

ASSOCIATION FOR LIVING HISTORY, FARM & AGRICULTURAL MUSEUMS
BOARD MEETING OCTOBER 10 and 11, 2015
MEETING ROOM AT THE HOLIDAY INN EXPRESS HOSTED BY THE OK HISTORICAL
SOCIETY, TAHLEQUAH, OK!

PRESENT: Kelleher, Reid, Arenz, Desaulniers, Lynch, Taylor, Dickson, Bent, Crawford, Sheridan, Glatfelter, Herlihy and Miller via conference call.

Kelleher called the ALHFAM board meeting to order on Saturday, October 10 at 9:00 am. Arenz was appointed timekeeper. We did personal updates. The agenda was approved by acclamation. Desaulniers moved the approval of the minutes of the 2015 annual meeting. Bent seconded. Motion passed. Reid moved the approval of the minutes from the conference calls in August & September. Glatfelter seconded. Motion passed. Reid noted a correction in the June board minutes that said the 2016 fall board meeting would be at Genesee Country Museum. This will not be the location of the meeting. Kelleher asked the board to think about possible locations. Sheridan noted that the 3rd quarter financial report had been sent and that all bills have been paid. The 2014 IRS 990 report was passed among the board members for review. A copy will be posted on Sharepoint and the website. Board members attending this meeting were given their \$500.00 travel checks.

Left Coast Press. Reid reported that progress is being made on a joint book project that will include articles on living history and case studies.

Proceedings Editors and Layout Editor Stipend. Bent moved that the stipend money to cover one annual meeting registration for the year following the editing be split between the editor(s) and the layout editor. In the event that the editor(s) cannot attend the following year's conference, the offer of the registration will be extended one further year. Desaulniers seconded. Motion passed.

Website. Glatfelter praised the flexibility that will be available with the new Wild Apricot site. Members will be able to view their own records and update them. Regional reps will be able to access their region's members. Discussion is still underway about institutional membership benefit levels and numbers of entries that will be in "bundles". All of the current policies about social media and member use will need to be reviewed once the changes have been implemented.

2016 Annual Meeting. David Floyd joined via conference call and updated the board on plans for the 2016 Annual Meeting in Baton Rouge, LA. The conference information will be online and not printed. He suggested a registration fee of \$400.00. The hotel rooms are \$112.00 per night. We reviewed the schedule. The online registration can be handled by the new capabilities of the website with a separate PayPal account. The ALHFAM Facebook and website pages will promote the conference. No separate Facebook page should be created.

Fellowships Committee. Kelleher expressed his concern about the current way fellowship recipients are chosen. While we expect recipients to send an article for the Bulletin or Proceedings there is no one to enforce that requirement. Desaulniers said a revision of the criteria and scoring was underway to encourage first time attendees and that she would have it ready by the next phone conference call. Herlihy moved that the discussion be referred back to the committee. Reid seconded. Motion passed.

Knowledge Base Update. Miller said that authors are still being contacted for permission to include their Proceedings papers and that past Bulletin authors will soon be contacted. When ASK has been available for some time the risk of a lawsuit should decrease and the insurance premiums should drop.

We took a lunch break and went outside to enjoy the beautiful weather.

Budget. Dickson reviewed the process that the committee used to prepare the budget. Again in 2016 there will be a deficit of expenses over income. Since both printed Proceedings and Bulletins will be discontinued after 2016 there should be a significant savings in 2017. After discussion the board agreed to offer only 2 board fellowships and one international fellowship in 2016. Desaulniers made the motion to change the fellowship number and approve the rest of the budget, Lynch seconded. Motion passed with one opposed. No increase in dues was considered at this time. Expenses related to the website contract will be paid in 2015. There will still be expenses related to gathering written permission from authors for both Proceedings and Bulletins in 2016. Kelleher will be writing a letter to the membership asking for donations to ALHFAM on “Giving Tuesday” in 2015.

COOP. Taylor is pursuing a potential partnerships or affiliation with the Ontario Museums Association. He proposed exhibit space reciprocity for conferences and discounts for registration. He would be willing to do a session at an OMA meeting.

COMMITTEE REPORTS

Nominating Committee. Arenz reported that 6 candidates have consented to run for the board. From the Southeast Region the candidates are Karen Clancy and Katie Cannon. From New England, Susie Marchand will run. Randy Kvill representing Western Canada Region and Mike Smola from the Western Region will be on the ballot. Vertie Lee from the Mid-Atlantic Region and Jim Lauderdale from the Mountain Plains Region will run. Edward Baker will run unopposed for the Secretary/Treasurer position. That is a 2 year term.

PIG Committees. Kelleher did not receive reports from all of the PIG’s. The board discussed the future value of the Replica Resource List. Kelleher will talk to Woodcock about discontinuing the PIG. PIG meetings at annual meetings need to have better time slots and be better organized.

CORN Committee. Arenz said she had received good reports. Regions are strongly encouraged to review the branding guidelines and incorporate them in their conference and other correspondence. Easy to use forms will be available on the new website. She is urging the regions to have a vice-rep in place for continuity. This will be added to the manual of procedures and not need a bylaws change.

Worldwide ALHFAM. Nikola Krstovic from Serbia has accepted an invitation to be the international fellowship recipient in 2016. AIMA will meet in congress in 2017 in Estonia. European Open Air Museums will meet in 2017 in England at the Black Country Museum. 2017 is Canada’s 150th birthday.

Future Sites. 2016 Baton Rouge, LA. Herlihy is the contact for communication with David Floyd.
2017 Mumford, NY. Lynch will be the contact with Charles LeCount.
2018 Potential site in OK will be researched by Kathy Dickson.
2019 Potential site in Central Canada will be researched by Del Taylor.
2020 Possible return to New England with an Old Sturbridge Village visit.

Strategic Plan Updates.

The board reviewed the progress of each plank.

Communications. Glatfelter said everything is going forward as planned with the roll out of the new website. She wants to continue working with the existing committee members since they have the background in the project. The membership needs to be informed that the 2016 Proceedings and Bulletins starting with Fall 2016 will be electronic.

Stewardship. Reid is contacting people to serve on the committee.

Membership. Desaulniers said the plank will really start to work when the new website is up and running. They plan aggressive advertising in 2016. Taylor will work on partnerships with Canadian colleagues. Arenz will pursue an exhibit space at AASLH in Detroit in 2016. Several other possible ways to expand membership through grants and social media were mentioned. The value of membership categories was discussed when all publications are electronic.

Skills. Taylor said several skills clips have been edited and are ready to go up on YouTube. He will send out a notice to the regions about making more skills clips. An addition needs to be added to the regional planning guide to encourage making clips at regional meetings about skills.

Bent moved that all of the committee reports received be approved. Arenz seconded. Motion passed.
We adjourned at 4:25 pm to get ready for our evening tour to Fort Gibson.

Sunday morning we resumed meeting at 8:45 am.

Lynch reported that he had spoken to LeCount about board concerns with the contract for the 2016 annual meeting lodging site and that LeCount was amenable to the changes suggested by the board.

Glatfelter said the new website would be ready by year's end but that there would be some testing involved and reviewing feedback.

A conference call will be scheduled for mid-November.

No online auction will be held in 2015.

Kelleher reviewed the strategic plank plans and noted that they were all in good shape. He said that at this time the membership plank needed the most attention. He suggested that our board time be spent discussing membership goals and their implementation. The board agreed. Desaulniers as chair plank led the discussion. The benefits of membership need better definitions to attract new members. The change to an electronic Bulletin will deliver a better product with all color photos. It will be "print ready" as a PDF and more functional. Efforts will be made to contact past institutional members asking why they did not renew and informing them of the new advantages to joining. The value of the current supporting membership category was discussed if a printed copy of the Proceedings is not included. Desaulniers will review the list and prepare it for board members to make calls. Presentations will be made at regional meetings by the membership committee members and regional reps will have information they can share with potential members.

Communications Committee. Katz-Hyman joined us via conference call at 10:00am to give her report. Katz-Hyman said the Bulletins were on target. Boardman would like the names of the fellowship recipients to pursue for articles for upcoming Bulletins. The committee will handle the transition to an electronic Bulletin in fall 2016. The 2015 Proceedings are being edited for the last printed edition. A list of Bulletin authors is being compiled so they can be contacted to have their articles included in the Knowledge Base. Skills clips have been added to YouTube and are available to anyone. They are not only for members but to encourage membership. Contact with Left Coast Press is being maintained with hopes of a joint publication soon. The Living History book by Sten Rentzhog is now available through the publisher and is listed that way on the website. The branding guidelines are not being followed by regions and committees. Digital archiving is on hold. Carly Squires is handling the Twitter feed.

Kelleher thanked the board members for attending the meeting and wished them safe travels home..
A motion to adjourn was made at 12:20 pm. Seconded by Desaulniers.

Respectfully submitted,

Judith M Sheridan, Secretary

To do lists for board members:

Sheridan

Send startup check to GCV for 2017 annual meeting

Send Desaulniers list of institutional members that have not renewed from database

Continue checking on William & Mary College about final financial report and funds

Glatfelter

Finish website and continue working on a rollout plan

Ask members on ALF-L for testimonials about the value of membership

Prepare a guide for navigating the ASK site with a demo that can be used by regions at meetings

Taylor

Reach out to Ontario Museums Assn at their upcoming meeting

Prepare a blurb on skills training for Arenz and Reid

Desaulniers

Draft new fellowship scoring form

Prepare speaking points for reaching new institutional members

Request a table for the membership committee at the 2016 annual meeting

Reid

Look at Wmsburg registration list and compare with current membership list provided by Sheridan

Proceedings editor for 2016

Keep Stewardship Plank moving forward

Check out potential annual meeting site in Chicago area

Continue updating policies and procedures

Consider how the archives can be best incorporated into ASK

Arenz

Have nominees send bio info to Sheridan by January 1

Continue compiling list of past board members and officers

Encourage CORN chairs to use branding guidelines

Write something for the blog each month

Encourage regions to post to Facebook regularly

Bent

Write section for conference planning guide on including workshops

Contact possible institutional members in local area about joining

Make sure Mid-Atlantic region members have info on ASK

Use the business cards distributed by Tom

Alisa

Send photos to Blake for updated website

Send workshop proposal to 2016 conference

Maintain contact with 2018 conference committee

Contact universities and colleges with museum studies programs about membership

Seek new members that belong to AASLH, NAI, AAM, Parks & Rec Depts

Kelleher

Write "Giving Tuesday" letter

Continue contact with PIG chairs about branding guidelines by sending them again

Ask PIG chairs to elect successors for easy future transition

Contact Watson about a consolidated permission form to cover both Proceedings and Bulletins for ASK, completed forms will continue to be sent to Howell Farm

Talk to Woodcock about the discontinuing the Replica Resource List

Ask Baker about any equipment he might need to do the sec/treas job

Contact Lauren Munev informing her that we have a no jobs listing policy on Facebook, jobs go to the website. Also ask her to send membership info to her other contacts

Lynch

Follow up on 2017 contract discussions with GCV

Contact house museums, state parks & rec about membership

Dickson

Continue planning for 2018 annual meeting

Contact universities that have museum studies and history programs about membership

Miller

Continue working with Blake and Heidi on Wild Apricot and ASK

Work with Watson to get permission form challenges resolved

Talk to Seelhorst about branding videos

Work out technical aspects of board meeting conference calls

Herlihy

Continue being liaison with Floyd on 2016 annual meeting

Discuss possible new direction from Associated Foundations funding instead of fellowships