should consider creating a new marketing committee and possibly combine other relevant committees such as fundraising, membership and advocacy. The discussion led to keeping fundraising a separate committee. In the future the Board might want to combine membership with a marketing committee. The feeling of

the Board was to pursue our strategic plan which involves marketing and to see how the marketing committee would fit under the structure. In the meantime, it was suggested that the administrative marketing coordinator, Amber Dennis, could attend membership and fundraising committee meetings to add expertise in the marketing aspects of **both**.

**d) Roadhouse event planning and progress to date discussion.**

Discussion: Michelle Cullen shared that there was a Roadhouse committee meeting later today at 5 PM that takes place at the Museum Egan Commons on Egan Dive. Karen Allred summarized that the Roadhouse event will take place from 6 to 10 PM at the Civic Center and it will celebrate the roadhouses of the Richardson Highway. The entertainment committee is meeting to produce a new play written by Heidi Frank that will be offered as a reader's theater. A contract for the play is being signed today and there was a discussion about Frank's wish to exclude videotaping the play by the public to protect her intellectual property. Faith Revell shared that she passed an exam which allows the Museum to have a gaming permit so that we will be able to have a raffle at the event. The auction items are coming in and the volunteers, Board members, and staff are working hard to ensure our evening is a success. Tickets are being sold online and the online auction will be up and running by next Monday.

**e) Executive Director Search discussion and next steps**

Gary Minish shared that a new candidate was interviewed by zoom yesterday. The committee decided to follow up on her references and to have all Board members and staff attend the interview for input in next Tuesday's weekly ED search committee meeting. In the meantime, we are still accepting applications. Faith Revell said that we paid several Museum websites who have job banks to repost the ED job position. Our ED job listing was then situated at the top of the page for best viewing and access by potential applicants.

**f) Preparing for the Annual Meeting discussion.**

Faith Revell shared with the Board that the annual meeting will be on October 1 at 6 PM at the City Council Chambers. She invites all Board members and staff to attend. Ms. Revell is preparing the annual report which will be available to all Board members soon. She's submitting the report, along with a meeting agenda and three financial documents to the COV that will be shared with City Council members prior to the October 1<sup>st</sup> meeting. The financial reports include: a budget versus actual and a statement of financial position comparison. Ms. Revell will make a comparison of the 2024 budget versus new 2025 budget during the meeting. The City Council has already received a copy of next year's budget. She will not attach the PowerPoint presentation to the other documents given in

advance to the COV but will give that live. Ms. Oberg will give a collections and exhibits report and Board members and committee chairs are encouraged to give committee reports. Karen Allred asked if Ms. Revell would explain how the Museum being closed for the HVAC has impacted last year's budget.

**9. President's Report N/A**

**10. Staff Reports**

Amber Dennis shared the most recent Inside View and noted that it had been sent to mailing list. She is developing collateral and running campaigns for the new exhibit opening and the Roadhouse! Fundraiser.

**11. Committees a) Committee Reports—**

Rich Dunkin reported that the collections committee has reviewed new items to be accepted into the collection and there are a few items that will not be accessioned. In addition, there will be some new items to deaccession which will be presented to the City Council members.

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

**13. Adjournment:**

Motion: With no further business before the Board, Rich Dunkin moved to adjourn and Gary Minish seconds.

Discussion: none

Vote: Motion carries unanimously. adjourns the meeting at 1:36 pm

**Next Board of Directors Meeting: October 17, 2024 – 12:00 p.m. at the Valdez City**

**Council Chambers**

Signed\_\_\_\_\_Date\_\_\_\_\_

Michelle Cullen, Secretary, VMHA

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

## Financial Report Submitted by Faith Revell, Interim Executive Director

September 2024

**Summary:** This report reflects the financial position of the Museum. It addresses key aspects of the following: Budget v. Actual for 2024; Statement of Activities Previous Year Comparison; and Statement of Financial Position Previous Year Comparison. It also includes notes on the Statement of Activity for the period beginning September 10 and running through October 8th. All financial reports were run on October 8, 2024.

### Budget vs. Actuals: FY2024

**Budget vs. Actuals compares totals for the full year, from January through December.** When reviewing the current *actual* totals that follow, keep in mind that 77% of the year has transpired with approximately 23% to go. **Note, too, that from mid-May through mid-September the Museum generates the lion's share of earned revenue.** In the last quarter of the year and 1<sup>st</sup> quarter of the next, expenses surpass revenue. This report falls at the end of the third quarter when revenue generation largely concludes. Next month's report will show significant changes on the expense side of things.

**Gross profit** to date is \$754,386 and 86% of the overall budgeted amount. **Total expenditures** as of October 8 stand at \$501,034 and 65% of the annual budget. The **Net operating revenue** is \$253,351. It is positioned at 261% of the annual budget. Net revenue will lessen as we move into the fourth quarter.

As of October 8, 2024 **earned revenue**, stands at \$194,375 and 91% of budget. The operating budget for earned revenue in 2024 is \$214,765.

What follows is a breakdown of earned revenue-to-date (October 8) generated through bulk and general admissions, and presenter and guide income.

- Bulk admissions, \$50,218 and 109% of budget
- General admissions, \$78,275, 87% of budget
- Presenter and guide income, \$28,300, 142% of budget
- TOTAL museum fees to date, \$,158,293, 99% of budget

**Earned revenue from store sales for the year** has increased in August and early September and totals \$25,123 for the year. Sales are currently well below what was budgeted for the year, however, and stand at 47% of projections and up only 3% from the last reporting period. Museum staff are exploring what they can do to increase sales. Review of product, sales, audience and market share should be tackled as we move forward.

## Budget vs. Actuals: FY2024 continued

**Grants.** The Museum received the last quarter grant from the COV that amounted to \$133,750. Total grant amount for the year is \$535,000.

**Donations income** shows a small increase in the month and currently stands at \$2584 and 15% of budget. **Fund development** has increased and now stands at \$25,474 and 35% of budget, up 14% from the last reporting period. The increase is largely due to corporate sponsorship. A portion of Roadhouse revenue has been included in the financial documents found in the BOD packet. A clearer picture of both revenue and expense tied to the annual event will be made when data for both categories is entered into QuickBooks. This is currently in progress. The 2024 **annual appeal** total has not changed.

### Expenditures

**The highest expenses incurred to date** remain linked to personnel and utilities.

**Personnel expenses in total** come in at \$338,504. As of October 8, 2024 this total is 68% of budget. As of this report \$69,600 has been paid for health insurance premiums for four staff members. This total is 62% of what was budgeted for benefits this year.

**ED Recruitment.** \$6506 of the budgeted \$10,000 allotted for ED recruitment has been spent. Additional expenses will occur with the visit of a candidate in late October. These include the cost of airfare for two, lodging, rental car and food.

**Utilities** are tracking in total at 50% of what is budgeted for 2024. That figure is \$62,272. Electric costs came at \$16,150 and 43% of budget. Heating oil costs sit at \$14,954 and 61% of budget. Nate Duvall, Capitol Facilities Director for the COV, has asked that the Museum monitor utility costs and share them with him regularly. He, like the VMHA BOD and staff, want to determine what the impact of the new HVAC system has on consumption and expense.

### The HVAC system

The new HVAC system has been modified to lessen the sound made by the dehumidifiers. A change in ductwork has made a difference and led to what are now acceptable levels. Final balancing of the system is wrapping up and construction drawing to a close.

## Statement of Activity Comparison

**This report compares totals for the year-to-date, October 8, 2024 to the same period in 2023.**

At the time of this report net operating revenues shown are at \$253,351.00 compared to \$194,680.00 in 2023. Expenditures closed out at \$501,034 in early October of 2024 compared to last year's total of \$566,330. This variation can be attributed in large part to lower personnel expenses and lower utility costs in 2024. Utilities stand at \$31,312 as of this year compared to \$45,984 in 2023.

**Grants:** All four quarters of the COV grant have been received. This amounts to \$535,000, the same as last year, and the same amount asked for in 2025.

**Fund Development:** Fund development totals \$25,474 as of this report, significantly less than noted in 2023 during the same reporting period when it amounted to \$33,209. Fund development, which includes Corporate sponsorship, Annual appeal, Raffle, Roadhouse, Membership and Fundraising will show a notable change visible in next month's report when all revenue generated through the Roadhouse fundraiser appears on the books.

**Admissions: General admission fees** are approximately \$10,000 less this year compared to last. They amount to \$78,275 compared to \$88,844 in 2023. It could prove beneficial to explore what is causing the change in numbers and revenue for general admissions.

**Bulk admission fees,** are a little higher in 2024 than in 2023. Currently, they stand at \$50,218 compared to \$46,186.

**Store Sales** are significantly lower this year than last. Year-to-date totals in 2024 are \$25,122 compared to last year's yield of \$42,256.

## Statement of Activity from September 10 to October 8, 2024

**This portion of the report focuses upon revenue and expense details from last month's report to this month's. It shows how much was taken in or paid out during the course of the month for *some, but not all* key items.**

### Revenue

Corporate sponsorships	\$5000
Roadhouse dinner	\$4365
Guide income	\$2700
Bulk Admissions	\$3430
General Admissions	\$5307
Store sales	\$1387

### Expenses

Fundraising expenses	\$6995
Janitorial services	\$1268
Electric	\$1417
Heating oil	\$ 782
Advertising	\$ 654
Salaries and wages	\$27,326
Health insurance	\$11,303

## Statement of Financial Position Previous Year Comparison as of October 8, 2024

As of October 8, 2024, **total liabilities and equity** for the Museum stand at \$2,119,593 compared to 2023, where totals amounted to \$1,872,596.

**Bank accounts** total \$531,299 as of early September, 2024 compared to \$517,905 in 2023.

**Funds in the gaming account** (1<sup>st</sup> National Bank) must be spent at this year's close.

**Phyllis Irish Fund** is up 3% in 2024 and sits at \$70,970 compared to \$68,901 in 2023.

**The Museum Endowment equity** in 2024 remains at \$1,322,350 compared to \$1,228,038 in 2023.

**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**

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**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 17, 2024

Valdez Museum & Historical Archive Association Inc. Item 8a Accept Recent Cash Donations

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

Transaction Report

September 19 - October 10, 2024

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	SPLIT	AMOUNT	BALANCE
Fund Development								
Donations Income								
Unrestricted								
10/08/2024	Receipt	2228	Natalie Lawrence	Donation / Roadhouse Donation	8002 Fund Development:Donations Income:Unrestricted	1017 Undeposited Funds	250.00	250.00
10/08/2024	Receipt	2225	Timothy Lopez	Roadhouse Donation	8002 Fund Development:Donations Income:Unrestricted	1017 Undeposited Funds	100.00	350.00
10/08/2024	Receipt	2227	Faith D Revell	Donation / Roadhouse Donation	8002 Fund Development:Donations Income:Unrestricted	1017 Undeposited Funds	50.00	400.00
10/08/2024	Receipt	2224	Jim Shirrell	Donation	8002 Fund Development:Donations Income:Unrestricted	1017 Undeposited Funds	25.00	425.00
<b>Total for Unrestricted</b>							<b>\$425.00</b>	
<b>Total for Donations Income</b>							<b>\$425.00</b>	
<b>Total for Fund Development</b>							<b>\$425.00</b>	
<b>TOTAL</b>							<b>\$425.00</b>	

**Valdez Museum & Historical Archive Association Inc.**  
**8b Member Assignments**

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**Description:**

Each month, the Board of Directors tries 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, Executive Director

**Date:** October 17, 2024

# Valdez Museum & Historical Archive Association Inc. 8b Member Assignments

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

Transaction Report  
September 2024

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	SPLIT	AMOUNT	BALANCE
<b>Fund Development</b>								
<b>Membership</b>								
09/15/2024	Receipt	2205	Andrea Searles	Senior/Student/Military Member	8061 Fund Development:Membership	1017 Undeposited Funds	25.00	25.00
09/24/2024	Receipt	2210	Shana Anderson_1	Senior/Student/Military Member	8061 Fund Development:Membership	1017 Undeposited Funds	25.00	50.00
09/30/2024	Receipt	2217	Jeannie Cobb	Associate Membership: Contributor Level	8061 Fund Development:Membership	1017 Undeposited Funds	150.00	200.00
09/30/2024	Receipt	2218	Larry McIntosh	Family Membership	8061 Fund Development:Membership	1017 Undeposited Funds	100.00	300.00
09/30/2024	Receipt		Square customer	Family Membership	8061 Fund Development:Membership	1017 Undeposited Funds	100.00	400.00
<b>Total for Membership</b>							<b>\$400.00</b>	
<b>Total for Fund Development</b>							<b>\$400.00</b>	
<b>TOTAL</b>							<b>\$400.00</b>	

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

**Item 8c  
Roadhouse Event Report and Discussion**

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**Board Action to Be Taken:**

Report on VMHA annual Roadhouse fundraiser. Share information from the hot wash post event discussion with BOD members that includes expenses for and revenue generated, what was successful, what requires changes and the future of RH fundraisers. Discussion of next steps.

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** Michelle Cullen, Roadhouse Co-Chair, BOD Member

**Date:** October 17, 2024

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

**Item 8d**

**ED Search report on progress-to-date and next steps**

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**Board Action to Be Taken:**

Report on and discussion about the ED search that includes planning for onsite visit of ED candidate, possible changes to job description and salary range and next steps in the process

**Director/Committee Recommendation:**

NA

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

**Date:** October 17, 2024

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

**Item 8e**

**Board information and Committee Assignment Updates**

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**Board Action to Be Taken:**

Confirm with Board members what updates are needed with regards to their contact information and committee assignments, along with BOD information on the Museum's website and BOD portal.

**Director/Committee Recommendation:**

NA

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

**Date:** October 17, 2024

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

**Item 8f**

**Board and Staff Training and Education Opportunities**

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**Board Action to Be Taken:**

Share opportunities for the Board and Staff to participate in training sessions and educational programs that enhance their knowledge and practice. Introduce an AAM virtual conference opportunity, “Future of Museums Summit,” scheduled on-line in late October.

Future of Museums Summit [https://www.airmeet.com/e/1e3f0740-5af1-11ef-bb56-bdf91d43844a?utm\\_source=American+Alliance+of+Museums&utm\\_campaign=754e64e39f-FOMS24\\_AITrack&utm\\_medium=email&utm\\_term=0\\_f06e575db6-cb3aa5e0df-%5BLIST\\_EMAIL\\_ID%5D](https://www.airmeet.com/e/1e3f0740-5af1-11ef-bb56-bdf91d43844a?utm_source=American+Alliance+of+Museums&utm_campaign=754e64e39f-FOMS24_AITrack&utm_medium=email&utm_term=0_f06e575db6-cb3aa5e0df-%5BLIST_EMAIL_ID%5D)

**Director/Committee Recommendation:**

NA

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

**Date:** October 17, 2024

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

**Item 8g  
Annual Membership Party Discussion**

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**Board Action to Be Taken:**

Discuss whether to hold an annual members party at the Museum, and if so when.  
Consider its format and next steps in preparation.

**Director/Committee Recommendation:**

NA

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

**Date:** October 17, 2024

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

September 2024

Celebrating Collective Efforts

### Program of Work for the Reporting Period

**Operations Summary:** This period signaled the close of peak season revenue generation at the Museum and marked intense planning for two key VMHA events that occur within days of one another, the annual meeting with the COV and the annual Roadhouse fundraiser. Wedged into the mix of these important events were the opening of a new exhibit of work by Cynthia Morelli and attendance at the Museums Alaska Conference in Fairbanks. I can happily report that both the presentation to City Council and the Roadhouse fundraiser were successful, due in part to a collective effort and common goals. Morelli's work is beautifully displayed and the MA conference proved to be a source of new ideas and sound advice on how to navigate the program of work in museums.

**The following report is a mix of quantitative and qualitative information**

### Museum seasonal changes and personnel notes

The Museum shifted to winter hours on October 1<sup>st</sup> at the Egan site and now is closed at the annex for the winter, unless you make an appointment with the curator. The Museum's first "First Thursday" didn't bring in any visitors, but marketing for the extended hours was soft and Egan Commons filled that same evening with Roadhouse meeting planners. We will give "First Thursdays" another try in November.

### General Admissions and Outreach

The Museum ushered the last of the visiting cruise ships to port during the reporting period, with both arriving on the same day. Carnival tied up at the container dock and Viking tendered in cruisers to the small boat harbor, then sent them off on coaches to tour the region or on buses to local establishments. Museum staff met the group and gave four guided tours while in port.. Shore-ex for the period was composed of bulk admissions and guided tours. Bulk admissions yielded \$3164 and guide fees rendered \$1200. The latter figure includes an overland guided tour, their last of the year, to a small Grand Circle Tour group. (GCT has already made plans with the VMHA to return to Valdez in 2025 for guided tours of the region). General admissions, walk-ins, brought in \$4511 from September 13 through October 9<sup>th</sup>.

Of note is that the Museum has exceeded its projected revenue goal for the year for presenter and guide fees by 41%. The yearly projections for bulk admissions came in at 109% of budget. General admission to the VMHA stands at 87% with the 100% goal for the year still on target.

## **Board Interface**

The new process of streamlining communication with the BOD and sending out a map of the forthcoming week on Friday, appears to be working. It reduces emails and gathers pertinent information for the week in one email location.

- The Executive Director prepared the September BOD packet, including its many reports, and circulated it to BOD members in advance of meeting on September 19th. During the reporting period the BOD Search Committee continued to focus upon the search for a new leader for the Museum and the current Interim ED supported the effort. She organized zoom meetings and shared information about the post to colleagues gathered at the Museums Alaska conference held from September 25<sup>th</sup> through 27<sup>th</sup>. The latter yielded a new applicant for the job.

## **Finance and Budget**

- The ED designed a full color annual report, printed it inhouse and then distributed it to the COV council members, BOD and staff prior to the meeting on October 1<sup>st</sup>. Plans are afoot to distribute this more widely with a link and QR code, so that a broader audience of community members know what the Museum accomplished in 2024 and what its plans are for the future.
- The annual meeting held in COV council chambers on October 1<sup>st</sup> proved successful. The 2025 budget was met with general approval by the COV. Board and staff made a series of reports that were well-crafted, ably presented and well-received by council. The next meeting with the COV is the budget workshop, scheduled for October 29<sup>th</sup>. This is traditionally a short meeting, with final questions posed about the budget. COV council member Austin Love requested another financial document for the gathering, a statement of activity comparison from 2023 to 2024.

## **Fundraising and Grants**

- Monies from the Grant in Aid that will support changes to the Native Gallery have arrived and the work planned for the transition in its preliminary stages. VNT partners have been informed of the grant receipt and have agreed that Museum curators make a presentation at the next VNT BOD meeting planned for October 28<sup>th</sup>.
- 144 tickets were sold for the annual Roadhouse fundraiser this year. Expenses are being totaled and revenue generated documented. These amounts will NOT be figured into the financial reports in the BOD packet due to the timing that the reports were run. Updated information will be available at the BOD meeting itself. Enormous collective effort was required to create the successful fundraising event. Kudos to the co-chairs and BOD and Museum staff for working together to create a wonderful evening and raise funds for the Museum.

## **Collaborations with COV**

- The Museum and ED continue to partner with the COV, project manager Brad Sontag, Orion and subcontractors to finish up the construction project at the Museum. Sound from the dehumidifiers has been reduced to an acceptable level. Final balancing of the system at the Museum is taking place as I write.

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

### **Curator of Education & Public Programs' Report Submitted by Faith Revell, Curator of Education & Public Programs September 2024**

**Reporting period:** September 13 to October 9, 2024

**Total contacts: 754**

**Overview:** During this reporting period, peak tourist season and peak revenue generation for the Museum drew to a close. Hundreds of people visited in August and September and participated in guided tours of the region. The Museum educator played a key role in their experience. She also collaborated with the Board and staff on the annual Roadhouse fundraiser and attended the Museums Alaska conference in Fairbanks.

#### **Education**

The Museum educator welcomed PWSC Physical Geography students to the annex to learn about the 1964 Earthquake and impact, surrounded by artifacts from the period that illustrated the story. The class instructor, Sadie Blancaflor, responded the “students appreciated the chance to learn more about Old Valdez and the impacts of the Earthquake, and the reflection papers they wrote afterwards spoke to your great overview of this nuanced history.”

#### **Programs**

While no public programs were offered during September and early October, conceptualizing and planning for a series of programs and events for the fall and winter season at the Museum took place with the goal of getting all on an accessible calendar soon.

The Museum’s launch of “First Thursdays” that shift Museum hours to noon to 7 pm on the first Thursday of the month didn’t yield any new visitors, but we will keep trying to see if this new schedule resonates with the public and offers those who work during the day a time to visit in the evening.

#### **Outreach and Collaboration**

**Cruise Ship POCs and Museum interface.** The last two cruise ships arrived in port on September 17 to make a double ship day. Museum staff including the educator gave four guided tours, two to our long time Viking partners and our first to Carnival cruise line participants. The last tours were good ones with friendly, happy cruisers and a beautiful day. The Museum has already heard from Premier Tour coordinator Chris Herman, on how the 2025 Silversea guided tours will play out next season.

The VMHA Educator who is also on the Museums Alaska conference committee attended the three day gathering in Fairbanks in late September. Sessions were thoughtful and connecting with colleagues in the field, very positive. Lots of new ideas were shared among those gathered and good instruction on how to navigate the NAGPRA guidelines outlined for those present.

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

The educator supported the annual fundraiser by creating a historic roadhouse slide show for the event and gave a brief overview of Richardson Highway roadhouses to those gathered as part of the program. Caren Oberg and Emma Brainard assisted with both efforts. She joined Dwight Morrison on stage as the auctioneer for a fun and “fund”amental evening.

<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 Grand Circle Tour (1)				x		x	5	
16 Finance com mtng	x					x	1	3
17 Double ship day								
Viking guided tours (4)				x			61	
Carnival guided tours (2)				x			92	
17 Search com mtng	x					x	1	
18 ED candidate interview	x					x	4	7
19 COV manager mtng	x					x	9	
19 BOD mtng	x					x	3	8
19 RH mtng	x					x	3	6
24 Search com mtng	x					x	1	5
25 Museums Alaska conference				x		x		
26 Museums Alaska conference				x		x		
26 RH mtng	x					x	2	5
26 Exhibit opening			x			x	24	
27 Museums Alaska conference				x		x		
<b>October</b>								
1 Annual mtng	x					x	30	8
2 PWSC Phys Geo class		x				x	16	
3 RH meeting	x					x	3	5
4 RH set up at CC	x					x	3	6
5 Roadhouse event				x		x	144	13
8 ED candidate interview	x					x	3	7
E, meetings, events		=		207				
ED, education		=		16				
PP, public programs		=		0				
OR, outreach		=		458				
R, rentals		=		0				
VOL, volunteers		=		73				
<b>Total contacts</b>		=		<b>754</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.

Collections and Exhibitions Report  
Caren S. Oberg, Curator  
September - October 2024

Note: This Board Report looks different as I am working on it from the road. I am enroute to Cordova to participate in the Alaska Historical Society 2024 Conference. - Caren Oberg

#### Exhibitions

- Deinstalled summer 2024 exhibit *Ancestry of the Alaskan Peoples*
  - Assistance from Emma Brainard to remove and wrap canoes
  - Removed shelving and graphics; shelving to be stored at Annex
  
- Installed fall 2024 exhibit *Stacked Extension*, an exhibit on ceramic sculpture by Homer based artist Cynthia Morelli
  - Worked closely with Cynthia Morelli to plot the design of the exhibit
  - Assistance from Curatorial Assistant Emma Brainard to repaint close to all existing pedestals from grays/blues to white;
  - Hosted opening celebration on September 26, 2024

#### Collections

- Collections played a large part in Roadhouse!, see below for more information
  
- GIA grant – contacted partnering organizations to kick off project
  
- Attended online webinar on organizing Digital Collections, resulting in clearer vocabulary regarding born digital materials and digital scans of physical items, which are called digital surrogates. This webinar supported the ongoing photo digitization project and provided more context for considering how VMHA handles our paper and slide heavy collections.
  
- Responded to research requests
  - Identifying the location of the Valdez Indian School in Old Town for a GIS Map project being worked on by the Alaska Native Heritage Museum, Anchorage; conducted additional research identifying the incorporation date of the Indian School and a fire that displaced the school in 1947.

#### Roadhouse!

- Worked with Karen Allred and Rich Dunkin to identify 3 photographs in the archives to be enlarged and framed for Roadhouse Live and On-line auction.
- Coordinated with Denali Graphics in Anchorage to have the 3 images touched up and enlarged to 11x14 (Thank you to Karen Allred for picking up those images in Anchorage)
- Developed exhibition on Marguerite Gull and her roadhouse paintings, bring 12 of the paintings to Roadhouse; Emma Brainard organized the labels and exhibit layout.

- Scanned information about a dozen roadhouses and all advertisements from Walter Phillips 1987 manuscript on Alaska Roadhouses for use by Roadhouse decoration committee and slideshow
- Located and scanned a page from the fragile 1911 Valdez Weekly Miner for reproduction to be handed out at Roadhouse
- Coordinated Annex open times with Roadhouse committee
- Attended weekly Roadhouse meetings

#### Annual Meeting 2024

- Wrote Collections and Exhibition sections for 2024 Annual Meeting Report
- Wrote and delivered presentation summarizing Collections and Exhibitions to City Council for 2024 Annual Meeting

#### Annex Maintenance

- New boiler was installed September 24-25 - (FYI)
- Stan Porritt and his team are working on leveling the temperature in the Annex to the best they can. There are several areas I keep tabs on, although I do not have a thermostat I can control:
  - Annex itself – it has been very stuffy (especially end of September), but that has evened out
  - Annex Office - 80s last week of September, now between 60-70
  - Compact Storage - 68-70 with 37% humidity – this is very good
  - Mezzanine closets – these are cold, and I need to determine how cold they are as I want to store collections in these closets
  - Mezzanine itself – hot

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Communications & Marketing Report

Submitted by Amber Dennis, Marketing & Administrative Coordinator

September 12 - October 10 2024

Marketing and Communications

- **Branding:** Updated Facebook and Google profiles with a "business description" Experience the heritage and culture of Valdez, the Copper River Basin, and Prince William Sound, Alaska. Learn about Alaskan First People's, 1890s Gold Rush, Pioneering Bush Pilots, the 1964 Great Alaskan Earthquake, and 1989 Exxon Valdez Oil Spill.
  - **Website:**
  - General site: Updated Home Page
  - Square Online: The online store is not functional.
- RECOMMEND: 1. Immediately hide drop down pertaining to New Museum Project.  
2. Website audit and redesign based on SEO principles and the museum's Strategic Plan in a newer platform with a more visually robust mobile friendly online presence and shopping experience. This is a project I am qualified to manage and mostly execute.
- Board portal: Updated with September reports.
  - **Google Business Profile:** Updated hours, monitored reviews, traffic.
  - **Mailchimp:** Published October at the Museum / push to buy Roadhouse tickets
  - **Social Media:** 21 pieces of content, 4 Facebook Events, 4 ad campaigns
  - **Inside View Magazine:** Mail merge labels and mailing.
  - **Advertising:** Negotiated media sponsor trade to double frequency of KVAK's mega blast for Roadhouse, worked with Laurie Prax and Karen Allred on script and voiceover.

## **Fundraising & Development**

- **Roadhouse 2024:** Attended three Roadhouse meetings and collaborated with Roadhouse committee to create event branding and messaging that has now been included in Inside View, Email Newsletter, a Facebook Event and Campaign all directing people to our launched GiveSmart Campaign where tickets are on sale. Promoted event tickets (sold out before event). Promoted raffle tickets (80% sold before event, sold out before event commenced)
- **Membership:** We have 71 active memberships. I look forward to increasing this number through a membership campaign. I'd like to create a campaign around membership gifts: Centennial Cards and the Communities, Disaster and Change
- I have learned how to update records and pull reports in Past Perfect.

## **Visitor Services (14 hrs)**

- Invite and inform visitors, take admissions.

## **Gift Shop & Gallery Sales**

- Set up retail display for Cynthia Morrelli art, Beeswax candles.
- Researching potential product for boosting sales.

## **Administrative Support**

- Still evolving my work space.
- Compile monthly board packet
- Run Zoom and took minutes for BOD meeting
- Attend Roadhouse meetings
- 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..

## Sep 1, 2023–Sep 30, 2023

### Top 5 Categories: Gross Sales

● Admissions \$10,181.00 ● Gallery Sales \$1,253.23 ● Books \$1,030.38 ● Jewelry \$699.00 ● Uncategorized \$532.00

VS

## Sep 1, 2024–Sep 30, 2024

### Top 5 Categories: Gross Sales

● Admissions \$7,261.00 ● Gallery Sales \$766.35 ● Books \$512.41 ● Senior \$511.00 ● Jewelry \$485.00

### Admissions

Free Admissions Include:

- \* Blue Star
- Children, 13 and under
- Museum members
- NARM members
- Ticket purchased at the annex
- School field trips
- Attendees at free Museum event

September 2023	September 2024	+/-
Free 560	Free 540	Free -20
*Bluestar 99	*Bluestar 39	*Bluestar -60
Paid 2109	Paid 2442	Paid +333
<b>Total: 2669</b>	<b>Total 2982</b>	<b>Total + 313</b>

Paid Admissions Include:

- Adults (\$12)
- Alaska residents \$(10)
- Military (\$9)
- Seniors (\$9)
- Youth (14 through 17) (\$7)
- Bulk Cruise & Tour (\$7)