

MINUTES

The Association for Living History, Farm and Agricultural Museums

Meeting of the Board of Directors | May 30-31, 2018
Franklin Castle | Tahlequah | OK

Wednesday, May 30

Present: Deb Arenz, Susan Reckseidler, Karen Clancy, Sarah LeCount, Sarah Bent, Mike Smola, Susie Marchand, Dawn Bondus, Deb Friedman, Lauren McCormack, Lauren Muney.

5:52pm: Meeting called to order by Deb Arenz
Susan Reckseidler appointed to serve as time keeper

Deb Arenz discussed announcements and housekeeping in regards to dinner/lunch arrangements, as well as timing of Friday's meeting and Friday evening dinner.

Agenda: Deb Arenz calls attention changes in the agenda sent out earlier in regards to the resignation of Andi Erbskorn and the resulting addition of a new board member and committee changes. Mike moved to accept agenda, Sarah Bent seconded. Unanimous approval.

5:56pm to 6:23pm: Personal updates.

6:23pm: 2019 ALHFAM Conference Update - Del Taylor joined the meeting to present the board with initial drafts of budgeting breakdown. The committee is looking at a conference fee of about \$400 Canadian currency. Del is working with a hotel for the conference. The administration of a nearby Jesuit Martyr Shrine has agreed to deal with the money. Field trips will likely include Toronto, Pioneer Village, and a textile/shoe museum, as well as possibly the Royal Ontario Museum. Possible dates: June 8-12, 2019. Del has found a sponsor for transportation and is looking for others. The goal is to make a profit of \$10,000 or more for ALHFAM. Future meetings will deal with marketing and communication for the conference.

6:38pm: Deb Arenz called for approval of the Fall 2017 Board Meeting minutes and the minutes from the teleconferences. There were no changes, edits, or discussion. Dawn moved to accept all the minutes. Mike seconded. Unanimous approval.

6:40pm: Deb Arenz called for approval of the Treasurer's Report. Deb Arenz and the Board praised Tom for taking on all these extra duties and for doing such a wonderful job. Discussion: after the conference, the ALHFAM funds will be moved into a national bank, Bank of America, to facilitate access to the funds throughout the United States. Tom will work with Deb F. to help with her transition to Treasurer. Overall, Deb Arenz says we are in a good financial position. On Page 1, under the heading "Treasury," the dollar amount is missing. The motion to approve was tabled until the missing number could be added in.

6:48pm: Break for dinner

7:13pm: Reconvene

The corrected Treasurer's Report was submitted. Susie motioned to accept the Treasurer's Report. Sarah L. seconded. Unanimous approval.

7:15pm: ALHFAM 2020 Conference Update from Deb Friedman – referring back to the report submitted by Tom Kelleher and Deb Friedman, the committee is looking for a new venue in the New England area but close to OSV. The current thinking is a conference in Boston centered at the University of Massachusetts' Boston campus. Boston is more expensive, but the fee could be kept between \$500 to \$600 for a 4-day conference. Deb asked for feedback from the Board if that would be an acceptable conference fee. The other, cheaper option would be a conference center in Sturbridge. The conference would be cheaper but the housing would be more expensive. One day would be in Boston (Freedom Trail, JFK Museum, harbor cruise). One idea was to use money in the budget to reduce the fee because it's the 50th anniversary. How might the 50th Anniversary

Committee be involved? They will be asked to consider what their involvement might be. Should there be post-conference activities? The consensus is that \$500 is reasonable for a 4-day conference in Boston for a conference with no profit built in and ALHFAM could subsidize the deficit.

Sarah Bent makes a motion that the 2020 conference will be in Boston with a price to delegates of roughly \$500 and, if necessary, ALHFAM will subsidize. Seconded by Sarah LeCount. Unanimous approval.

7:53pm: ALHFAM (International Division) Report. Deb Arenz will look further into this, but does not have much to report at this time. There will not be an international fellow this year. A fellowship offer was made but not accepted, though the recipient hopes to come in 2019. Mike suggested that we ask former international delegates to help us find new international delegates.

7:59pm: Professional Interest Group Reports/Dissolve. Deb Arenz submitted a report. Several PIGs are requesting their funds. Deb is missing reports from Historic Foodways and Historic Apparel & Textiles. The chairs have been contacted with no response. Farm and CPR are requesting their regular \$250 stipends.

Discussion items:

- Requested dissolution of NERDS and MMILL. No opposition to dissolving these PIGs. Susie motioned to dissolve NERDS and MMILL PIGs. Karen seconded. Motion passed.
- Creation of reenactors PIG because some people feel they are not represented by museums though some consider themselves living historians. The consensus is that it is not the right choice for ALHFAM to form this PIG.
- Further skills training (tabled for Thursday's skills discussion)

8:23pm: CORN (Regional) Reports by Susan Reckseidler. Susan didn't hear from Mountain Plains or New England. For later discussion and planning: centralization of regional treasuries (Central Canada and Southeast Region are the only ones not centralized) and what is the process of requesting and accounting of funds distribution to regions, especially for regional conferences? Susan and Deb Friedman will discuss and come up with a process. Also, how can we support and encourage regional initiatives? Is there a protocol for disbursing funds for that? Are we encouraging this money to be spent, perhaps a pool of money each year in the budget? Is it a start-up loan or a grant? Consensus is that there will be a certain amount budgeted, then a request letter can be submitted before fall board meeting. There should be new procedures, which Deb Friedman and Susan can investigate and discuss.

MOMCC Report includes an invitation for the ALHFAM Board to attend their 40th anniversary conference. They also requested \$200 to off-set plenary session fees. The session will be about ALHFAM. Discussion tables for Thursday. MOMCC President has questions related to the West Virginia Compact. Tom and Heidi were able to help him understand and can be further addressed at the fall meeting.

CORN meeting will be held Sunday at lunch.

Karen moves to accept the PIG and CORN reports. Dawn seconded. Motion passed.

8:42pm: Administrative & Ad hoc Committee Reports

Board member resignation & replacement/Resulting changes to committees (Deb Arenz): Andi Erbskorn resigned from the Board. Nominating Committee put forth name of Jim Lauderdale. He accepted. According to by-laws, the President can choose anyone he/she pleases. Susan R. motioned that the Board approve the

Nominating Committee's recommendation to appoint Jim Lauderdale to replace Andi Erbskorn. Mike seconded. Motion passed. Deb Arenz will rework committees based on the resignation and new Board member.

Awards & Fellowship (Deb Arenz): the committee awarded 8 fellows.

Archives & Memorabilia Committee: Deb Friedman reported that there is an intern who will finish cataloging the last two boxes. She will then index. She will also compile a list of board members, if she is able, as well as attendance figures from conferences. Deb Arenz suggested perhaps a future intern project would be mining the records for statistics that will help ALHFAM determine trends.

Finance Committee (Sarah Bent): The highlights were consolidating the regional treasuries and setting up a national bank account. Sarah commends Tom for all his efforts to take on the Treasurer and Secretary duties. For discussion Thursday: Letters of Agreement and budgetary impact.

Audit Committee: No report

Committee on Organizational Partnerships/Council of Affiliates (Deb Arenz): AASLH comped ALHFAM a booth at their conference. Susan and Deb Arenz attended the AAM meeting. Susan represents ALHFAM on the AAM Council of Affiliates.

Future Sites (Crawford report delivered by Deb Arenz): See above for 2019 and 2020. There is a 2021 conference possibility - Sauder Village. Joe Anderson is interested in a collaborative Agricultural History Society conference with an ALHFAM conference.

Membership & Marketing (Sarah Bent): Report submitted. Currently 992 active members (i.e. up to date on their dues). Membership has been increasing each year. Membership has been increasing - 2016 (831 members), 2017 (906 members). The highest growth has been in institutional memberships. Next place for growth is business memberships.

10:12am – break for the evening. Reconvene at 9:00am.

Thursday, May 31

9:00am – reconvened meeting

Present: Deb Arenz, Susan Reckseidler, Karen Clancy, Sarah LeCount, Sarah Bent, Mike Smola, Susie Marchand, Dawn Bondus, Deb Friedman, Lauren McCormack, Lauren Muney, Linda Evans.

9:00am: 2018 Conference Update (Kathy Dickson) - 181 attendees, 41 first-timers. Kathy expects to make at least \$10,000. The Cherokee Nation and Kathy's organization have donated a lot of the transportation and tents.

9:11am: Nominating Committee (Susan Reckseidler) – 724 ballots were mailed out. 203 were returned by the due date (28% return rate). The Committee worked with the President to replace Andi Erbskorn (resigned) with Jim Lauderdale (see above for more details).

9:14am: Auction Committee (Sarah LeCount) – Sarah is working with Gwen Miner and Susan Hanson. They formalized the Auction Notes, a set of directions on how to organize and run the auction. Comments are encouraged. They will add members to the Committee this year. The Auction

Guidelines should be added to the Conference Guidelines.

9:24am: Mike motioned to approve administrative and ad-hoc committee reports. Dawn seconded. Motion approved.

9:27am: Knowledge Base update (Matt Miller on the phone) – In the past year, they added about 4,000 items to the Knowledge Base, mostly from the ALHFAM-L. A Howell Farm intern (~30 hrs/wk) will be helping to update permission forms and other aspects of editing and scanning. There is a fair amount of activity on the system. The funds allocated in the budget will likely be enough. Not all has been expended to date. Pete Watson will submit a written report shortly.

9:32am: Fall 2018 board meeting (Dawn Bondhus-Mueller) – The meeting will coincide with the 40th MOMCC conference (November 9-10, 2018) in Detroit, MI. The board meeting will be Saturday, November 10th for the full day. The MOMCC Board invites the ALHFAM Board to join MOMCC for the conference.

Sarah Bent moves that the Board approves MOMCC's request for a \$200 sponsorship to support their plenary session under the condition that ALHFAM has an opportunity to address the participants. Susie seconded. Motion passed with one abstention (Dawn).

When Susan responds to MOMCC, she will thank them for following ALHFAM's Branding Guidelines and continuing to do so.

9:49am: Fellowships Review and Discussion (Deb Arenz discussing Elysa's Report) – 14 people applied and 8 were awarded \$750 to cover housing and registration. The timeline, scoring rubric, and

registering awardees worked well. For further discussion: getting an email service for blast emails to non-members for publicizing fellowships and more. Is there a need for hardship fund for older, more established ALHFAM members? Is there a way to extend a free registration for a previous year's conference chair?

- The Board agrees to ask the Fellowship Committee to explore how we might serve established or older members who might require assistance to come to the conferences.
- During the above discussions, the board asks that the Fellowship Committee to consider ways to offer discounts or stipends for the previous year's conference committee.

The Board would like a volunteer or intern to gather the names and dates of former fellowship recipients.

10:18am: Begin Work Plan review

- Goal A: Complete, but we need to request more information about upgrading to the \$90/month system.

10:30am Break

10:48am Reconvene (the Board was joined by Katie Boardman and Martha Katz-Hyman)

Communications Committee Report (Katie Boardman and Martha Katz-Hyman) –

- Living History 101 book project: Routledge (publishers) permissions are complete.
- 2017 Proceedings will now be edited and produced by Deb Reid and Cliff Jones.
- Each board member will write one blog post per year.

- Still need an Instagram account and Twitter coordinator. Lauren Muney offered to oversee Instagram.
- Continue YouTube account for use with the Skill Training & Preservation Committee.
- Access to Journal of Tools and Tillage as a ALHFAM membership benefit (to be discussed further at a future board meeting)
- You can post images now on the forums

Sarah LeCount motioned to approve continuing our contracts with Cherry Valley and Heidi Schlag contingent on Deb Arenz's negotiations with both. Mike seconded. Motion passed.

11:45am Break/Lunch

12:49pm Reconvene

Continue Strategic work plan review

- Goal B: Strategy A & C is about done. Kathy is continuing to review and revise resource list. Standardized resource sign-up/input form that will be put on website. Still need a roll-out of the new list and ways of capturing information. Need to talk to Heidi for analytics of the resource list. There will be a conference call before the Fall meeting.
 - New Strategy Added: After roll out, PIG propose a long-term maintenance plan.
 - Kandie Carle requested that we come up with an independent contractor lists (aka "a people resource"). The Board recommends that we ask Kandie to oversee gathering that information and then add it to the Resource list. We will drop the word Replica so that the

Resource list will include that information. We will break the Resource list into categories (the business can pick up to 2 or 3 categories).

- Goal C: There has been steady growth in membership. Supporting memberships are dropping. Business numbers are small and needs to be reviewed to bring in more members. Highlight what we offer to members. Still need to work to find areas for growing our membership. Look at past and current data, set goals and benchmarks, as well as a plan for doing so. Deadline is next June's meeting. Sarah Bent suggests looking closely at regional workshops and conferences for building skills databases and growing membership.
- Goal D: Conference Guidelines will be revised by January 2019.
- Goal E: Will develop a plan and budget for the Fall Board Meeting to celebrate the 50th anniversary. Skills Training and Preservation Committee is established. Relationships have been started with AASLH and Ag History.

1:55pm Break

2:13pm Reconvene

Board Free-for-All and Other Business

- E-update: should we pay for an email service, e.g. Mail Chimp or Constant Contact? The Board is asking the Communications Committee to investigate an email service, decide which one, and suggest the budget for such. It will be used for e-updates, communication, and perhaps eventually the balloting (see by-laws) with non-members (which cannot happen easily via Wild Apricot). With a new look, we will

try for populating with new types of content and new looks.

- Sharepoint: Deb Arenz will talk to Matt about concerns about Sharepoint after he is off the Board.
- Have clips of conferences to help sell the conference and let people know what they +/- \$500 registration fee pays for (food, transport, field trips). Ask for photos and videos right after the conferences.
- In future, perhaps use a Facebook event page to reach those who self-identify as “interested” and “going.” Ask conference-goers to check in to the event and post.

2:59pm: Mike motioned to adjourn. Susie seconded. Motion passed.
