

ALHFAM Board of Directors  
Friday 20 June, 2016  
FINAL DRAFT (edb 7/6/16)

Attending:

T. Kelleher, J. Sheridan, D. Arenz, D. Reid, D. Taylor, K. Clancy, M. Miller, K. Dickson, S. Marchand, S. Bent, K. Lynch, M. Smola, A. Crawford, E. Baker, H. Glatfelter-Schlag, Sophie-Marie Desaulniers

1. Called to order by Tom Kelleher at 5:03 pm
2. Approve agenda: Motion moved by Reid, Sheridan Seconded, voted and approved.
3. Arenz was appointed time keeper for the meeting
4. Tom thanked new board members for attending and all around the room shared some personal updates
5. Dispensed with reading of the minutes of Fall Board Meeting and phone conference calls. Sheridan reviewed the five meetings. Dickson moved for approval of all minutes; Smola seconded; voted and approved. Approved minutes are on file.
6. Plans for 2016 Fall Board Meeting – Deb Arenz proposed the board gather for the joint meeting with MOMCC region and Mountain Plains Region fall meeting Nov 3 – 5, Kansas City, MO. Moved by Arenz that we hold Fall BOD meeting on Nov. 6-7; Reid Seconded; voted and approved.
7. Treasurers report: Sheridan will complete the second quarter report and then process everything over to the new treasurer. 2015 annual meeting – received no payment, \$3,000 loan will not be paid back and there was no other surplus. 990 report was prepared and submitted to the IRS. Treasury is currently in transition moving the business address from Ohio to Rhode Island. Discussion of conference loan and expectations. Suggested that there be a written Memorandum of Understanding outlining the financial obligations of host sites. Adding that to the conference planning guide will be completed by Reid. Tabled discussion of budget issue to later in the agenda. Reid moved to accept report; seconded by Crawford; voted and approved.
8. Reid shared additional information on new publications: Living History 101, our proposed “Living History how-to” reported in communications report.
9. Kelleher summarized the PIG reports that he has received. Only Seeds and Plants has seemed to disappear. Military has slumped somewhat. Others moving along. Issue of Facebook groups becoming too central point of communication discussed. Discussed the use of the website forums as a means to promote ALHFAM rather than facebook

groups. "Forum was not meant to replace Facebook, but to replace the ALHFAM-List." Business members could be encouraged by working on Replica Resource list. CPR no workshop this conference. FPIP retreat well attended at Portsmouth, NH. FARM PIG did request cash for the plowing match awards. Reid moved to accept the PIG Report; Seconded by Bent; voted and approved. Kevin Lynch proposed joining the Farm pig and SAP Pigs together to incorporate the operations of the two PIGS together. Seconded by Sheridan; voted and approved.

10. Melanie Diaz joined us by Skype to report on the the 2017 conference plans. Lynne Belluscio is working to finalizing conference professional development opportunities. Dinners in Rochester and at the GCV sites are being planned. Keynote speaker: "Museum Hack," Nick Gray. Buses have been reserved for professional development opportunities. GCV Site visit is Tuesday. First draft of the budget has been created – looking at \$400 price range for conference fee 200 people basis for budget, and will create a second budget for 275 attendees. Theme: Breaking through Barriers. 9-13 June 2017 is date for conference. Board meetings begin on 7<sup>th</sup>.
11. Sheridan reported on the International Organization of Agricultural Organizations (AIMA) meeting: Sheridan has resigned from the Board (formerly known as the Presidium). Reid continues on the Board as the first vice-president and also serves as the webmaster. We are also members of the European Open Air Museums (EOAM).
12. Arenz reported for CORN, almost all regions sent in reports. Most regions now are moving forward with successional and organizational planning. All either have or will host conferences for their regions. ALHFAM funds under the control of the Secretary/Treasurer discussed. No action taken. Monthly updates on new regional members – can these continue or is training for representatives needed. In summary, regions are doing fairly well. Desaulniers moved to accept; Miller Seconded; voted and approved
13. Fellowship Report: Desaulniers 16 applicants, funding for all 16, 13 accepted. Sophie-Marie gave a report on the procedures involved and some of the issues. "Who are we wishing to promote for fellowships?" What is the weight given to different factors? New members, service to the organization? Timing is always an issue. Late in approaching the Associated Foundations but they were very generous. We have issues to discuss regarding the procedures of how the money is processed and tracked. We look forward to a larger discussion of finances and proposals for changes at the fall Board meeting.
14. Archives and memorabilia: ASK is something that is "archival" and there is a report to be presented as part of the Communications Committee report. Discussed logistics of moving items from Ohio to OSV. Pete Watson may have a few items as well.
15. Future Sites – tabled

16. Membership and Marketing: Desaulniers – Website has greatly increased our capacity; still much to do, but we have a great foundation. Mentors – 13 offered to be mentors; everyone who requested has received one. Details in written report in sharepoint. Membership structure questions: examples to be discussed tomorrow.
17. Nominating Committee Report: Arenz: we had an election, here you are. Thank you to Mike Smola, Susie Marchand, and Karen Clancy, elected as Board member. It was a challenge to get someone to fill the role of Sec./Treas. Expressions of thanks and appreciation to Edward Baker for taking that role.
18. Motion to adopt all the committee reports: Desaulniers, moved; Lynch seconded; voted and approved.
19. Crawford gave a short report on the 2016 conference in lieu of David Floyd. Lynch reported on planning for 2017 – they have been very responsive and appear to have done a lot of good work – Keynote speaker is person running “Museum Hack,” (Nick Grey, maybe). Dickson reported on 2018 – invitation has been sent to Tom, hosted jointly by the Oklahoma Historical Society and the Cherokee Nation, venue will be Eastern Oklahoma State. Flying into Tulsa, 1 – 6 June 2018 are dates.
20. Motion to adjourn: Reid moved; Lynch seconded; approved by acclamation at 8:45.

Meeting Resumed, 21 June 2016, 9:00 am

1. Desaulniers led a discussion of strategies to attract new members to the fellowship application process. How do we target to get the best people involved in ALHFAM? Tie the fellowship application to the call for papers? Ask board members and former board members to encourage fellowship applications? Committee will create a communication strategy. Criteria and purpose of the fellowship program was reviewed. Perennial question of should it foster new members or reward long-term service? Promote on website. Tasks: approach Associated Foundations early; approach regions on how many they wish to support @ \$700 or less; communicate fellowship opportunities; add to website; all, encourage people we know; contact public history programs – emerging professionals.
2. New member categories – Kelleher led discussion of what would be a better name for the bundled members of institutions. Institutional Associate chosen to match the terminology of Business Associate. Voting member is used internally to denote the number of individually paid-up membership. Bundled membership – including joint – is entitled to one vote. Deb, Matt and Edward to discuss over lunch and create list to bring back to the meeting.
3. Strategic plan review – Many goals have been accomplished, new website, ASK; membership is stable, but not growing. It’s been five years and significant

accomplishments have been made – perhaps it is time to look again at a strategic plan. New goals – Growing memberships – targeting public history programs; we are people that do stuff, training opportunities are available to us – skill-building workshops; certification or accreditation in skill-building. We spent time brain-storming ideas that use our resources and grow the organization at the same time. Planned to spend substantial time at the fall Board meeting in strategic planning.

4. Martha Katz-Hyman and Katie Boardman joined us for the Communication Committee report. Open to questions on the report. Question: Printed copies available? Do we do more? Generally, reaction was to limit the availability of printed versions. ISSN number – new one needed for electronic publications. Details of Print-on-demand arrangements with Omnipress were shared. Reid moved that ALHFAM contract with Omnipress to begin the print-on-demand operation; Arenz seconded; voted, approved. \$300 fee. Katz-Hyman expressed great thanks and appreciation for the editors of the Proceedings, Ron Kley and Nancy Egloff. Action items listed in the report: Need unified process (for both Bulletin and Proceedings) for getting releases from Bulletin article writers – Reid and Communications Committee will finalize and bring to Board. Katz-Hyman summarized Blake Hayes report with focus on issues for the Board’s consideration. Reviewed Cherry Valley contract presented by the committee. Dickson moved that we accept the proposed contract for the period of June 2016 to June 2017; Arenz seconded; voted and approved.
5. Member benefits – Arenz made recommendations of ad hoc comm. for limited changes: noting the Proceedings would be delivered electronically. Moved; seconded by Desaulnier; voted and approved
6. Arenz reported on booth at AASLH. We will have booth for membership outreach at the Detroit meeting. Coverage by Deb and possibly Deb Reid. Plans for creating booth and what to include discussed. Cost to be covered in membership campaign budget line.
7. Return to Strategic Plan discussion: Brainstorming session – we need a better look at operations so we know what we have to sell. Our Income is limited to memberships, the auction, and proceeds from conferences, two of these are unpredictable. Broad discussion – replica resource list – business model – stop losing money – what are we spending our money on? Videos of skills – currently members only – create trailer for youtube. Tasks for November: Kathy talking to Communications committee about developing new skills videos; Matt will create trailer of current skills videos – Strategic Goals – Better market the organization – develop new skills videos – use these to drive membership – other strategies to develop the skills resource –
  1. Broadening the skills resources
  2. Marketing the organization using those skills resources.
    - More clips
    - Develop more workshops at annual and regional

- Tangible evidence of having attended skills workshops, provide certificates of completion
  - Consider and plan for potential funding opportunities for skill clip acquisition and preservation/maintenance
  - Appoint skills committee to develop strategies: Taylor (Chair), Crawford, Arenz, Marchand, Miller and Reid + Baker
  - Communications: Dickson
3. Steps for marketing
- Promote and build awareness of resources
    - Identify, evaluate, consolidate, clarify
  - Explore relationships with business partners
  - Advertising and networking plan
  - Marketing/membership committee: Lynch (Chair), Bent, Smola, Clancy, Dickson, Kelleher
8. Sheridan reviewed the memorial fellowship fund which now stands at \$21,000 and suggested we now use it to fund one fellowship. We approved of adding this to our annual fellowships calling it the Memorial Fund Fellowship, that it be used to fund a full fellowship. Criteria would be the same as for all other fellowships and would be chosen by the fellowship committee. Sheridan moved; Desalniers seconded; voted and approved.
9. Taylor shared his ideas for an Annual Meeting and Conference to be hosted by Saint Marie Among the Hurons in 2019. Additional site visits may be to Toronto. He will work on details after the summer. Hopes to host the board at a fall Board meeting to be able to share his site. Location is about an hour and a half north of Toronto. Best Western Conference Center about five minutes drive from site.
10. Baker brought forward the corporate resolution for ALHFAM to enter into a banking relationship with the Washington Trust Company of Westerly, Rhode Island. Desalniers moved that we approve the resolution; Dickson seconded; voted and approved unanimously. We authorized Edward Baker as Secretary/Treasurer, Tom Kelleher as President, and Deborah Arenz as Vice President as the signatories to all accounts.
11. Desalniers requested direction on how to access the latest information regarding membership, and who to turn to for definitive answers to issues of dates of membership. The Board agreed that the Secretary/Treasurer was the person to be contacted.
12. Reid reviewed proposal for costs for further development of the ASK database. As this is within the budgeted amount for this year, no approval was sought.

13. David Floyd, conference chair for 2016 Conference joined us for a report. Going well, weather will be what it will. Everything is happening at the Rural Life Museum, cut down on the costs greatly; 148 registered. Budget should work out well due to sponsorship gifts. Crawford presented a gift to David thank him for his incredible work.
14. Baker proposed a minute of thanks for the decades of service that Judith Sheridan has provided for ALHFAM. This was seconded by Kelleher, and approved by acclamation.
15. Sheridan moved for adjournment. Approved and adjourned.

Respectfully submitted,  
Edward Baker  
ALHFAM Secretary/Treasurer elect