

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

## MEETING OF THE BOARD OF DIRECTORS

November 21, 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: October 17, 2024, p. 2
7. Approval of Financial Report as of November 21, 2024 p.6
  - a) November Financial Statements
8. New Business p. 11
  - a) Accept Recent Cash Donation for their donor-intended purposes
  - b) Recent member/donor assignments
  - c) Approval of offering contract to April Vasher-Dean for Executive Director position
  - d) Approval of money allotted for staff bonuses
  - e) Approval of money allotted for staff cost of living adjustments (COLA)
  - f) Personnel policy future changes short discussion
  - g) Review of Board member committee assignments
  - h) Board vacancies discussion
  - i) Annual membership party discussion
9. President's Report
10. Staff Reports p. 22
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. Adjournment

### Upcoming Committee Meetings

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

**Next Meeting: January 16, 2025**

# 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. Meeting is called to Order by Gary Minish at 2:01 PM
2. Present are: Rich Dunkin, Michelle Cullen, Linda Guthrie, Karen Allred, Nanci Hill, Faith Revell, Amber Dennis, Jim Shirell via Zoom.
3. There are no guests and no public business.
4. Faith uses the **Board Education Moment** to take the Board through an exercise like one she did at the Museums Alaska Conference earlier in the month. The Board is prompted with notecards and the question, “If you could start over from scratch, what would you do at your museum to build community?” She points out the importance of taking time in work and life to pause and envision what is possible.
5. Nanci Hill shares first her vision is one location where people can have coffee, pastries, and a place to sit and talk as part of the museum experience. Karen Allred would want to negotiate a contract with the City so that the Museum would be free and open to Valdez residents as a third place and have space for public presentations. Michelle Cullen would have a courtyard and indoor/outdoor spaces, a café, integrated into downtown architecture in a park like setting. Linda Guthrie brings up a missed opportunity to bring in old towners in the past and how we will lose all opportunity of gathering their photos and stories. She suggests inviting the remaining old towners into the Museum to document their stories and make them feel valued. Rich Dunkin would like to develop a strong volunteer program that would involve civic leaders, the business community, the schools, Valdez Native Tribe--in a way where all could work together. Gary Minish talks about explaining the ownership structure so the public can participate. Amber Dennis said the Museum seems separate from the community and that we could make space to tell everyone’s story, feed people and be a multi-purpose space that provides more of what the community needs, as an example: a year-round space for food trucks. Faith says offer free admission to residents of local community. Nanci Hill responds that the City provides many free services and that does not seem like too much of a stretch. Gary and Rich suggest it would not be too much to add to grant request. Karen points out that free admissions can lead to an increase in paid admissions. Faith suggests we would not need to add to the grant ask to do that. She points out that the Museum does not have as much local programming as we once had when she had an assistant funded by United Way. Faith says it is important we continue having these conversations as we move forward in strategic planning.
6. **Mission Educational Moment** (10 minutes)

Faith shares a few other points from the conference. When considering building community, it is important to review your vision and mission statement and ask yourselves whether people in your community could articulate it. Ask people, not what we can do for them, but what they would like to share with us. Michelle Cullen suggests inviting people to share their stories as part of our exhibits. Faith Revell talks about working

with Valdez Native Tribe and the importance of simply showing up more and inviting members to the Museum more. Amber Dennis talks about looking out for strategic partnerships to support programming.

Faith goes over the the calendar including ED candidate site visit, free days, business Trick-or-Treat, Pioneers of Alaska event on November 21, Christmas Tree Lighting, Members Appreciation Party.

7. Approval of the Minutes for: September 19, 2024

Gary moves to approve minutes. Karen seconds with amendment to correct Heidi Franke's name with spelling corrected. All in favor of approving amendment.

8. Approval of Financial Report as of October 17

Michelle Cullen moves to approve financial statements. Nanci Hill seconds. All unanimously approve.

a) October Financial Statements

9. New Business

a) Accept Recent Cash Donation for their donor-intended purposes Rich Dunkin moves to accept recent cash donations. Amber Dennis points out that they additionally need to approve a cash donation from Gloria McAlister from last month as well. After some discussion, Rich amends his motion to accept September and October Cash Donations. Linda Guthrie seconds. Unanimously approved without Jim Shirell, who has disconnected from meeting.

b) Recent member/donor assignments

c) Roadhouse fundraiser report and discussion

Linda Guthrie asks about the carboy donated as an auction item and thinks that it should have been accessioned by the Museum. Faith asks what Linda would suggest doing when someone considers donating an item of potential historical significance like the carboy, to the auction. Linda Guthrie thinks there is some negative sentiment toward the Museum when community members donate items to the collection and do not see their items in it. Linda suggests that community members have attempted to donate items that the VMHA has not taken. A discussion ensues about accessioning items and the importance of thorough communication in-house and outwardly about our processes, and consensus forms around the need for the collections committee to address this.

Karen Allred gives a preview of a needed Roadhouse review meeting and talks about reevaluating use of a costly fundraising platform, how much goes into the \$24,000 raised the last couple of years. The group plans to meet Friday to evaluate and close out the Roadhouse event.

d) Executive Director Search discussion

Gary Minish confirms dates of ED candidate's visit, that rooms have been booked room and the candidate is looking for reservations with Ravn and for rental car. Faith discusses itinerary, potluck, and Q&A timing.

e) Board member information and committee assignment updates

Amber Dennis circulates Board member contact information and committee assignment for review and update. Contact information is reviewed and updated. Committee assignments review is

postponed and scheduled on the next BOD meeting agenda as an action item. Michelle Cullen would like a membership committee meeting before her Board term expires in January. Faith advocates for revisiting Strategic Planning sooner than later.

f) Board and Staff training and education opportunities

Faith mentions the opportunity we have for Board and staff to use our \$5000 training budget as well as membership in American Alliance of Museums and Museums Alaska for continued education in museum practice. Amber Dennis will be attending the Future of Museums Summit. Details of future opportunities to be published in the Board Portal. Faith: As tour guides, we are learning that people want to know about things like local plants and that we could bring in Valdez Native Tribe members to do training for our Board and staff as well. She notes that in the last few years the Museum has recognized that it needs to pay people for their time and expertise.

10. President's Report Gary Minish skipped the president's report due to the meeting running behind schedule.
11. Staff Reports Faith reports that City will be doing a site visit to check systems and maintenance needs. Faith points out that she needs to know about any requests for maintenance as we need to be cognizant of the City spending money on both aging infrastructure and buildings and be mindful of how investing in changes to either could impact our ability to build a new museum.

Amber says she has distributed a marketing report and contact her with any questions. Michelle Cullen thanks Amber for the marketing support of Roadhouse, she feels it made a difference in the event. Rich Dunkin comments on Dennis's outstanding performance coming in blind.

12. Committees

a) Committee Reports— (15 minutes)

**Finance (Jim), Collections (Rich) report that they have a meeting coming up.** Gary Minish concurs that we need to get back to **Strategic Planning, and** there is no more committee business.

13. Adjournment- Meeting is adjourned at 1:57 PM

**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.

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

October 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. All financial reports were run on November 12, 2024.

### Budget vs. Actuals: FY2024

**Budget vs. Actuals compares totals for the full year, from January through December.** Please note that 87% of the year has transpired with 13% to go and consider that this report falls at the beginning of the fourth quarter when expenses far outweigh revenue.

**Gross profit** to date is \$778,887 and 89% of the overall budgeted amount. **Total expenditures** as of November 12 stand at \$573,358 and 74% of the annual budget. The **Net operating revenue** is \$205,528. It is positioned at 192% of the annual budget. Net revenue will lessen and expenses continue to increase as we move through the fourth quarter. At the year's end, net revenue will be considerably less than what is shown in the November 12 report.

As of November 12, 2024 **earned revenue**, stands at \$196,899 and 92% of budget. The operating budget for earned revenue in 2024 is \$214,765, so the Museum fell slightly short of its annual goal. Since earned revenue is largely composed of bulk and general admissions, guide income, museum and program fees and store sales, it will change little between this report to date and the conclusion of 2024.

**Earned revenue from store sales for the year** totals \$25,855 for the year with a very slight increase this month compared to last. Store sales are approximately one half of what was budgeted in 2024. In 2025 the budget was adjusted accordingly and a target set of less than \$36,000 for annual store yields.

**Grants.** The Museum received the last quarter grant from the COV, totaling \$535,000 for the year. The COV will support the Museum in 2025 with the same amount of money.

**Donations income as of November 13<sup>th</sup>** totals \$19,728 and 118% of budget. Note, this number was updated on the 13<sup>th</sup> to reflect in-kind income generated through the Roadhouse fundraiser. The November 12 report in the BOD packet will show a much smaller figure of \$3808.

## Expenditures

**The highest expenses incurred to date** remain linked to personnel and utilities. **Personnel expenses in total** come in at \$377,033. As of November 12, 2024 this total is 76% of budget. To date, \$80,902 has been paid for health insurance premiums for four staff members. This total is 72% of what was budgeted for benefits this year. While personnel expenses are down largely due to the savings from the ED assuming a dual role, health insurance costs have increased as the year progressed. For the first six months in 2024 only two staff members received health insurance. Since August and the hire of a new administrative marketing coordinator and the shift of the visitor services coordinator from part to full time, the total number of staff now receiving benefits is four.

**ED Recruitment.** \$11,040 of the budgeted \$10,000 allotted for ED recruitment was spent, slightly exceeding what was the annual target.

**Utilities** are tracking in total at 58% of what is budgeted for 2024. Electric costs came in at \$18,086 and 48% of budget. Heating oil costs sit at \$17,964 and 73% of budget. In the past thirty days, the Museum has spent \$1936 on electric and \$2228 on heating oil. These costs will rise as winter and colder temps set in.

**Vehicle expenses** were incurred this past month to pay for a new battery and make some adjustments to the smooth running of the Museum van. They total \$1241 and 62% of budget.

**It is projected that these areas will have expenses linked to them in the remainder of the year. The ED is working on a final projected accounting for each in an effort to better estimate the year end net revenue.**

Fundraising

Membership

Education and Public Programs

Permanent and temporary exhibits

Collections

Technology

Office supplies/equipment

Travel

Consulting

Internet

Phone

Postage and delivery

Dues and subscriptions

Marketing

Printing and reproduction

Credit card fees

Training and education

## Statement of Activity Comparison

**This report compares totals for the year-to-date,** November 12, 2024 to the same period in 2023.

At the time of this report net operating revenues shown are at \$205,528 compared to \$164,717 in 2023. Expenditures closed out at \$573,358 in November of 2024 compared to last year's total of \$625,698. This variation can be attributed in part to lower personnel expenses and significantly lower utility costs in 2024. Personnel expenses are \$377,033 in 2024 compared to \$403,517 in 2023. The difference between the two is \$26,484. Utilities stand at \$36,327 as of this year compared to \$48,394 in 2023, a difference of \$12,067.

**Grants: As noted in an earlier report,** all four quarters of the COV grant have been received totaling \$535,000.

**Fund Development:** Fund development as of the November 12<sup>th</sup> report totals \$48,541 compared to \$64,705 in 2023. Note, however, this total was updated on November 13<sup>th</sup> and now stands at \$64,461, right in line with last year's amount. Fund development, which includes Corporate sponsorship, Annual appeal, Raffle, Roadhouse, Membership and Fundraising rose notably when all revenue generated through the Roadhouse fundraiser was entered into QuickBooks.

We are still shy of our goal of \$4000 for the annual appeal and hope that year end contributions will put us over the top.

**Admissions: General admission fees** are approximately \$10,000 less this year compared to last. They amount to \$79,131 compared to \$88,411 in 2023. A small number of visitors are coming to the Museum this fall and more are expected as we ramp up holiday activities and offer a host of free admission days in December.

**Store Sales** are significantly lower this year than last. Year-to-date totals in 2024 are \$25,855 compared to last year's yield of \$44,349.

**Janitorial Services** are higher this year than last and closing at \$13,944 compared to \$12,676. The Museum's janitorial contract concludes at the end of 2024 and must be renegotiated for 2025. The latter's budgeted amount of \$16,777 next year was increased in anticipation of a new contract and increased costs for services rendered.



## Statement of Financial Position Previous Year Comparison as of

November 12, 2024

As of November 12, 2024, **total liabilities and equity** for the Museum stand at \$2,070,113.46 compared to 2023, where totals amounted to \$1,830,572.55. This amounts to a difference of \$239,540.91 in 2024.

**Bank accounts** total \$599,847 as of early November 2024 compared to \$475,457 in 2023. \$163,783 is in the Wells Fargo account and \$314,467 is in 1<sup>st</sup> National Operating.

Currently the First National account temporarily exceeds the \$250,000 that FDIC will insure. However, payroll, health insurance and credit card balances will be paid out very shortly and bring the account's reserves down significantly. The remainder of the year's expenses will also come out of monies in the First National account, reducing the balance even more.

**Funds in the gaming account** (1<sup>st</sup> National Bank) total \$7119. All but \$2500 received this year from the RH raffle, must be spent at this year's close. The ED and Museum staff have drafted a plan and designated those purchases that will come out of the gaming fund this year and into the first quarter of next.

**Phyllis Irish Fund** remains at \$70,970 compared to \$68,901 in 2023. These are housed in a CD that yields 3%. In 2025 a portion of these funds will, for the first time in several years, be spent and the funds go towards transforming the Native Gallery. This move was one suggested by and agreed upon by the BOD.

**The Museum Endowment equity** in 2024 remains at \$1,322,350 compared to \$1,228,038 in 2023. The endowment showed an increase of \$94,312 this year.

**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:** November 21, 2024

## Donations

October 1- November 15<sup>th</sup>, 2024

Jim Shirrell: \$25

Tim Lopez: \$100

Faith Revell: \$50

Natalie Lawrence: \$250

Greg Tang: \$250

Pick, Click, Give: \$674.25

**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:** November 21, 2024

<b>93</b> SALES	<b>\$26.85</b> AVG. GROSS SALE	<b>\$2,496.93</b> GROSS SALES	<b>\$2,478.76</b> TOTAL COLLECTED
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VS

<b>97</b> SALES	<b>\$21.66</b> AVG. GROSS SALE	<b>\$2,100.80</b> GROSS SALES	<b>\$1,955.97</b> TOTAL COLLECTED
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### Admissions

#### October 2023

Free 14  
\*Bluestar 0  
Paid 97  
**Total: 111**

#### October 2024

Free 485  
\*Bluestar 2  
Paid 77  
**Total 564**

+/-  
Free +471  
\*Bluestar +2  
Paid -20  
**Total + 553**

#### 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

#### Paid Admissions Include:

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

#### Membership Renewals

Kent Runion	\$35
Bill & Carol Harris	\$65
Leo & Marie Paddock	\$100

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

**Item 8c**

**Approval of offering contract to April Vasher-Dean for  
Executive Director position**

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**Board Action to Be Taken:**

Approve contract and job offer to April Vasher-Dean for the job of  
Executive Director at the Valdez Museum

**Director/Committee Recommendation:**

NA

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

**Date:** November 21, 2024

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

**Item 8d**

**Approval of money allotted for staff bonuses**

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**Board Action to Be Taken:**

Approve money allotted for staff annual yearend bonuses

**Director/Committee Recommendation:**

NA

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

**Date:** November 21, 2024

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

**Item 8e**

**Approve money allotted for staff cost of living adjustments**

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**Board Action to Be Taken:**

Approve money allotted for staff COLA increases as of January 1, 2025

**Director/Committee Recommendation:**

NA

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

**Date:** November 21, 2024



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

**Item 8f**

**VMHA Personnel Policy discussion future changes**

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**Board Action to Be Taken:**

Short discussion of what changes are needed to the current policy in future

**Director/Committee Recommendation:**

NA

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

**Date:** November 21, 2024

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

**Item 8g**

**Review of Board member committee assignments**

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**Board Action to Be Taken:**

Review and confirmation of BOD committee assignments

**Director/Committee Recommendation:**

NA

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

**Date:** November 21, 2024

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

**Item 8h  
Board Vacancies Discussion**

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**Board Action to Be Taken:**

Review and discuss forthcoming BOD vacancies

**Director/Committee Recommendation:**

NA

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

**Date:** November 21, 2024

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

**Item 8i**  
**Annual Membership Party Discussion**

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**Board Action to Be Taken:**

Discuss plans for the annual membership party slated for December 19, 2024

**Director/Committee Recommendation:**

NA

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

**Date:** November 21, 2024

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

October 2024

Listening, Learning and Getting Things Done

### Program of Work for the Reporting Period

**Operations Summary:** During this period, the Museum moved into the quarter when expenses exceed revenue and there is significant emphasis on the budget and the careful administration of year end spending. The goal is to pay the bills and thoughtfully make purchases and support programs that move the organization forward. It has also been a time when those projects and plans that were set aside during a very busy year and the peak revenue season are now at hand and focused upon with energy and rigor. There is a lot to do in a small amount of time.

### Accomplishments

#### Board Interface

The new process of streamlining communication with the BOD and sending out a map of the forthcoming week on Friday is still working.

The Executive Director with assistance from the admin, prepared the October BOD packet, including its many reports, and circulated it to BOD members in advance of meeting on October 17th. 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 in a number of ways, including zoom meeting coordination and taking on the successful planning for and coordination of all aspects of the on site visit by our ED candidate.

- The ED met weekly with the search committee and set up all via zoom
- The ED met monthly with the finance committee

#### Finance and Budget

- During the October 29<sup>th</sup> budget workshop meeting with the COV council, the Museum was awarded the annual COV grant totaling \$535,000. The ED made the presentation to the Council who went on to praise the work of the Museum and its staff and BOD.

#### Fundraising and Grants

- After informing the VNT partners about receipt of Grant in Aid monies, curators and BOD were invited to make a presentation at the VNT BOD meeting on October 28<sup>th</sup>. Both curators were greeted warmly along with BOD members, Linda Guthrie and Nanci Hill. We followed up with information and an invitation to participate in the VNT newsletter.
- Roadhouse fundraiser was a success and yielded just shy of \$25,000 this year. Expenses are being totaled and revenue generated has been entered into the system and shows up in financial reports. Kudos to everyone who worked together on the event.

- 3<sup>rd</sup> quarter report for the Valdez United Way grant was written and illustrated by the ED and sent off to the VUW. The 2025 grant is due December 13<sup>th</sup>.
- A plan was designed and purchases outlined that will be paid for with Gaming funds. This required significant time, since gaming funds must be paid by check and come out of the gaming funds. A portion of the funds remaining from last year are earmarked to make changes to the collections and archives area that will streamline production and provide space for researchers. Potential new collections that include yaakws created by visiting artist Kaax Tseen are also slated for purchase. These will add greatly to the interpretation of AK Native navigation on waterways in Alaska.

### **Administration**

- The Philadelphia Insurance forms were completed and submitted
- The 990 tax return was carefully reviewed and a meeting with the auditors took place. Small changes were made to the forms in preparation for submittal on November 15<sup>th</sup>.

### **Outreach**

- With assistance from Museum staff, two baskets were filled with donation items gathered from the Museum store for the Valdez Consortium Library auction and the AVV event. Both were gratefully received and acknowledged.
- Upon a prompt from the COV Manager, John Douglas, the ED met with the manager of the new senior center apartments to consider if Museum collections might be loaned out and displayed there to dress up the white walls. This is an ongoing discussion in concert with the curator of exhibits and collections.

### **Collaboration with the COV**

- The ED worked with the COV on the annual inspection of the Egan site building and grounds, equipment and facilities that includes fire extinguishers, front patio pavement, and more. A report was generated by the COV that outlined immediate and short term resolution for any issues that surfaced. With the exception of the need to repair the front patio, there were no significant changes that need to be made.

### **Staff Oversight**

- The ED conducted the annual review of the curator of collections and exhibits to the satisfaction of both parties
- The ED met weekly with the staff to plan and work together as a team

**This has been a good time to listen, learn and work together with BOD and staff. What a hardworking, smart and committed group of people. It has been a pleasure to serve them all.**

**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:** October 11 to November 13, 2024

**Total contacts: 459**

**Overview:**

During this period, the educator shifted focus in part to planning for a busy fall season of activities at the Museum. It was also a time marked by collaborating with community members, artists and staff. And constantly juggling between her dual roles as ED and educator.

**Education, Outreach and Collaboration**

The Museum educator planned for activities for students in a cultural awareness gathering at the VHS on November 15<sup>th</sup>. This collaborative event with the high school and local AK Native experts is funded through a grant from Chugachmiut, Inc.

The Museum will partner with COV Parks & Rec on the annual tree lighting ceremony slated for December 5<sup>th</sup> at the Civic Center. Refreshments for 300 people have been purchased and planning is underway for the event.

**Programs**

Time was spent creating a holiday events calendar for the remaining year. The educator designed crafts and purchased supplies. The calendar was updated and flyers made to herald the activities. These are offered largely on free days in the month of November and December.

**Administration, Planning and Institutional Teamwork**

Faith drafted content for the last Inside View of the quarter and began the work of writing for the publication and setting a calendar of events that runs through January.

Planning for the staff holiday party, Christmas cards and final purchases of the year is ongoing.

<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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**October**

11 Free Day			x			x	25	
14 Finance mtng	x					x		3
15 Search com mtng	x					x		6
17 BOD meeting	x					x	2	7
22 ED interview	x					x	5	7
22 TNHT			x			x	6	
24 Facility inspection	x					x	4	
26 Free Saturday			x			x	35	
28 VNT BOD mtng				x		x	15	
29 Search mtng	x					x	1	6
31 Halloween T&T				x			300	

**November**

5 Search com mtng	x					x	1	6
6 COV council mtng	x					x	30	
7 First Thursday			x				0	
12 Search com mtng	x					x	7	

E, meetings, events	=	43
ED, education	=	
PP, public programs	=	61
OR, outreach	=	315
R, rentals	=	
VOL, volunteers	=	35
<b>Total contacts</b>	<b>=</b>	<b>459</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.

## Communications & Marketing Report

Submitted by Amber Dennis, Marketing & Administrative Coordinator

October 10th – November 13<sup>th</sup> 2024

### Marketing and Communications

- **Website:**

General site: Updated calendar, home page slides with events as they come up

Square Online: Needs attention

**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.

- **Advertising:**

- Redesigned and submitted KOA Ad,

- Negotiated a content trade/reduced rate for Alaska Highways ad package

- Promoted a Free Admission Saturday preceding Halloween as a “Spooky Good Deal” and chance to take fun Halloween photos against museum backdrops. 39 people were admitted.

### Public Relations

- **Social Media:**

- Drafted Social Media Policy

- Took photos

- Published Content

- Post regularly to Valdez Online Bulletin Board about museum offerings

- Created a Valdez Families Facebook Group

- Oversaw Business Trick-or-Treat and invited people to walk through and trick-or-treat in the museum with Emma at Miner's Cabin and Karen in the Pinzon Bar. Between 400 and 500 people got a quick glimpse at the museum. During this, I photographed as many of the families as I could.

### Fundraising & Development

- **Roadhouse 2024:** Researched Fundraising Platforms and recommended switching to Zeffy, a free platform.
- **Created Thank You** card for Roadhouse Sponsors

### **Visitor Services (20 hrs)**

- Invite and inform visitors, take admissions.

### **Gift Shop & Gallery Sales**

- Created Valdez themed book basket Quintessential Valdez Curator, featuring shop items, for library book auction.
- Created small, themed gift baskets in the shop for holiday promotion.
- Photograph Shop Items for visual inventory

### **Administrative Support**

- Still evolving my work space.
- Compile monthly board packet
- Run Zoom and took minutes for BOD meeting
- Attend hybrid 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..
- Updated board volunteer hours in Past Perfect

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

**Collections & Exhibitions Report**

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

November 2024

**I. EXHIBITIONS**

- *Stacked Extension* is the current exhibition in Egan Commons. This is a ceramics exhibition by Homer-based artist Cynthia Morelli. We hope you will see the exhibit during one of our many free days or members' party in December. This exhibit will come down on January 10, 2025, and the next exhibition, *In Times of Change: Boreal Forest*, will open on January 17.

<i>Exhibits in Egan Commons</i>	Cynthia Morelli - Ceramics	ITOC Boreal Forest
Exhibition Dates	Sept 2024-Jan 10, 2025	Jan 17 -Mar 15, 2025
Contracts	Complete	Complete
Budget Planning/Grant Writing	Complete	Complete
Curating (working with artists to form the exhibition themes, ideas, and decisions about pieces)	Complete	In Progress
Drafting text (for labels)	Complete	Not Started
Visual mockup of exhibit	Complete	In Progress
Constructing exhibit components	Complete	Not Started
Marketing materials	Complete	In Progress
Coordinate volunteers for install/deinstall	Complete	Not Started
Exhibit Installation	Complete	Not Started
Exhibit deinstallation	Not Started	Not Started
Exhibit shipping preparations	Not Started	Not Started
Coordinate shipping of sold artwork	Not Started	Not Started

## II. COLLECTIONS

- The Collections Committee will meet on Monday, November 18, from 12-1pm at the Annex.
- Current Collections project: Native Gallery Collection
  - Attended VNT board meeting to alert VNT to GIA grant and ask how to best reach elders and knowledge keepers that would want to review the items in our Native Collection; wrote language to be included on VNT social media and newsletter asking for participants. The hope is to have participants in December.
  - Brought bow from our collection to the VNT meeting to also show that the items in our collection can travel out to the VNT. It is important for our collection to be able to get out to the people who want to see it, rather than always waiting for people to come to the Annex.
- Current collections project: MuseumsAlaska Rehousing Visual Arts Collection
  - Emma Villareal, curatorial assistant, led the charge to finish up the MuseumsAlaska Rehousing Visual Arts Collection. We appreciate the additional assistance from Max Brainard and Tyler Sorum-Birk; over 300 pieces of art, old exhibition labels, metal signs, and framed photographs have been reviewed, and a condition report has been written, wrapped, and replaced into storage bins in Row 1 of the compact storage area.
- Current collections project: Newspaper records
  - Emma Villareal, curatorial assistant, is working on a list of the newspapers we have available in the Archives. These are not digitized but are available to anyone to read in person.
- **As always, if you are interested in visiting the Annex office and archives and seeing what Emma and I do, please call or email me at [coberg@valdezmuseum.org](mailto:coberg@valdezmuseum.org)**

## III. RESEARCH

- Dan Gilson spent several hours in the archives reviewing newspapers from the 1910s to prepare for a talk.
- We were delighted that Tom Gilson came to the archives, recognized many of the names on the boxes, and started identifying people in photographs. I followed along and was able to add this information from Tom to the records in Past Perfect.

## IV. ADDITIONAL INTERACTIONS

- Met with the executive director candidate during the week of October 28
- Stood behind the Pinzon Bar to hand out candy to trick-or-treaters during Halloween.
- Attended COV Budget meeting for the Museum on October 29