

MINUTES

The Association for Living History, Farm and Agricultural Museums

Meeting of the Board of Directors | June 6-7, 2019

Oaks Room, Quality Inn | Midland | ON

Present: Debra Friedman, Tom Kelleher, Lauren Muney, Sarah LeCount, Angie Jack, Katie Cannon (Board elect), Kathy Dickson (Board elect), Susan Reckseidler, Lauren McCormack, Mike Smola, Dawn Bondhus-Mueller (joined meeting at 6:00pm), Jim Lauderdale and Susie Marchand (joined meeting at 6:04pm)

Thursday June 6, 2019

5:00pm-5:30pm New Board Member welcome

Reckseidler with Cannon, Dickson, and Jack

5:34pm - Meeting called to order by Reckseidler

5:35pm - McCormack appointed time keeper.

5:36pm - Board members shared personal updates.

5:49pm - Smola moved to approve agenda. Kelleher seconded. No discussion. Motion carried.

5:50pm - LeCount moved to approve Fall 2018 Board Meeting minutes. Friedman seconded. No discussion. Motion carried.

5:50pm - Jack moved to approve Board teleconference minutes. Smola seconded. No discussion. Motion carried.

5:52pm - Treasurer's Report, presented by Friedman

There are still issues with accessing accounts, etc., after Edward's death, especially PayPal. We have a couple more accounts that still need to be unlocked. Our budget is good. The report will be presented to the Board tomorrow. We have gone over budget

for Fellowships because we decided to offer previous year's conference organizers with a fellowship (over by about \$4,000). We are \$10,000 under budget for Skills Training and under budget for a few other line items. Our current insurance (because of media insurance we have because of items available through A.S.K. for which we were not able to get permission to publish from authors or heirs) runs about \$2,500 per year. The contact is for 3 years. The insurance agent is not willing to lower policy. Friedman would like to price out other options. We will be switching over our payments from PayPal to Wild Apricot. We still need to figure out how to come up with a credit card to be used by the regions. Perhaps Venmo or Zelle.

Reckseidler thanks both Kelleher and Friedman for all their patience and hard work to resolve these issues.

Smola moved to accept Treasurer's Report. Munev seconded. No discussion. Motion carried.

6:08pm - Table approval of 2019 budget until Friedman has the paperwork. We will approve budget at the next conference call.

6:10pm - Joined by Del Taylor and Candice Moreau, 2019 Conference Committee, for a conference update.

Taylor welcomed the Board to Midland. Taylor shared a budget. The committee worked very hard to obtain sponsorships and many field trips sites have been very generous, most notable Black Creek Pioneer Village. The net income should come in about \$10,000. There is one outstanding sponsorship from Simcoe. Taylor will send final budget breakdown once final expense are paid out. The Board expressed their thanks to the committee.

6:28pm Dinner break

7:07pm - Meeting reconvened

7:08pm - ALHFAM (International Division) Report, presented by Reckseidler

Dickson will be representing ALHFAM at the European Open-Air Museums Association this summer. Reckseidler asked if anyone would like to go to AASLH to represent ALHFAM. Will be discussed more later.

7:09pm - Professional Interest Group Reports, presented by Reckseidler

Good activity from CPR, Farm PIG, as well as social media presence. The Farm PIG and CPR have both requested \$250 stipends. Farm PIG stipend was voted on and approved at the November meeting.

Kelleher motioned to approve a \$250 stipend for the CPR PIG to assist with the Helping Hands project at the Huronia Museums. Smola seconded. No discussion. Motion carried.

For 2 report cycles, we have not heard from Foodways PIG. Bill Armstrong of Indigenous Interpretation has requested help finding a replacement chair. The HAT PIG also needs assistance concerning clear expectations. The FPI chair has asked the Board to establish terms and expectations, but these are laid out in the Procedural Guidelines, so we need to do a better job of disseminating the Guidelines.

Smola moved to approve the PIG reports. Lauderdale seconded. No discussion. Motion carried.

7:16pm - CORN (Regional) Report, presented by Reckseidler

Second cycle in which New England has not submitted a report. Reckseidler will check in with the chairs of that region. SEALFAM is looking to do a meeting and skills-based workshop at Landmark Park in Alabama. MOMCC has agendas set through 2022. Western Region is hosting a conference in the fall of 2019. Mid-Atlantic and Atlantic Canada both have regional conferences planned for Fall of 2019.

Problems still exist with following appropriate timelines for planning and advertising conferences. Reckseidler hopes to streamline the Regional Conference Planning Guide. The STP committee reached out to request time at the CORN meeting to discuss their work.

SEALFAM will probably be requesting funds for their 2020 conference.

At the CORN meeting, there will be discussion about regional fellowships and requesting money from the Board for regional purposes.

Jack moved to approve CORN report. Marchand seconded. No discussion. Motion carried.

7:25pm - Review Committee Assignments, presented by Reckseidler

Discussion concerning role of Chair of Communications Committee. Lauderdale will review Board Manual for more information about the role. Reckseidler and Muney will discuss her role in STP in greater detail soon.

Administrative & Ad hoc Committee Reports:

Awards & Fellowship, presented by Marchand

22 Fellowship applications were submitted. The committee reviewed each application against the criteria with weighted emphasis on first time attendance, conference presentation approval, and financial need. Used Google Drive to share. 17 fellowships award at \$640 each (early-bird registration fee plus \$300 towards travel). 15 ALHFAM fellowships and 2 for the Mid-Atlantic. No fellowships applications were submitted from the Midwest. Also, the committee gave 5 registration comps to last year's conference committee.

For future conferences, we could coupon code for the fellowship recipients so they don't get charged for items the fellowship covers when they register.

This year, people were mailed their travel reimbursement ahead of time. Marchand recommends sending out the travel reimbursement at the conference unless there are appropriate extenuating circumstances. This information can be added to the application.

Marchand recommends keeping a list of the fellowship recipients as a shared Google Drive document for future Fellowship Committee members.

The Committee will update the Procedural Guidelines and Conference Planning Guide with the above recommendations.

There was one nomination for the Schlebecker award and it was awarded to Ed Schultz.

Marchand motioned to include a line item in the 2020 budget of \$2500 to allow for up to 5 complimentary registrations for the conference committee of the previous year, awarded at the discretion of the conference chair. Bondus-Mueller seconded. Motion carried.

The comp registrations (up to) given to the past year's conference committee should be its own line item.

Friedman asked if there are any guidelines concerning multiple fellowships from a particular institution. There are not.

Archives & Memorabilia Committee, presented by Kelleher

They continue to be housed safely at Old Sturbridge Village. The major concern is electronic documents. Do we also print a copy of the OSV archives?

Finance Committee, presented by Bondhus

Things are stable. Clancy believes we should continue to invest if we have more than a certain amount in the bank, but keep a contingency amount in the bank. Friedman stated that depending what the 2020 conference makes and the 50th Anniversary Committee needs, we may need to draw on the long-term investments.

Audit Committee, presented by Smola

There was no audit this year. In regards to taxes, Friedman filed a filing extension through through November 15th. There will be an audit done after the taxes are filed.

Committee on Organizational Partnerships/Council of Affiliates, presented by Reckseidler

Pete Watson attended Advocacy Day in Washington, DC. Our goal is to continue to foster relationships and partnerships.

The question arose if we should send someone to AASLH in Philadelphia in the late summer. Board agrees it is important to attend in 2019 to help advertise for the 50th anniversary conference 2020.

Future Sites, presented by Bondhus

Sauder Village is interested in 2021. There should be a letter of invitation shortly. Fort Nisqually sent a letter of invitation for 2022, which the Board approved in the Fall. The conference committee will be convening later in 2019 to talk through preliminary details. For 2023, there is interest in the Kansas City area.

Membership & Marketing, presented by Smola

Member is steady, as it has been in years past. For this conference, 13 requested mentors (1 turned it down because her friends were coming). All were matched up with mentors.

Nominating Committee, presented by Reckseidler

Welcome to the new Board members. 644 ballots mailed out. 1 undeliverable; 9 spoiled. 200 ballots returned. Ballots were counted initially by McCormack and counted a second time by OSV employees/ALHFAM members.

Auction Committee, presented by LeCount

This year there will be new auction forms that will streamline the process.

Lauderdale moved to approve Administrative & Ad Hoc Committee Reports. Muney seconded. Motion carried.

8:45pm break for the evening. Will reconvene at 9am, Friday.

Friday, June 7

Present: Debra Friedman, Tom Kelleher, Lauren Muney, Sarah LeCount, Angie Jack, Katie Cannon (Board elect), Kathy Dickson (Board elect), Susan Reckseidler, Lauren McCormack, Mike Smola, Dawn Bondhus-Mueller, Jim Lauderdale, Susie Marchand, Linda Henry

9:00am Meeting reconvened

9:01am - ALHFAM 2020 Conference Update, presented by Kelleher and Friedman

Based in Boston, June 21-25, 2019.

9:28pm - Invitation Letter from Sauder Village for 2021 Annual Conference.

Proposed dates June 11-15, 2021 in Archbold, OH. They have hosted MOMCC conferences in the recent past. They have an onsite hotel, restaurant, campground, and conference center.

Smola moved to accept this invitation. Marchand seconded. No discussion. Motion carried.

9:32am - Fall 2019 Board Meeting

Tabled to lunch

9:39am - Strategic Work Plan Review, moderator by Reckseidler

Goal A - Website

There are still questions surrounding Sharepoint, how much it costs and if it is working appropriately for our needs.

Goal B - Resources

Dickson questions if it's a valuable tool anymore considering modern technology, plus it is time consuming to maintain. The STP will provide resources of people. The website will still highlight Business Members. This might help us grow business members. Kelleher recommends removing Replica Resource list and through our communications with the members, highlight business members. Anyone who is a member has access to the STP.

Discussion centered around maintaining the value of the business membership.

Kelleher motioned to retire the Replica Resource list and remove it from the website and look to replace it with other resources. Marchand seconded. No discussion. Motion carried.

Goal C – Membership

We need to develop consistent ways of accounting for and tracking membership levels (especially in relation to Institutional Member bundles). Also, we should be tracking trends in membership.

In order for tracking memberships, we will track membership quantity by the number of paid individual emails.

We will ask the new webmaster to add a 6 month lapsed-member reminder using a reminder letter drafted by the membership committee. We will add to letter a link to an STP teaser video. The link will not change.

Goal D – Admin Procedures

Kelleher reviewed an updated Regional Conference Planning Guide and there is a recent update to the Annual Conference Planning Guide.

10:26am - Break

10:45am Reconvene

Goal E - 50th Anniversary (joined by Susan McCabe)

McCabe passed out a report. Convened most recently this spring. Ron Kley has been researching the early years of ALHFAM at the archives at OSV to generate Bulletin articles and conference sessions. There are thoughts to do a digital timeline to be added to the website. They would like to do an oral history of Ron Kley and/or a video booth at the 2020 conference to share their memories. They may create an exhibit on site at the 2020 conference using items donated while at the conference. Deb Reid is reaching out to past Presidents to get people to come, and we would like to find a way to recognize them. Cliff Jones is contacting the PIGS to see if there's anything they want to do at the 2020 conference. The committee will reach out to museum studies programs to come to the conference and apply for fellowships.

McCabe asked the board to establish an annual skills award that looks out to the profession and recognizing that their work helps to save historic skills. McCabe recommends naming it in honor of Pete Watson. It could work under the auspices of the Awards and Fellowship committee.

Perhaps an individual and an organization each year. Award could be made by an historic tradesperson.

The spring issue of 2020 of the MOMCC magazine will focus on the ALHFAM anniversary.

McCabe left the meeting at 11:04pm.

Muney motions to task the Awards Committee to establish guidelines, nomination, and section process for a skills award named in honor of Pete Watson. Lauderdale seconded. No discussion. Motion carried.

11:12am - Webmaster Report and RFQ, submitted by Heidi Schlag

Reckseidler talked with Schlag about any outstanding issues and needs for after Schlag resigns on June 12. We are working on switching over to the Wild Apricot payment system and shutting down PayPal. Schlag provided a detailed Webmaster Duties and Responsibilities document for transaction purposes. That and her contract were used to outline the RFQ for the new webmaster.

The Webmaster RFQ was posted on the website and on the ALHFAM-L. Three people expressed initial interest, but only one proposal was submitted by Deb Arenz. She has Wild Apricot experience through her former job at Mountain Plains Museum Association. She also has extensive social media and website experience. Arenz recused herself from the entire process. Schlag's contract was \$25/hour and Arenz proposed \$30/hour, which the Board agrees is more than reasonable. Katz-Hyman reviewed the proposal and endorsed it.

Merge Creative, who provide Wild Apricot support under contract with ALHFAM, proposed a 1-year contract, 2 hours per month, for \$100 per month to help with the transition. Plus, there are still 8 hours available that have been paid for. The Board will not act on the Merge Creative 1-year proposal at this time.

Kelleher motioned that accept Deb Arenz's proposal as submitted. Muney seconded. Discussion ensued. Motion carried.

11:27am - Social Media / Regional Instagram accounts

Southeast Region sought permission to establish an Instagram account. Lauderdale said that since we have regional Facebook pages, why not also have regional Instagram pages as long as they follow ALHFAM Branding Guidelines and other guidelines.

More discussion during the Communication Committee Reports.

Smola moved to allow 1 representative, as designated by the regional leadership, access to the ALHFAM Instagram account in lieu of regional Instagram accounts. LeCount seconded. No discussion. Motion carried.

11:45am - Break for lunch

1:29pm - Reconvene

1:29pm - Communications Committee Report, presented by Martha Katz-Hyman and Katie Boardman

Things have gone well these year despite some missed deadlines. The presenters asked for guidance from the Board about topics related to the 50th anniversary that the Bulletin should focus on.

Boardman reported it takes a very long time to solicit Bulletin articles and identifying authors of submissions.

Katz-Hyman would like us to look at presenting historic skills in a much broader context (e.g., 50 years ago versus today, put it in an historical perspective, why we focus on it, what does it mean to me and my organization, etc.). This is ALHFAM's niche in the historic world of museums, preservation societies, etc.

Boardman suggests doing double issues to catch up. The Board agrees.

Kudos to Reckseidler and Cannon on their work for the Blog.

The book is out!

For future conferences, Katz-Hyman requests it is emphasized that conference chairs try to find someone to do the Proceedings editing. For conferences, use the ALHFAM-L and website for teasers and posts.

All conference and member announcements need to be on the website, as well as social media.

The board thanks Katie Boardman, Martha Katz-Hyman, and the Communication Committee for their continued hard work.

2:20pm - Pete Watson and Mary Watson joined the meeting

2:25pm - ASK Update, presented by Pete Watson

We need to refine the system for obtaining and collecting permissions for new materials. Boardman and Pete Watson will talk. Looking for interns. Looking to ask membership for their opinions and desires for type of materials and subject matter.

Matt Miller and Pete Watson recommend upgrading to the latest Sharepoint (2019 will be released in October 2019). It is within the proposed budget (no more than \$1,000).

Pete Watson proposed to update search limits and filters.

Katz-Hyman pointed out that the agreement on the homepage is very confusing because it is for the authors not the users.

Pete Watson recommends that we consider what items in the ALHFAM archives might be included in ASK.

2:45pm - Strategic Work Plan Review, Part 2, presented by Pete Watson, Lauren Muney

Goal E - Skills

The STP resource center is on the website and available to members who are logged in. Schlag uploaded the items and Mary Watson designed the home page.

New projects and partnerships upcoming, including with Tillers International, AIMA, UNESCO, FoxFire, Early American Industries Association, Civil War Digest, etc.

The committee has spent money to send Muneo to Mountain Plains Museum Association to discover how they do workshops and for the Vimeo account for the Skills Clip Library.

Cannon suggests picking a few videos to use as promotional teasers and an outward facing page that explains what STP is and how it is a benefit of membership.

Katz-Hyman recommends copyrighting the videos to ALHFAM by applying the copyright logo and "ALHFAM [date]" to each video.

The Board expresses their immense gratitude to the committee for the work they've accomplished thus far.

3:11pm - Pete Watson, Mary Watson, Katie Boardman, and Martha Katz-Hyman left the meeting.

3:12pm - Break

3:27pm - Reconvene

3:27pm - Approval of Reports

Friedman motioned to approve the Communications Committee Report. Bondus-Mueller seconded. No discussion. Motion carried.

Kelleher motioned to approve the ASK Committee Report. Bondus-Mueller seconded. No discussion. Motion carried.

3:29pm - Other Business

Media Liability Insurance - Friedman asked whether or not we should renew the Media Liability Insurance, 3-year contract at \$2,500 per year. Friedman is willing to try to find a few more prices.

We need to ensure that ALHFAM is covered under the liability insurance of conference hosts. Alternatively, ALHFAM can get the coverage, which we did this year. We need to look into this further. Tabled for a future conference call meeting.

Fall Board Meeting 2019 - Proposed to go to Fort Nisqually. Lauderdale will check dates and get back to us.

Update on a prior Instagram post issue - Muney had a great follow-up talk with Cheney concerning the post. Muney will write back to her and invite her to rejoin ALHFAM and takes an active role, including sharing the issues African-American living history interpreters face.

Monthly Board conference calls - the 3rd Tuesday at noon, MST (2pm, EST) starting July 16, 2019.

Lauderdale motioned to upgrade to 2019 Sharepoint when it is launched in October 2019. Smola seconded. No discussion. Motion carried.

Lauderdale motioned to adjourn. Kelleher seconded. Motion carrying.