

# MINUTES

## The Association for Living History, Farm and Agricultural Museums

Meeting of the Board of Directors | November 19 & 20, 2019

Tacoma | Washington

Present: Deb Friedman, Sarah LeCount, Jon Kuester, Dawn Bondhus-Mueller, Angie Jack, Katie Cannon, Linda Henry, Lauren Muney, Jim Lauderdale, Kathy Dickson, Kay Cynova, Susan Reckseidler.

### November 19

5:00pm Reckseidler called the meeting to order & welcomed all

5:01pm McCormack appointed time keeper

5:02pm Friedman moved to approve agenda; Lauderdale seconded. Motion approved.

5:03-5:19pm Board members shared personal updates

5:20pm Approve Minutes:

Motion to accept Summer 2019 Board Meeting. Jack motion; Cynova second. motion carried.

Motion to ratify ensuing board teleconferences & their minutes. Muney moved; Kuester seconded. Motion carried.

5:21pm Treasurer's report presented by Friedman

Friedman reports we are in very good shape financially as far as investments. We are on target for our budget. The final net for the 2019 conference, as reported by Del Taylor, was \$13,304.50. Friedman will distribute 2020 budget soon. The debit/credit card was hacked but Friedman has shut that card down and a new one was reissued. Friedman is working with Wild Apricot, but they will not accept a PO Box number, so she is still working with them. Once that is finalized, we can discontinue the PayPal. Dickson will work with Friedman and Regions on best practices for collecting money and related issues with regional conferences.

Motion to accept the Treasurer's Report. LeCount moved; Lauderdale seconded. Motion carried.

5:31pm ALHFAM 2019 Conference Report presented by Reckseidler

Taylor suggested some Conference Planning Guide updates as specified in his report. They netted \$13,304.50. Overall positive conference feedback.

Motion to accept conference report. Friedman moved; Dickson seconded. Motion carried.

ALHFAM 2020 Conference Update presented by Friedman and McCormack

Tom Kelleher sent everyone the latest budget draft for the 2020 conference. It is expensive to do a conference in an urban area, but Friedman has been able to cut the room costs by about \$10,000. Two years ago, the Board discussed potentially subsidizing the price to try to hit a target price to offer participants. Muney suggested for this special conference, eliminated the \$5,000 profit and the site rental fees, to strive for \$450 for member price. Reckseidler suggested \$475.

The Board recommends the 2020 conference committee to set the early bird fee for members at \$475 and the regular fee to be \$500 for members and that the ALHFAM Board is willing to absorb, should it be necessary, the site rental fees and waive the \$5000 profit requirement. Lauderdale motioned; Muney second. Discussion. Motion carried.

Motion to approve 2020 Conference Report. Bondhus-Mueller moved; Cannon seconded. Motion carried.

Break for dinner, 6:00pm

Reconvened 6:40pm

### **6:40pm Administrative & Ad hoc Committee Reports**

6:40pm Professional Interest Group Reports presented by Reckseidler

Received reports from CPR, FARM, HAT, and Machinery. We have not heard from the Foodways PIG in a few cycles. We will try to revive interest at the June meeting.

There was an issue on social media in relation to the Indigenous Peoples PIG. In an effort to generate more dialog on social media, Tim Turner and Bill Armstrong reached out to other indigenous people. The discussion became challenging over who was recognized as a Native person. The Executive Committee did a phone call and decided to put a hold on the social media related to the PIG. The page was then archived (one can search and read but no longer post or join). We hope to hold discussions at the June meeting to talk through the purpose of the group and to find new leadership since Bill Armstrong stepped down at last year's meeting so the PIG is leadership now anyway.

Lauderdale agreed and suggested there be consistent parameters put in place for all our social media platforms (e.g., PIGS and regions). Lauderdale also suggested we consider using a moderator with experience in this regard to help in these situations.

The Board will discuss further within the Communications Committee report.

In regards to the future of the PIG, Reckseidler recommended having face-to-face conversations at the June meeting.

CPR chair seeks help finding people who can help speak to CPR-related skills. Reckseidler suggested using existing channels, e.g., listserv, social media, etc.

People have used the ALHFAM 1-page info sheet to get the word out.

Ed Schultz has been reaching out to PIG chairs to drum up support for skills clip.

Request from the FARM PIG requests a \$250 for plowing and CPR requests a \$250 stipend for Helping Hands.

Motion to accept the PIG reports. Lauderdale moved. Cannon seconded. Motion carried.

6:56pm CORN (Regional) Reports presented by Dickson

Dickson only received 5 reports, Western Canada, Atlantic Canada, Mid-Atlantic, Mid-West, Western region. Natalie Zacharewski has asked for the Board's help to encourage regional memberships. Dickson suggests setting up a phone call with regional reps once every few months in order to have more contact, ask questions, give suggestions. How can we get the regions for actively involved in the STP. Friedman suggests sending someone from the STP committee to each regional conference and/or have someone from each region on the STP committee. It was also suggested to keep doing the STP info sessions at various regional conferences as much as possible to keep reaching new people.

There is an interest in moving regional sessions to all hands-on workshops instead of traditional sessions.

Dickson will work with Friedman to update Regional Conference Planning Guide to update new financial procedures.

Motion to accept CORN reports. Kuester motioned; Bondhus seconded. Motion carried.

7:10pm ALHFAM (International Division) Report presented by Reckseidler/Dickson  
Dickson attended the European Open-Air Museum Association conference in Poland. She has a blog coming out soon. They, too, are concerned about losing traditional skills. They would like ALHFAM to present at their next meeting (in 2 years) on the STP project. Some ideas Dickson brought back include, welcoming the homeless to build their home while interacting with visitors; city build housing for immigrants on the back section of a museum (after 10 years the housing belongs to the museum). Dickson has been corresponding with the EOAMA's Executive Director, including gifting her an ALHFAM membership.

7:18pm Awards/Fellowship/International Fellowships, presented by Bondhus-Mueller  
Fellowships applications would be due March 13th and notified by mid April 10th. We will look back to previous minutes to determine what was promised international fellows. Last year, the budget included \$9,000, but it ended up being over \$12,000 due to extra fellowships. As a reminder, the Board agreed to offer up to 5 registrations for the previous year's annual conference planning committee. Ideally, fellowship recipients will be notified before the conference registration opens. The fellowships will cover the early-bird member price plus the cost of double room and a stipend for travel. The Board suggests 10 at \$775.

There are no more regional fellowships to the international conference. If they would like, they can request funds for regional conferences. Lauderdale suggests that regions receive clarifying language about this. Dickson will convey this.

At the June board meeting, Susan McCabe suggested a new Skills award named for Pete Watson, which would have similar guidelines to the Schlebecker award.

The awards committee has been tasked with establishing parameters for a new skills preservation award named after Pete Watson to be discussed at a future meeting.

7:33pm Deb Arenz joined the meeting

7:33pm Future Sites presented by LeCount

2021 Sauder Village has established a committee and met once or twice.

2022 Fort Nisqually is hosting. Lauderdale reported that the conference committee has met twice and made committee assignments along with a draft schedule.

2023 will hopefully be in the Southeast region. The committee is considering the Savannah/South Carolina region, perhaps St. Augustine, Florida, or Historic Westville in Georgia.

7:45pm Membership & Marketing presented by Lauderdale

ALHFAM participated in AASLH, AAM, Association of European Open-Air conferences. Lauderdale plans to survey annual conference participants to ensure that everyone's needs are being met and if the mentor program participants' were met. The committee developed a 1-page info flyer.

As a follow-up to the AASLH conference, Munev has proposed workshops in conjunction with AASLH.

The National Association for Interpretation has developed a living history interpretation certification process in which there is a possibility of collaboration with ALHFAM. This will be discussed further later in the meeting.

Civil War Digital Digest is interested in partnering with ALHFAM to develop and share educational content on our website and social media. Lauderdale has had a conversation with the Digest's founder.

Deb Reid suggested we take a booth at the National Council of Public History. Lauderdale will look into pricing and research options. Perhaps the STP committee could submit a session proposal.

8:00pm Nominating Committee presented by Dickson

Daniel Cockerell, Bill Armstrong, Peter Friesen, Sonrisa Crispin, and one other have agreed to run for Board members. McCormack and Friedman have agreed to run again as Secretary and Treasurer, respectively. Jim McCabe and Mike Follin have agreed to stand for Nominating Committee.

8:05pm Auction Committee presented by LeCount

The 2019 auction and "pass the hat" made over \$6000 total. 109 numbers were sold for the auction. The live auction had 32 items in it. Around 220 items were in the silent auction. Ian Beard has been a great new auctioneer. LeCount drafted new auction guidelines for the conference planning guide. Perhaps the forms can be available online ahead of time.

8:12pm Finance Committee presented by Bondhus-Mueller

A draft budget has been produced and will be shared with Friedman. Reckseidler asked if Friedman could share a year-end income/expenses on the website.

8:13pm Audit Committee presented by LeCount

Arenz and Friedman will check into doing a review (costs, etc.) and see how often the accountant suggests doing a review.

8:16pm COOP/Council of Affiliates presented by Reckseidler

Reckseidler attended the AAM Council of Affiliates meeting at the AAM annual conference. We took out an Advocacy Day sponsorship. Pete Watson is willing to attend Advocacy Day, February 24th, on ALHFAM's behalf (at his own expense). Cannon has offered to attend.

Reckseidler has had conversations with National Association of Interpreters about their initiative to establish Living History standards, including training and accreditation. They would like help surveying the field for best practices. They are applying for an IMLS grant. NAI has asked for a letter of support for the grant, which Reckseidler submitted. They would like ALHFAM's help identifying living history museums that can help and taking part in our 2021 conference to speak with practitioners.

8:26pm Motion to accept the ad hoc committee reports. Cynova moved; Friedman seconded. Motion carried.

### **8:27pm Strategic Plan Review Pt. 1**

Goal A: Website

We still need Matt Miller's help to complete migration and maintain SharePoint.

Goal B: Resources

Replica Resource list has been retired.

Goal C: Membership

Should there be growth goals? We will buy Facebook ads for targeted goals related to membership growth and conferences.

8:43pm The Board expressed thanks to Deb Arenz for her work and leadership as ALHFAM President.

8:45pm Meeting adjourned for the evening.

### **November 20 9:00 am - Fort Nisqually**

8:55am Meeting reconvened

Webmaster Report presented by Arenz

It would be helpful if PIGS and Regions would continue to send updates. Arenz did the Plowing Workshop and Western Regional Conference registrations. Arenz requests at least 1 week

advance notice to get registrations up on the website. Arenz needs to upload Bulletin articles to ASK.

Arenz suggests doing a full review of every website page to update photos, review info, etc. Arenz will work with LeCount, Cannon, and Munev on this. The Board is fine with this committee making small changes to the website.

Arenz, Friedman, McCormack, and Lauderdale will discuss the invoicing process to ensure the process is smooth.

ASK traffic on the website remains low. The e-update is opened by about 40% recipients.

There are around 1400 people in the database at any given time. Arenz will archive names that have not been active in years.

Motion to accept Webmaster's Report. Lauderdale moved; Munev seconded. Motion carried.

9:17am Communications Committee Report presented by Martha Katz-Hyman

Katz-Hyman joined the meeting via GoToMeeting.

She is most concerned with how far behind we are with the Bulletin and the issues with the Indigenous PIG posts on Facebook. There is a schedule in place to catch up with the Bulletin schedule by 2020. There hasn't been an issue released in approximately 8 months. Library members are requesting the issues, so even though it is no longer hard copy, there is still an urgency to get this done for our paid members. Cherry Valley is paid for this work. Katz-Hyman will work with Cherry Valley to ensure the 3 2020 issues (spring, summer, and late fall) come out in 2020 for the 50th anniversary, even if the delayed 2019 issues are delayed longer. Katz-Hyman advises to begin considering real-market value for the Bulletin work.

Proceedings have often been delayed. Katz-Hyman suggests the Board discuss the timeline of the Proceedings production. As we move towards hands-on workshops, does our Proceedings need to alter or do we need to do a better job informing people of the value of the Proceedings. Could we encourage people to just submit their PowerPoint presentations rather than papers.

Katz-Hyman does not have an editor for the 2020 Proceedings. The Board will brainstorm with the 2020 Committee for suggestions of editors.

Katz-Hyman will ask the editor of the ALHFAM book about how the book is selling.

Reckseidler updated Katz-Hyman about the Board's discussion yesterday of the Indigenous PIG's Facebook page and the need for social media parameters.

The Board decided to have a follow-up conversation with Cherry Valley.

Katz-Hyman left the meeting at 9:50am.

10:05am ASK Knowledge Base update presented by Pete Watson

Pete Watson joined the meeting via GoToMeeting at 10:05am.

Watson reported that there has been progress in asset acquisition (especially ALHFAM-L and Proceedings items). The Committee continues to send out author permissions. The Committee are working to integrate ASK and STP. ASK has spent  $\frac{2}{3}$  of approved budget for office support, SharePoint monthly fees, and anticipated expenses before the end of the year (e.g., scanning and legal fees for reviewing the ASK permission agreement). The Committee plans to resurvey membership to learn about how members use and perceive ASK. The SharePoint software system will be updated to be more user friendly and more easily interface with STP with a better search engine. The Committee needs input on whether the new software serves everyone's needs.

The ASK 2020 budget request remains the same as last year's. This included on-going work, office support/internships, and money for system improvement, which may not be necessary depending on the how much is completed within the 2019 budget.

There are over 30,000 items in ASK. The Committee is open to suggestions for additional content.

Arenz pointed out that there are on-going challenges with uploading and access Board materials on SharePoint. Watson talked to Matt Miller, and he's still willing to help, though he recommends paying for implementation support.

## **Strategic Plan Review Pt. 2**

STP Update presented by Lauren Muney and Pete Watson

The Digital Access intern, Ed Schultz's son, William, has been a big help teaching people the importance of digitizing skills and how to do it. The budget includes money for the intern to continue. Watson has been going to sites and seeking appropriate material for skills clips and teaching people how to use the technology to capture the skills. William Schultz and Muney will be presenting about producing skills slips at various conferences, including at the 2020 annual.

STP has spent  $\frac{1}{3}$  of their 2-year budget. The Committee would like to ask for \$6,000 additional to support upgrading Vimeo services and capacity, along with streaming to allow for online

workshops and an editing suite. This will allow for monetizing workshops. These funds would also allow more people to go to more Regional Conferences and for extending the intern.

Friedman asked if the STP has considered other film intern, especially over the summer, to install at other sites throughout the US and Canada. These interns could be paid stipends as the Archive interns were at Old Sturbridge Village in the past. We would need a stipend, lodging, and travel fees. Muney will work with Watson and Kuester to work out the parameters, including oversight. This can be a trial summer. This will require further discussion and a budget proposal.

Watson left the meeting at 10:45am.

### **Break 10:45am-11:00am**

11:00am 50<sup>th</sup> Anniversary Committee Report presented by SusanMcCabe

Susan McCabe joined the meeting via GoToMeeting at 11:00am

The Committee is working with Cherry Valley on the 2020 spring Bulletin to include information on the founding of ALHFAM. Authors will include Ron Kley, Tom Vance, Leo Landis, Deb Reid, and others. The Committee hopes to add information on ALHFAM's history to the website.

The Committee is interested in a Town Hall on the past and future at the 2020 conference.

There will be a recording booth at the Welcome Reception at the 2020 conference to record memories and stories. Brad Larson is donating the use of the booth. We will pay for parking fees.

The Committee is planning a pop-up interactive exhibit coordinated by Mary Seelhorst during the 2020 conference's Welcome Reception. The pre-conference materials will invite attendees to bring items that speaks to ALHFAM's history. A similar idea will be offered to Regional Meetings.

The Committee will invite Past Presidents to attend the conference, or at least the Presidential Banquet. There are 21 living Past Presidents and the Committee requests \$10 for each for a special gift.

The Committee has compiled a list of 85 museum programs to which they will distribute information via mail and email on the conference and fellowships to try to get younger professionals involved.

Some of the PIGS will be doing anniversary activities, including period clothing of 1970 and ALHFAM t-shirts.

The Committee is interested in providing a special 50th anniversary conference giveaways of a tea towel (about \$5 each).

In total, the Committee is requesting a budget of up to \$3000.00.

The Committee will need 6 tables and tablecloths for their displays and booth at the 2020 conference's Welcome Reception.

Susan McCable left the meeting 11:24pm.

The Board agrees to having the 50th logo on a sticker and tea towel. They believe there should be stickers given away at all the Regional Conferences.

The Board moves to raise the 50th Anniversary Committee's budget to \$3250. Bondhus-Mueller motion. LeCount seconded. Motion carried.

11:36am Motion to accept the 50th Anniversary Committee's report. Dickson moved. Lauderdale seconded. Motion carried.

11:37am Motion to accept the additional \$6000 requested by STP Committee. Lauderdale moved; Jack seconded. Motion carried.

The Board requests the STP committee conduct further investigation into the idea of an additional intern program.

11:38am Motion to accept the STP Committee's report. Cannon moved; Friedman seconded.

11:40am Motion to accept the ASK Committee report and the \$8,250 2020 budget request. Evans moved. Cannon seconded. Motion carried.

11:41am Motion to accept the Communications Committee report. Arenz moved. Bondhus-Mueller seconded. Motion carried.

11:43am Remaining items in Strategic Planning Goal D & E

Goal D: Administrative

These goals are still in progress as we learn new best practices. The conference guide would benefit from a fresh perspective. LeCount offered to review it.

Friedman suggests signing up for a Survey Monkey (or similar) account to do a follow-up survey for the 2020 annual conference and other conferences.

Arenz will look into survey instrument options. Membership committee will draft a survey instrument for national and regional conferences.

#### Goal E: Preserving Historic Skills

STP, ASK Committees and the 50th Anniversary Committee continue to work on this.

Developing relationships with NAI and the Ag History Society, as well as AASLH, AAM, and the National Council for Public History.

#### **12:00pm Lunch Break and Site Tour of Fort Nisqually**

2:30pm Meeting reconvened.

#### **Other business**

Fellowships - Friedman suggested that the International Fellows be provided with the same \$775 as regulars fellows. The Fellowship Committee and Executive Committee will work on an application process and parameters.

Motion to set the International Fellowship award at \$775 each. Evans moved. LeCount seconded. Motion carried.

Proceedings - A discussion took place about whether we videotape conference presentations rather than request written paper versions of presentations for the Proceedings. In the new Strategic Plan, we should discuss this, as well as the efficacy and importance of Proceedings, Bulletin, etc. as they currently exist.

Communications - Cannon offered to manage the YouTube channel and make an intro video about ALHFAM.

YouTube is also the way we could interface with the Civil War Digital Digest founder. He would like to submit a proposal to work with ALHFAM. He is not looking for payment, but an opportunity to film at various sites and talk to their interpreters. In return, the sites will have a copy of the video and give it to ALHFAM to be put on the STP/ASK site.

Cannon suggested redesigning the Bulletin so that it is not just a PDF of the print-version, which would also be a marketing tool and shortens design time. The Board suggests this be discussed in the new Strategic Planning process and when contract with Cherry Valley is up. Also, the Communications Committee should begin the discussion.

Cannon suggested looking into Google Groups as a new platform for the ALHFAM-L, which allows for different formatting, searchable archives, etc. The question arose if Facebook serves the same purpose. Cannon suggested surveying membership on how they use and perceive the L and social media.

Bookkeeper - Friedman explained the amount of time it takes the Treasurer to accomplish his/her duties, about 10-12 hours/week, if no issues. In addition, there is bill paying and tax filing to do. Bookkeepers can cost about \$30-\$35 per hour. The bookkeeper would pay bills, transfer from PayPal, write checks, update Quickbooks. Then the treasurer can focus on reviewing accounts, Wild Apricot, and budgeting. This would also allow for continuity when the Treasurer changes over and gives us more fiscal responsibility.

Next step is to develop a job description and potential budget and put out a Request for Proposals.

Motion to approve in concept the idea of hiring a bookkeeper and for the Executive Committee, Finance Committee, and Audit Committee to develop a list of responsibilities and draft a Request for Proposals for the full Board's approval. Evans moved; Muney seconded. Motion carried.

#### **4:03pm Any Other Business**

Lauderdale worries that the committees do not always know their role. He suggested we include a review of the Procedural Guidelines in the next Strategic Planning phase and update as needed.

4:08pm Lauderdale thanked everyone for visiting Fort Nisqually

4:10pm Motion to Adjourn. Lauderdale moved. Muney seconded. Motion carried.