



VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

**MEETING OF THE BOARD OF DIRECTORS
January 15, 2015 - Meeting Time 6:30 pm
Egan Commons**

Mission Statement

The Valdez Museum preserves, presents, and interprets the heritage and culture of Valdez, the Copper River Basin, and Prince William Sound, Alaska.

1. **Call to Order/Roll Call**
2. **Introduction of Guests**
3. **Public Business from the Floor** Brian Carlson, COV Finance Director: Museum Endowment (see attachment)
4. **Board Education Moment** Sheri Pierce, COV City Clerk: Open Meetings Act (see attachment)
5. **Mission Educational Moment** (10 minutes) Drawn from the Field: Art by Kristin Link
6. **Approval of the Minutes** (As of November 20, 2014) pg. 3-5
7. **Approval of the Financial Report** (As of December 31, 2014) pg. 6-18
8. **President's Report**
9. **Staff Reports** pg. 19- 29
10. **Committee Reports**
 - a. Committee Reports- (15 minutes)
Finance (Lisa), Collections (Tom), Board Development (Julie), Native Gallery (Emmie), Roadhouse (Julie), **Membership (Christy)**, Endowment (Natalie), Strategic Planning (Gary), **Advocacy Committee (Barbara)**.
11. **New Committee Business or Board Member Discussion/Ideas**
12. **Unfinished Business**
 - a. The Perry
13. **New Business**
 - a. Accept recent cash donations for their donor-intended purposes pg. 30-31
 - b. Recent member/donor assignments pg. 32-33
 - c. Approval of the formation of the Ad-Hoc Building Committee Resolution pg. 34-35
 - d. Approval the formation of the Ad-Hoc Advocacy Committee pg. 36-38
14. **Next Meeting: February 19, 2015 – 6:30 pm**
15. **Adjournment**

Upcoming Committee Meetings

Finance Committee – Q1 2015 Budget Review
Collections Committee – The Perry
Membership Committee – Spring Appreciation Event
Advocacy Committee – Organizational meeting

Dates to add to your Calendar

Drawn from the Field, illustrations by Kristin Link, **January 9 – March 8, 2015**
CHAMP 2015 **January 28 – 29, 2015**, Juneau, (Patty & Faith Out)
United Way Presentation **February 10 or 11, 2015**
MAD 2015 **February 22 – 24, 2015** Washington DC, (Patty Out)
Big Read Workshop, **February 20, 2015, 1:00 – 5:00 pm**
Big Read, Robert King Presentation, **March 12 – 13, 2015**
Annual Student Art Show, **March 20 – May 3, 2015**, Reception, **March 27, 2015**

Core Purpose

Preserve Regional Culture

Core Values

Honor the Past, Legacy, and Heritage
Education
(Knowledge)
Integrity, Authenticity
Community
(Relevance, stewardship, surrounding towns and village part of our local community)
Entertainment
(Fun, engagement)
Regional Culture



MINUTES
VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

MEETING OF THE BOARD OF DIRECTORS
November 20, 2014 6:30pm – Egan Commons

1. **Call to Order/Roll Call**

Mrs. Cullen called the meeting to order at 6:34 p.m.

Members present: Michelle Cullen, Lisa Von Bargen, Barbara Bigelow, Gary Minish, Julie Farrell, Tom McAlister, Christy Franklin, Scott Hicks, and Spike Gilson (via phone)

Members excused: Natalie Gabler, Emmie Swanson, and Barbara Bigelow

Members unexcused: None

Staff present: Patricia Relay, Andrew Goldstein, Faith Revell, and Brittany Cabello

2. **Introduction of Guests**

None

3. **Public Business from the Floor**

None

4. **Mission Educational Moment** (10 minutes)

Ms. Revell went over several upcoming events at the Museum, including the Christmas tree lighting ceremony and the 12 Free Days of Christmas. Mrs. Relay report that the Elks Christmas Bazaar is coming up and passed around a volunteer signup sheet.

5. **Board Training Moment** (10 minutes.)

Mrs. Relay informed the board that the Foraker pre-development grant was not awarded to the Museum. After receiving this news Mrs. Relay and Mrs. Cullen followed up with Foraker and was told that Foraker felt that the Museum and the City of Valdez have the capacity to do the planning ourselves. Relay and Cullen suggested that the Board form a building Committee to begin self-directed Concept Planning and Feasibility Study for a new Museum Facility so that our goal for everything under one roof continues to make progress.

6. **Approval of the Minutes** (October 16, 2014)

Motion: Mr. McAlister moved to approve the October 16, 2014 Minutes, seconded by Mr. Minish.

Discussion: None. **Vote:** All members present voted to approve, none opposed. The motion carried.

7. **Approve Financial Report** (As of October 31, 2014)

Motion: Mr. McAlister moved to approve the October 31, 2014 Financial Statements, seconded by Mr. Hicks.

Discussion: None **Vote:** All members present voted to approve, none opposed. The motion carried.

8. **President's Report**

Mrs. Cullen had nothing to report beyond her written report.

9. **Staff Reports**
Mrs. Relay had nothing additional to report.
10. **Committee Reports** (15 Minutes)
Committee Reports- (15 minutes)
Finance (Lisa), Board Development (Julie), Collections (Tom), Native Gallery (Emmie), Roadhouse (Julie),
Membership (Christy) We will have a Member Appreciation Holiday Party on December 18th, Strategic
Planning (Gary), Endowment (Natalie), Advocacy (Barbara)
11. **New Committee Business**
Mrs. Relay reported that since the Museum did not receive the Foraker grant, that our next step would be to put
together a building committee, and asked members of the board to consider being a part of it.
12. **Unfinished Business**
 - a. None
13. **New Business**
 - a. Accept Recent Cash Donations for their donor-intended purposes. **Motion:** Ms. Von Barga moved to accept
recent cash donations, Mrs. Bigelow seconded. **Discussion:** None. **Vote:** All members present voted to approve,
none opposed. The motion carried
 - b. Recent member/donor assignments: 13
Member/Donor assignments were accepted.
 - c. Approval of Surplus Resolution **Motion:** Mr. McAlister moved to approve the surplus resolution, Mr. Hicks
seconded. **Discussion:** None. **Vote:** All members present voted to approve, none opposed. The motion carried
 - d. Approval of Perry Recommendation to the City of Valdez **Motion:** Mr. Hicks moved to approve submitting the
Perry recommendation to the City of Valdez, Mr. McAlister seconded. **Discussion:** None. **Vote:** All members
present voted to approve, none opposed. The motion carried
 - e. Executive Session – 2014 Staff Bonuses **Motion:** Ms. Von Barga moved to enter into executive session to discuss
staff bonuses, Mr. Hicks seconded. **Discussion:** None. **Vote:** All members present voted to approve, none
opposed. The motion carried, and the board entered into executive session at 7:55 p.m.
14. **Exit Executive Session**
Motion: With no further business before the board, Mr. McAlister moved to adjourn the Executive Session, Mr. Hicks
seconded. **Discussion:** None. **Vote:** All members present voted to approve, none opposed. The motion carried,
and the board exited the executive session at 8:09 p.m.
15. **Next Meeting and Committee Assignments**
Unless otherwise indicated, meetings will be scheduled at a later date.

Board Meeting: January 15, 2015 6:30 p.m. in the Egan Commons

16. **Adjournment**

Motion: With no further business before the board, Mr. McAlister moved to adjourn the Board meeting, Mr. Hicks seconded. **Discussion:** None. **Vote:** All members present in favor, none opposed. Mr. Minish adjourned the meeting at 8:10 p.m.

Signed_____Date_____
Emmie Swanson, Secretary, VMHA

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Financial Report Submitted by Patricia Relay, Executive Director As of December 31, 2014

Summary: For your review, I have provided you with four Financial Statements: Profit & Loss Budget vs. Actual (Jan - December, 2014); Profit & Loss Previous Year Comparison (as of December 31, 2014); a Balance Sheet Previous Year Comparison (as of December 31, 2014); and a 2014 Earthquake Art Project Budget.

- 1. Profit & Loss Budget vs. Actual (Jan - December, 2014):** We generated 104.4% of our expected revenues for the 2014 and expended 98.8% of our projected expenses. This report was generated on January 2, 2015
***** denotes are to discuss with the Finance Committee**

Income: Of special note:

- **Fund Development:** 103.7% of Budget Projection. We saw growth in all accounts except for Membership and Designated Fundraising. (Consists of Corporate Sponsors, Roadhouse Dinner, Annual Appeal, Raffle, Membership, In-kind, Restricted, and Unrestricted donations) At the time of this report we have generated 103.3% of budgeted Corporate Sponsorship, consisting of \$1,200 from Alyeska for the Student Art Show, \$5,000 from ConocoPhillips for 2014 EQ Education and \$9,500 for 2014 RH; 102% of budgeted Roadhouse income: 114.3% of budget Annual Appeal; 120.2% of budgeted Raffle income; **85.8 % of budget Membership revenues** (We will want to adjust 2015 projection to accommodate the 14.2% loss); 107.1% of our Donation Income; and **55% of Designated Fundraising** (proceeds of Commemorative Photo.) We saw growth in all accounts except for membership and Designated Fundraising.
- **Earned Revenue:** 105.4% of Budget Projection. We hit the mark or saw growth in all accounts except Space Rental. (Consists of Program Fees, Admission Fees, Space Rental Fees, and Store Sales) 139.4% of Program Fees – includes summer camp and workshops; 100% of General Admission; 118.3% of Tour Bus income; 450% of Archival Fees; 113.2% of Store Sales has been generated; **63.9% of anticipated Space Rental** revenues have been received (while greater than previous years we did not meet the assumption)
- **Grants:** 104.1% of Budget Projection. We hit the mark or saw growth in all accounts, especially in State of Alaska and foundation Grants (Consists of Federal, State, City, and Foundation Agencies) The Q4 City Grant has been received, resulting in 100% received. Non-City Grants include: United Way, \$7,500; Museums Alaska Collections Management Fund, \$7,200; Museums Alaska Art Acquisition Fund, \$13,200; Deferred Grants from 2013: WESTAF \$60,000 and Rasmuson \$25,000. Harper Touring Grant has been received, \$10,000. Because the State Arts council administered the Grant, it shows up in State Grants instead of Foundation Grants. \$3,500 AK Humanities Forum has been received. Grant in Aid State Internship Grant of \$4,400 has been received. The Alaska State Council on the Arts Grant has been received, \$3,000.
- **Interest Income:** 99.9% of Budget Projection. Both the Capital Equip Cd and Phyllis Irish CD interest is included in this report. The new Reserve Acct CD will start reporting earning in April of 2015. This new CD replacing the First National checking account that was generating a mere \$1.34 in interest a month.
- **Reimbursed income:** 608.9% of Budget Projection. This account includes a refund from Lincoln Life Retirement Account; reimbursed shipping fees for Larry Ausburger prints; an Earned Income Tax credit of \$933.09; and employee purchases of art supplies and a RAV Commuter pass.

Expenses: Of Special note:

- **Volunteer Expenses:** includes costs for volunteer luncheon and appreciation gifts.
- **Fundraising Expenses:** 12% over Budget. This account can be broken down as follows, \$7,087.59 Roadhouse, beverage service and civic center fees pending; \$7,124.14 Raffle cash prizes and ticket costs; \$250. Pick Click Give fees; 154.02 Appeal mailing; and \$60.01 Miscellaneous expenses like Christmas Bazaar. We can anticipate an additional \$155.00 for Civic Center costs associated with Roadhouse. That is a 75% discount. ***
- **IT Services:** 14.4% over budget. In addition to monthly Arctic IT fees we now have a monthly fee for web licensing and web troubleshooting. At present all technology is working well. This last year we had a number of issues outside of our monthly service agreements. ***
- **Education:** 49.7% of projected budget. The big ticket items associated with 2014 EQ Education are still in development. Given that these funds are restricted they will be in a restricted account for future use.
- **Collections:** 77.3% of projected budget. The remaining costs will be expended on the return of the Bob Reeve Jacket. There are minimal funds available to purchase collections supplies and acquisitions.
- **POS Inventory Adjustments:** Yearend inventory has been completed and seems to have worked this account out.
- **Personnel Expenses:** 99.7% of projected costs for the year. With the mid-year budget adjustment for health insurance, all accounts are performing within the parameters of projections.
- **Professional Fees:** 75.3% of projected budget. Includes all payments for the annual audit as well as remaining payments for IRS 990 prep. To date we have not expended any funds in either consulting or legal.
- **Janitorial Expenses:** 11.2% over budget. With increased visitation and increased space rental activity, we needed additional carpet cleaning throughout the year. ***
- **Utilities:** 94.4% of projected budget. While Electric is at 96.8% of projected budget for the year, Heating oil is only at 92% of projected budget.
- **Telephone:** 4.7% over budget. The increase is attributed to upgrading internet capabilities. ***
- **Postage & Delivery:** 51% over budget. The increase is attributed to additional boxholder mailings and delivery charges for store inventory. ***
- **Exhibits:** 97.9% of projected budget. (Consists of three sub accounts: Special Projects, Permanent Exhibits and Temporary Exhibits.) Special Projects includes costs for 2014 EQ History Exhibit, 2014 EQ Art Exhibit, and Temporary exhibits. 2014 EQ History is completed. 2014 EQ Art still will have costs for the coming year. A project budget has been submitted for your review. Permanent Exhibits includes costs for LED lighting and other minor supplies. Temporary Exhibits included costs for the Nature of Art Exhibit, the Annual Student Art Show and the fall show, *Wild and Woolly*.
- **Dues & Subscriptions:** 16.6% over budget. The primary reason for the increase is attributed to new membership fees for NARM, a new subscription to the Chronicles of Philanthropy, an increase in Foraker membership, and slight increase in VCVB membership. ***

- **Printing & Reproduction:** 8.5% over budget. The increase is attributed to rights and reproduction costs for images on the website. We will not see these additional costs in the future. We now have a provider that offers stock images at a reasonable cost. ***
- **Insurance:** 8.5% over budget. There are two reasons for the increase: 1) Insurance for the Willy's Jeep (\$502.00) and a little over \$1,000 increase in Commercial Insurance Program. ***
- **Bank Service Charges:** 57.3% over budget. The increase is attributed to charges for increased activity in the Gaming Account and fees for the Safety Deposit box, which now has been closed. ***
- **Travel:** 93.1% of projected budget. Costs associated with Juneau Fly-in/Governor's award, Museum Advocacy Day in DC, AAM in Seattle for Faith and costs for Andrew, Faith and Patty travel to Seward for Museums Alaska and minor costs for the Alaska Travel Industry Association (ATIA) convention in Fairbanks. Remaining will be for ATIA.
- **Training / Education:** 96% of projected budget. Includes registration fees for AAM in Seattle and fees for Museums Alaska
- **Licenses & Permits:** 113.6% over budget. We did not factor in the ambient music license. The 2015 budget will need to be amended to include those costs. ***
- **In-Kind Expenses:** 24.2% over budget. This not a real expense. This account backs out the in-kind donated income. Overall, an overage in this account is a good thing as the Museum received donated services and items. Some of the donated items are: Software donation from Microsoft as well as professional services donated by advisory groups, artists and donated live and silent auction items of \$13,150.07 ***

2. Profit & Loss Previous Year Comparison (as of December 31, 2014):

Income: In comparison to Fiscal Year 2013, we have increased revenues by 34.6%

- 9.6% decrease over last year. (Consists of Corporate Sponsors, Roadhouse Dinner, Annual Appeal, Raffle, Membership, In-kind, Restricted, and Unrestricted donations) The decrease is due to reduced donation income. Last year we received restricted gifts for 2014 programs. The good news is that we have increases in Corporate Sponsorship 49.9%; Roadhouse 4.2%; Annual Appeal 71.8%; Raffle 293.5%; in-kind income 31.7%; and Designated Fundraising 416.2% Decreases reported in the following accounts: Membership 4.8%; Restricted by 55% Unrestricted by 28.5% We had a reduction in Pick Click Give donations and the donation box had not been count at yearend.
- **Earned Revenue:** 14.9% increase over last year. (Consists of Program Fees, Admissions, Group Sales, Archival Fees, Space Rental, and Store Sales.) All earned revenue accounts are up for this reporting period. 40.5% increase Program Fees; 164.7% increase Archival Fees; 9.5% increase Admissions; 22.5% increase Tour Busses; 100% increase Space Rentals; and 15.6% increase in Store Sales.
- **Grants:** 54.7% increase over last year. (Consists of City funding, State, and Foundation Grants) City Grant is up by 18.4%. State Grants are up 480%, Foundation Grants are up 2,407.2% Increases in non-city grants are attributed 2014 programs and project specific grants.
- **Interest income:** 1.9% decrease over last year. While our CD income has increased over last year, savings interest has decreased causing the overall decrease in the account. Closing the interest bearing First National account has reduced the overall interest received this year. As the funds have been transferred to Certificate of Deposit, interest will again be in alignment next spring when the CD matures.
- **Miscellaneous Income:** 100% decrease over last year. This was an auditor's adjustment

Expense: Compared to last fiscal year we have increased spending by 7.6 %. This is directly attributed to increased spending for 2014 programs and projects.

Of special note:

- **Volunteer Expenses:** 100% increase over last year. This is a new account. Last year we allocated these expenses in the fundraising account.
- **Fundraising Expenses:** 61.2% increase over last year. The change is directly attributed to the expenses of Raffle Prizes.
- **Membership Expenses:** 14.3% decrease over last year. Final billing for printing the Inside View has not been received.
- **IT services:** 46.8% increase over last year. The increase is attributed to additional monthly fees for the website. In addition to the monthly fees for the website, we had additional technology issues that were outside of our service agreement with Arctic IT, as well as additional fees for web-site issues.
- **Education:** 69.4% increase over last year. Increased costs for 2014 programs and projects.
- **Collections:** 210.8% increase over last year. This is directly attributed to cost associated with the treatment for Bob Reeve's jacket, supported by the Rasmuson Collections Management Grant.
- **Reconciliation Discrepancies:** 100% increase over last year. Discrepancy has been cleared. This account should be at zero
- **POS Inventory Adjustments:** 251.4% increase over last year. 2014 yearend inventory has been completed. All negative have been cleared. The negatives in the past were a result of inaccurate counting last year. There was back stock at the Annex that was included this year.
- **Payroll Expenses:** 13.2% increase over last year. This is directly attributed to additional benefits paid to Communication & Marketing Manager, increased salaries and wages for 2014, and 2014 programs and projects over last year (we have budgeted for the increase.)
- **Contract Labor:** 100% over last year. This is a new account. The funds expended in this account are funded by the United Way to support Summer Camp.
- **Professional Fees:** 23.3% decrease over last year. At the time of this report all invoices for accounting services have been remitted. We did not have any legal fees or consulting fees this year.
- **Vehicle Expenses:** 14.8% decrease over last year. No major repairs this year.
- **Janitorial Expenses:** 23.9% increase over last year. This is directly attributed to increased operations at the Annex for 2014.
- **Utilities:** 11.8% decrease over last year. Both electricity and Heating Oil are down for the year. While electricity is down 6.4%, Heating Oil is down 17.3%
- **Telephone:** 16.3% increase over last year. This is directly attributed to increased costs for internet. To work more efficiently we increased our broadband capabilities. This allows staff to work more effectively and virtually connect to the archives and visa versa with greater ease.
- **Postage & Delivery:** 146.1% increase over last year. Additional costs associated with increased mailings for promotion of programs and projects as well as increased shipping costs for store merchandise and program related supplies. This increase has benefited our earned revenue income with increases in admissions and store sales.
- **Supplies:** 69.1% decrease over last year. (consists of Technology, Office and Operating Supplies) The decrease is directly attributed to the completion of the website.
- **Exhibits:** 24.9% increase over last year. (Consists of Special Projects, Permanent Exhibits & Temporary Exhibit) While the primary reason for this sizable increase is attributed to 2014 EQ exhibits, we also have an increase in Permanent Exhibits. Permanent Exhibits has a 288.9% increase. This is because of

the big LED Lighting purchase. While the lighting investment increased this account, we are seeing notable decreases in electricity. Temporary Exhibits has a 21.5% decrease.

- **Dues and Subscriptions:** 25% increase over last year. While part of the reason for the increase is attributed to the timing of payments, NARM is now charging for membership and a subscription to the Chronicles of Philanthropy has been included.
- **Printing & Reproduction:** 45% increase over last year. The increase is attributed to rights and reproduction fees for the website.
- **Advertising & Marketing:** 40.6% increase over last year. In addition to increased promotion of 2014 programs, there are new costs for rack card distribution. At Highway Neighbors, we were able to get a good deal with Northern Distribution. Our cards are now going to be in locations throughout the state and in the Yukon Territory.
- **Board Expenses:** 53.6% increase over last year. In addition to Board trainings, Membership Appreciation costs were allocated to this account.
- **Bank Service Charges:** 177.7% increase over last year. In addition to safety deposit box fees, we also had additional fees for the credit card and the gaming account. Gaming account was for excessive transactions and the credit card was attributed to a finance charge.
- **Equipment:** 325.6% increase over last year. In addition to costs for space rental needs, the increase is attributed to the cost of a tent for summer programs. As Brittany's desk never arrived, this account includes a credit. Brittany now has a wonderful donated desk from our friend Natalie.
- **Travel:** 16.8% increase over last year. This is directly attributed to costs associated with Juneau, Museums Advocacy Day in DC, AAM Annual Convention in Seattle, Museums Alaska in Seward, and ATIA in Fairbanks.
- **Training & Education:** 56.5% decrease over last year. (Consists of registration fees for conferences as well as online professional development for staff) Last year the Executive Director went to the Human Interaction Lab.
- **Interest Expense:** 100% increase over last year. This was mis-coded. Should have been a bank service charge.
- **Contributions:** 31.7% increase over last year. This account backs out the in – kind income received from Microsoft and donated professional service of the EQ advisory group and artists.
- **Depreciation Expense:** 100% decrease over last year. After speaking with auditor last year, we no longer track Depreciation on our profit and loss as it is not a real expense. It now lives in other expenses on our audited financials.

3. Balance Sheet Previous Year Comparison (as of December 31, 2014):

Assets: At the time of this report we are up by 6.6%.

Of Special Note:

- **Checking and Savings:** 15.4% down over last year. While reserve accounts are up for this time period, operating accounts are down. The primary reason for decrease in operating accounts are attributed to the completion of 2014 programs and projects. Gaming account is up. We can transfer another \$4,000 into operating as cost for raffle tickets are minimal. NOTE: The 1st National Checking has been transferred into a 60 month CD. We should see earnings in the new CD on March 1st.
- **Accounts Receivable:** 100% increase over last year. This is directly attributed to the second invoice of \$30,000 WESTAF (once the show travels to Hawaii at the end of February we can request the remaining funds). To date Accounts Receivable includes \$30,000 invoice to WESTAF, Alyeska matching gifts of

\$100.00, and a \$145.00 invoice to the Cordova Museum for Communities Disaster and Change catalogues.

- **Museum Endowment Fund:** 3.9% increase over last year. This account includes the both Q1, Q2, and Q3 activity. Q4 is not available yet.
- **Undeposited Funds:** 100% increase over last year. The account includes revenue from the weekend and is deposited on the next business day.

Liabilities:

- **Accounts Payable:** 66.8% decrease over last year. Accounts Payable includes costs for: \$272.89 for store inventory and \$1,150.00 for janitorial service. There is a \$100 negative entry that need to be properly entered.
 - **Credit Card:** 170.9% increase over last year. The credit card includes costs associated with public programs, Education, IT Services, Postage and Delivery, Travel, dues and Subscriptions, and licenses and permits.
 - **Net Income:** 139.7% increase over last year. As the high ticket items for 2014 programs and project come to a close, our operating expenses have reduced allowing for an increase in net income. Some of the net is restricted for 2015 projects and programs.
4. **Communities Disaster and Change: Exhibit Budget:** Over the last year, I have provided you with a Class report for all things 2014 EQ Fund. Given that the 2014 EQ History offering is completed I am no longer including that budget. For this period I have included the 2014 EQ Art offering. Once grant dealines settle down, Faith and I will create a similar budget for the EQ Education offerings. I believe this will give you a better picture of activity.
- **Income:** 75% of projected budget has been received. The majority of the remaining funds yet to be received is the \$30,000.00 from WESTAF that will be released once the exhibit leaves the State in the summer of 2015. Since last month we have generated additional catalogue sales, both retail and wholesale as well as an individual donation.
 - **Expenses:** 73% of projected expenses have been expended. The majority of the remaining costs will be for shipping of the exhibit. This is part of the grant requirement. We will have one more in state cost for shipping from Cordova to Fairbanks. The remaining surplus should cover that nicely. In March the exhibit will travel to Hawaii. Once the show leaves the state I can request the remaining funds from WESTAF. We will have a period where the budget will show a deficit as the costs for shipping to Hawaii will come from the remaining \$30,000.

Balance Sheet Prev Year Comparison

As of December 31, 2014

01/02/15

Accrual Basis

	Dec 31, 14	Dec 31, 13	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1023 · CD - 61243443 Reserve Acct	58,654.46	0.00	58,654.46	100.0%
1018 · 1st National Checking	0.00	58,649.29	-58,649.29	-100.0%
1020 · CD 61215012 Gen Ops	31,191.12	30,639.61	551.51	1.8%
1021 · CD 61215021 -Phyllis Irish	64,551.33	63,409.95	1,141.38	1.8%
1022 · 10950 Cash in Drawer	688.12	1,079.97	-391.85	-36.3%
1001 · Cash In Bank-Operating-WFargo	2,154.56	2,652.55	-497.99	-18.8%
1003 · Cash In Bank - CMC Savings	60,263.27	103,471.98	-43,208.71	-41.8%
1010 · Cash In Bank-WF-Gaming Acc...	4,269.55	2,072.19	2,197.36	106.0%
Total Checking/Savings	221,772.41	261,975.54	-40,203.13	-15.4%
Accounts Receivable				
1501 · Accounts Receivable	30,245.00	0.00	30,245.00	100.0%
Total Accounts Receivable	30,245.00	0.00	30,245.00	100.0%
Other Current Assets				
1502 · Museum Endowment Fund	769,410.18	740,526.90	28,883.28	3.9%
Cash on Hand	656.43	823.31	-166.88	-20.3%
2002 · 1120 Inventory Asset	24,138.68	17,554.49	6,584.19	37.5%
2501 · Prepaid Insurance	18,312.00	18,312.00	0.00	0.0%
1017 · Undeposited Funds	0.00	-45,240.42	45,240.42	100.0%
Total Other Current Assets	812,517.29	731,976.28	80,541.01	11.0%
Total Current Assets	1,064,534.70	993,951.82	70,582.88	7.1%
Fixed Assets				
4001 · Fixed Assets	74,134.49	74,134.49	0.00	0.0%
Total Fixed Assets	74,134.49	74,134.49	0.00	0.0%
TOTAL ASSETS	1,138,669.19	1,068,086.31	70,582.88	6.6%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
5501 · 2000 Accounts Payable	1,322.89	3,984.13	-2,661.24	-66.8%
Total Accounts Payable	1,322.89	3,984.13	-2,661.24	-66.8%
Credit Cards				
5502 · Wells Fargo Mastercard	1,471.39	-2,076.85	3,548.24	170.9%
Total Credit Cards	1,471.39	-2,076.85	3,548.24	170.9%
Other Current Liabilities				
5503 · Loss on Disposal of Assets	-174.03	-174.03	0.00	0.0%
5504 · 24700 Customer Deposits	34.00	34.00	0.00	0.0%
6601 · Deferred Revenue	27,364.00	27,364.00	0.00	0.0%
6002 · Leave Payable	9,718.81	9,718.81	0.00	0.0%
6003 · 2100 Payroll Liabilities	11,854.74	12,501.64	-646.90	-5.2%
Total Other Current Liabilities	48,797.52	49,444.42	-646.90	-1.3%
Total Current Liabilities	51,591.80	51,351.70	240.10	0.5%
Total Liabilities	51,591.80	51,351.70	240.10	0.5%
Equity				
7503 · Museum Endowment Fund Equity	769,410.18	740,526.90	28,883.28	3.9%
8079 · Contributed Capital	91,636.18	91,636.18	0.00	0.0%
7502 · 3900 Retained Earnings	184,675.30	288,769.84	-104,094.54	-36.1%
Net Income	41,355.73	-104,198.31	145,554.04	139.7%

5:14 PM

The Valdez Museum & Historical Archive

01/02/15

Balance Sheet Prev Year Comparison

Accrual Basis

As of December 31, 2014

	<u>Dec 31, 14</u>	<u>Dec 31, 13</u>	<u>\$ Change</u>	<u>% Change</u>
Total Equity	1,087,077.39	1,016,734.61	70,342.78	6.9%
TOTAL LIABILITIES & EQUITY	<u>1,138,669.19</u>	<u>1,068,086.31</u>	<u>70,582.88</u>	<u>6.6%</u>

Profit & Loss Prev Year Comparison

January through December 2014

	Jan - Dec 14	Jan - Dec 13	\$ Change	% Change
Ordinary Income/Expense				
Income				
480 · Fundraising	0.00	0.00	0.00	0.0%
8003 · Fund Development	115,367.40	127,555.68	-12,188.28	-9.6%
8024 · Earned Revenue	94,075.77	81,874.85	12,200.92	14.9%
4200 · Grants	567,760.00	367,000.00	200,760.00	54.7%
8501 · 7015 Interest Income	1,741.70	1,774.76	-33.06	-1.9%
8008 · Miscellaneous Income	0.00	142.47	-142.47	-100.0%
8011 · Reimbursed Expenses	3,044.29	3,177.33	-133.04	-4.2%
Total Income	781,989.16	581,525.09	200,464.07	34.5%
Cost of Goods Sold				
8102 · Gallery Commission	1,979.61	1,959.02	20.59	1.1%
8101 · Cost of Goods Sold	16,137.84	12,214.68	3,923.16	32.1%
Total COGS	18,117.45	14,173.70	3,943.75	27.8%
Gross Profit	763,871.71	567,351.39	196,520.32	34.6%
Expense				
8036.2 · Volunteer Expense	996.69	0.00	996.69	100.0%
8036 · Fundraising Expenses	15,117.28	9,377.92	5,739.36	61.2%
8036.1 · Membership	1,098.24	1,281.91	-183.67	-14.3%
8037 · IT Services	16,592.76	11,305.59	5,287.17	46.8%
8039 · Education	3,726.94	2,199.51	1,527.43	69.4%
8040 · Collections	7,926.15	2,550.36	5,375.79	210.8%
9000 · Reconciliation Discrepanc...	0.00	-91.94	91.94	100.0%
9003 · Cash Drawer Payouts	0.00	7.98	-7.98	-100.0%
9001 · POS Inventory Adjustments	555.71	-367.15	922.86	251.4%
9002 · Freight and Shipping Costs	1,171.43	1,237.87	-66.44	-5.4%
8103 · Personnel Expenses	397,957.72	351,689.95	46,267.77	13.2%
8044 · Contract Labor	1,780.00	0.00	1,780.00	100.0%
8110 · Professional Fees	11,288.44	14,723.80	-3,435.36	-23.3%
8113 · Vehicle Expense	667.16	783.38	-116.22	-14.8%
8047 · Janitorial Services	15,016.50	12,121.50	2,895.00	23.9%
8048 · Utilities	55,387.68	62,791.18	-7,403.50	-11.8%
8118 · Telephone	10,418.30	8,961.79	1,456.51	16.3%
8123 · Postage and Delivery	3,019.49	1,227.06	1,792.43	146.1%
8049 · Supplies	12,111.50	39,186.41	-27,074.91	-69.1%
Exhibits	79,111.10	63,338.26	15,772.84	24.9%
8130 · Dues and Subscriptions	4,665.10	3,732.45	932.65	25.0%
8131 · Printing and Reproduction	7,379.75	5,088.23	2,291.52	45.0%
8053 · Advertising/Marketing	8,966.40	6,379.68	2,586.72	40.6%
8133 · Board Expense	764.89	497.84	267.05	53.6%
8134 · Rent	10.00	20.00	-10.00	-50.0%
6185 · Insurance	22,248.00	22,506.41	-258.41	-1.2%
8138 · Credit Card Fees	4,289.47	4,159.43	130.04	3.1%
8139 · Bank Service Charges	118.01	42.50	75.51	177.7%
8140 · Equipment	2,061.60	484.41	1,577.19	325.6%
8056 · Travel	9,314.66	7,976.44	1,338.22	16.8%
8144 · Training & Education	1,920.05	4,418.40	-2,498.35	-56.5%
8145 · Licenses and Permits	534.00	457.00	77.00	16.9%
6205 · Interest Expense	54.82	0.00	54.82	100.0%

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01/02/15

Accrual Basis

The Valdez Museum & Historical Archive
Profit & Loss Prev Year Comparison
January through December 2014

	<u>Jan - Dec 14</u>	<u>Jan - Dec 13</u>	<u>\$ Change</u>	<u>% Change</u>
8148 · Contributions	23,154.67	17,583.00	5,571.67	31.7%
8150 · Depreciation Expense	0.00	12,736.11	-12,736.11	-100.0%
Funds Transfer Expense	0.00	0.00	0.00	0.0%
8058 · Public Programs	3,091.47	3,142.42	-50.95	-1.6%
Total Expense	<u>722,515.98</u>	<u>671,549.70</u>	<u>50,966.28</u>	<u>7.6%</u>
Net Ordinary Income	41,355.73	-104,198.31	145,554.04	139.7%
Other Income/Expense				
Other Expense				
8180 · Balancing Adjustments	0.00	0.00	0.00	0.0%
Total Other Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.0%</u>
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	<u>41,355.73</u>	<u>-104,198.31</u>	<u>145,554.04</u>	<u>139.7%</u>

The Valdez Museum & Historical Archive
Profit & Loss Budget vs. Actual
 January through December 2014

	Jan - Dec 14	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
480 · Fundraising	0.00			
8003 · Fund Development	115,367.40	111,200.00	4,167.40	103.7%
8024 · Earned Revenue	94,075.77	89,293.00	4,782.77	105.4%
4200 · Grants	567,760.00	545,600.00	22,160.00	104.1%
8501 · 7015 Interest Income	1,741.70	1,742.89	-1.19	99.9%
8011 · Reimbursed Expenses	3,044.29	500.00	2,544.29	608.9%
Total Income	781,989.16	748,335.89	33,653.27	104.5%
Cost of Goods Sold				
8102 · Gallery Commission	1,979.61	2,000.00	-20.39	99.0%
8101 · Cost of Goods Sold	16,137.84	15,000.00	1,137.84	107.6%
Total COGS	18,117.45	17,000.00	1,117.45	106.6%
Gross Profit	763,871.71	731,335.89	32,535.82	104.4%
Expense				
8036.2 · Volunteer Expense	996.69	1,000.00	-3.31	99.7%
8036 · Fundraising Expenses	15,117.28	13,500.00	1,617.28	112.0%
8036.1 · Membership	1,098.24	1,500.00	-401.76	73.2%
8037 · IT Services	16,592.76	14,500.00	2,092.76	114.4%
8039 · Education	3,726.94	7,500.00	-3,773.06	49.7%
8040 · Collections	7,926.15	10,250.00	-2,323.85	77.3%
9001 · POS Inventory Adjustme...	555.71	600.00	-44.29	92.6%
9002 · Freight and Shipping Co...	1,171.43	1,500.00	-328.57	78.1%
8103 · Personnel Expenses	397,957.72	399,307.08	-1,349.36	99.7%
8044 · Contract Labor	1,780.00	3,500.00	-1,720.00	50.9%
8110 · Professional Fees	11,288.44	15,000.00	-3,711.56	75.3%
8113 · Vehicle Expense	667.16	800.00	-132.84	83.4%
8047 · Janitorial Services	15,016.50	13,500.00	1,516.50	111.2%
8048 · Utilities	55,387.68	58,703.00	-3,315.32	94.4%
8118 · Telephone	10,418.30	9,950.00	468.30	104.7%
8123 · Postage and Delivery	3,019.49	2,000.00	1,019.49	151.0%
8049 · Supplies	12,111.50	12,000.00	111.50	100.9%
Exhibits	79,111.10	80,840.81	-1,729.71	97.9%
8130 · Dues and Subscriptions	4,665.10	4,000.00	665.10	116.6%
8131 · Printing and Reproduction	7,379.75	6,800.00	579.75	108.5%
8053 · Advertising/Marketing	8,966.40	9,000.00	-33.60	99.6%
8133 · Board Expense	764.89	1,000.00	-235.11	76.5%
8134 · Rent	10.00	260.00	-250.00	3.8%
6185 · Insurance	22,248.00	20,500.00	1,748.00	108.5%
8138 · Credit Card Fees	4,289.47	5,000.00	-710.53	85.8%
8139 · Bank Service Charges	118.01	75.00	43.01	157.3%
8140 · Equipment	2,061.60	3,500.00	-1,438.40	58.9%
8056 · Travel	9,314.66	10,000.00	-685.34	93.1%
8144 · Training & Education	1,920.05	2,000.00	-79.95	96.0%
8145 · Licenses and Permits	534.00	250.00	284.00	213.6%
6205 · Interest Expense	54.82			
8148 · Contributions	23,154.67	18,000.00	5,154.67	128.6%
Funds Transfer Expense	0.00			
8058 · Public Programs	3,091.47	5,000.00	-1,908.53	61.8%

The Valdez Museum & Historical Archive
Profit & Loss Budget vs. Actual
January through December 2014

	<u>Jan - Dec 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total Expense	722,515.98	731,335.89	-8,819.91	98.8%
Net Ordinary Income	41,355.73	0.00	41,355.73	100.0%
Other Income/Expense				
Other Expense				
8180 - Balancing Adjustments	0.00			
Total Other Expense	0.00			
Net Other Income	0.00			
Net Income	<u>41,355.73</u>	<u>0.00</u>	<u>41,355.73</u>	<u>100.0%</u>

Valdez Museum: Communities Disaster & Change						
Exhibit Budget						
#VATQT0024						
as of 01/07/2015						
INCOME		Budget	Actual	Difference		Notes
	VMHA General Operating Budget	\$ 20,000.00	\$ 20,000.00			2014 VMHA Salaries and benefits.
	COV Funding	\$ 25,000.00	\$ 25,000.00	\$ -		
	Alyeska Pipeline Service Co.	\$ 5,000.00	\$ 5,000.00	\$ -		
	Western States Arts Federatioon	\$ 60,000.00	\$ 30,000.00	\$ 30,000.00		out of state touring, artist fees, technology/web, crate construction, catalogue & shipping awarded and received
	Harper Touring Grant	\$ 10,000.00	\$ 10,000.00	\$ -		retail and wholesale revenues
	Catalogue Sales		\$ 1,452.69	\$ 1,452.69		
	Individual Donations		\$ 100.00	\$ 100.00		
	In-kind Donations	\$ 5,000.00	\$ 2,289.60	\$ 2,710.40		artists and wooward donated expenses.
	Total	\$ 125,000.00	\$ 93,842.29	\$ 34,263.09		
EXPENSES						
	VMHA Salaries & Benefits	\$ 20,000.00	\$ 12,500.00	\$ 7,500.00		2014 VMHA Salaries & Benefits
	WESTAF Artist Fees	\$ 14,000.00	\$ 14,000.00	\$ -		\$500 stipend for up to 28 artists
	WESTAF Technology & Web	\$ 1,500.00	\$ 15.00	\$ 1,485.00		On-line exhibit, blog & Teaching tools
	COV Fabrication / Installation	\$ 11,000.00	\$ 9,779.90	\$ 1,220.10		Labels, pedestals, vitrines, and temporary walls.
	Alyeska Marketing & Promotion	\$ 2,500.00	\$ 1,665.70	\$ 834.30		Posters, postcards, paid advertising.
	WESTAF Crate Construction	\$ 19,000.00	\$ 17,999.30	\$ 1,000.70		5 museum quality crates paid in full
	COV Storage Rental	\$ 500.00	\$ 841.95	\$ (341.95)		
	29% COV 71% WESTAF Catalogue	\$ 24,000.00	\$ 23,995.00	\$ 5.00		Final costs for production and photography
	50% Harper 50% COV Travel	\$ 5,000.00	\$ 3,170.10	\$ 1,829.90		In addition to costs for art pick up in Fairbanks, Anchorage, Homer, costs for artist selection committee meetings
	62%WESTAF 38% Harper Postage & Shipping	\$ 20,000.00	\$ 3,353.80	\$ 16,646.20		initial crate delivery with minor postage costs. Includes cost for shipping to Homer and Cordova
	Alyeska Education & Programming	\$ 2,500.00	\$ 2,167.90	\$ 332.10		Costs for public programming and ed traveling materials.
	In-kind Expenses	\$ 5,000.00	\$ 2,289.60	\$ 2,710.40		artist and woodward pro fees
	Total	\$ 125,000.00	\$ 91,778.25	\$ 33,221.75		
	Surplus Deficit	\$ -	\$ 2,064.04			

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Executive Director's Report Submitted by Patricia Relay, Executive Director November / December 2015

Happy New Year

As 2015 begins to unfold staff have been busy with yearend reports, inventory, finalizing grants, exhibit transition, firming up the 2015 calendar and monitoring facilities for winter operations. In 2015 we all have an opportunity to step back and begin to plan for the future.

At the Museum

Over the last two months staff have spent a lot of time on grants for 2015 projects. In addition to grant support I have put a lot of effort Advocacy & Building Committee development. There will be two resolutions later in the meeting for your approval.

In addition,

50 Year Earthquake Anniversary: • 2014 EQ Art Project Budget provided in financial report

- 2014 Art: "Communities Disaster and Change" has begun traveling throughout the state. At the time of this report, the exhibit has completed its run at the Pratt Museum in Homer and at the Cordova Museum. At the time of this report the exhibit is in transit to Fairbanks.
- 2014 Education & Public Programs: Working with Faith to prepare an update to the Felland's and ConocoPhillips. The next major step in EQ Education is the development of an interactive application to be used on an iPad or a mobile device.

Advocacy / Advocacy Committee:

- Met with the Museum Advocacy Committee Chair to start a conversation about the formation of the committee.
- Drafted a resolution for formation and developed a committee job description. More information to follow in 13D.
- At the Governor's Ball on January 3, 2015, the Governor's Special Assistant knew who I was by the Congratulations letter I sent. She is working to find time for a delegation to meet with him while at CHAMP at the end of the month. Reaching out works☺

Audit – 2015:

- Scheduled the 2015 Audit with BDO. The Museum's audit will be the week of April 6th, the same week as the City of Valdez's
- Audit prep package is due March 2, 2015

Building Committee:

- Drafted a resolution for formation and developed a committee job description. More information to follow in 13C.

Board Development Committee:

- Worked with the City Clerk's office to secure applications for the expiring terms.

- We have four expiring and contacted all current Directors to encourage them to stay on the Board.

Collections:

- Oversaw the activities related to the Perry
- Met with the consultant who will conduct the Collections Movement Plan. After discussion, we decided that it is too soon to have a movement plan but a transitions plan might better suit our needs. This effort will be in tandem with the Building Committee's visioning process of a new Museum facility.

City of Valdez Benefits Committee:

- Attended meeting. The City has been tasked with reducing the cost of Health Insurance. The Committee, consisting of City employees, is looking at a Health Care Blue Book option. It is supposed to reduce the cost to the City but the employees will have additional out of pocket expenses for travel as the goal is to find the cheapest provider.

Elks Christmas Bazaar:

- Spent the afternoon at the Museum table. Broke down and brought inventory back to the Museum.

Endowment Committee:

- Engaged the Endowment Committee to discuss the opportunity to bring the City Finance Director to the Museum's January meeting to discuss investment options within the City's Permanent Fund.
- Organized City Finance Director's presentation to the Board.

Facilities:

- Winter Readiness complete
- Nothing new to report on the switch to Taylor fire Suppression. The switch is pending the City's switch
- Egan Roof: The roof is scheduled to be replaced in the spring April 1 May 15, 2015
- ADA Front door. Scheduled for 2015

Finance Committee:

- Developed Q1 2015 Budget Worksheet to discuss with the Finance Committee.
- Coordinated scheduling of the Q1 Finance Committee. We finally have a date. January 22, 2015

Fundraising:

- Applied for and received the Museum's 2015 Raffle Permit. It is time to start thinking about selling raffle tickets again.
- Planned giving program in the future....

Grants:

- Alaska Humanities Forum – FY15 grant prepared and submitted. A \$7,500 grant will support "Skyboys of Wrangell St Elias", the Museum's summer exhibit.
- SWAN Funding Request: was not awarded. The committee felt we should partner with Parks and Rec on walking tours.
- NEA Our Town Grant: FY15 grant prepared and submitted. Working closely with Andrew, refined the narrative to be more passionate and less bureaucratic. Solicited artists and communities around the state to write a letter of support.

- United Way of Valdez: FY15 grant prepared and submitted. The grant will support education and public programs. An \$11,000 request has been submitted to underwrite the additional costs for enhance summer programs

Healthier You:

- Museum Staff and a couple of Board Members have created a Healthier You team. Our team name is “Thin it to win it!” It’s a new year. With the new Health Insurance concerns, we all felt that this would be a good way to reduce medical costs. So you will see healthy snacks in the kitchen from now on.

Human Resources:

- Completed two Annual Evaluations of staff
- Hosted a holiday staff party at my house.

Inside View Magazine:

- Q4 publication has been completed and sent to members.

Marketing:

- In concert with the advocacy committee, a communication plan is in the future.

Membership Committee:

- Oversaw the coordination and organization of the Holiday Membership Appreciation party. It was a wonderful event. Thank you Board members for creating a wonderful event.
- Before the year gets away from us this time, I would like to coordinate a committee meeting that discussing membership drives earlier than Q4.
- Michelle and Andrea will be attending an online webinar focusing on membership development.

Museum Endowment:

- Q3 earnings are still not available. This could take a little longer as there is a new Finance Director.
- How about an Endowment Committee meeting in the first quarter of 2015?

Professional Development:

- CHAMP Juneau Fly-in, January 2015
- AAM Museum Advocacy Day, February 2015I
- AAM in Atlanta, as I will be a presenter for a national Advocacy Presentation. April 2015

Roadhouse:

- Emmie and Brittany will be attending a series of online Auction and Checkout webinars.

Space Rental:

- We already have three requests: Alyeska, Valdez Fisheries and the Theater Conference.
- Premier Alaska is also considering special events for their tours as well. That will add an additional \$75 per bus.

Strategic Planning Committee:

- How about a 2015 Q2 meeting.

Valdez Native Tribe Seat: Nothing new to report at this time.

Volunteers:

- Are you looking to help out? The Student Art Show is coming up. We could use help with set up as the show is getting so big.
- Please submit you volunteer hours. Andrea has prepared a time tracking sheet for your convenience.

Website:

- The website is now in good working order.

In the Community

AAM Annual Meeting:

- Will present at Annual meeting in Atlanta in April of 2015. The format is a panel discussion on Alaska's efforts coordinating Museum Advocacy Day in Juneau.

COV Council Meeting:

- Nothing new to report

COV Mayor's Beautification Task Force (BTF):

- Met with the Task Force to discuss the schematic renderings of the Egan Drive project

Museums Alaska Advocacy Committee:

- Planning is underway for the 2015 Juneau CHAMP Fly in.
- Coordinating Karen Wittier, a Consultant from Illinois and former Director of Illinois State Museum, agenda for a day long training of advocates.
- Composed a letter of support for Museums Alaska Grant request to the Alaska Community foundation. Grant was received. The funds will support the costs to bring the trainer Karen Witter to Alaska.
- Met with the Committee to refine the event agenda and supporting materials.
- In addition to myself and Faith, Michelle will be attending CHAMP this year.

Valdez Convention & Visitors Bureau

- Meeting regularly with the new Executive Director
- Chaired November and December monthly Board meetings.
- Oversaw the coordination of the VCVB Annual meeting. Hosted and presented the Bureaus affairs at the Meeting.
- Scheduled the VCVB Audit.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Curator's Report

Submitted by Andrew Goldstein, Curator of Collection & Exhibitions

December 2014/ January 2015

Activities:

- Retrieval of the restored flight jacket has continued to prove difficult. The exhibit design firm of Alchemy of Design has held onto the jacket for us and is creating a shipping crate for the item; shipping arrangements will be made once I have the crate's weight and dimensions.
- Submittal of the grant proposal for NEH Our Town application for the incorporation of public art into city beautification is pending January 8 – 15; most of the work is done as of this writing and we are still waiting on a few portions from our contributors.
- Alaska Humanities Forum for application to fund this summer's upcoming aviation exhibit is still pending; the narrative is completed and we are waiting for a letter of support from the Anchorage Museum before submitting.
- Calculated estimated space needed for storage of the *Perry* in part and whole (with various scenarios), and surface area required. The laboratory tests arranged by Tom McAlister discovered a high lead content in the *Perry's* paint; he has estimated that about 7 gallons of paint stripper (costing \$643.65 pre-shipping) will be needed given the amount of surface area. The paint stripper will render the paint non-toxic enough to allow for local disposal.
- Worked out a contract draft with Karen Hudson for the Collection Transition Plan. Signing of the contract is pending.
- Held a half-day gift box-making workshop as part of the museum's 12 Free Days of Christmas.
- Taught two sessions for Sheri Beck's 4th-grade classes about the history of exploration in Alaska.

Exhibitions:

- *Communities, Disaster and Change* as of this writing is being packed up in Cordova and prepared for shipment to Fairbanks. The exhibit will open on January 9 at the Well Street Art Company gallery.
- Met with Kristin Link and received artwork for her upcoming exhibit. Shana Anderson's exhibit will come down on January 5th. Kristin Link's *Drawn from the Field* will have its opening and reception at the museum on January 9th from 6 to 8 PM, with an art workshop the following day.

Research: Two new research requests, both fulfilled. One research request filled from previous month.

Acquisition Highlights:

- New Year postcard from Fort Liscum dated 1908-09.
- Set of three 1980s photographs from Valdez: Valdez Police Department robot (1985), and candlelight vigil and press conference with Frank Iarossi at the Valdez Civic Center (both related to the Exxon Valdez Oil Spill, 1989.)

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

**Curator of Education & Public Programs' Report
Submitted by Faith Revell, Curator of Education & Public Programs
November / December 2014**

Reporting period: November 14, 2014 to January 5, 2015

TOTAL SERVED: 585 (contacts)

Education and programmatic Focus:

Textile workshops

- The last of the well-received textile workshops, "Scrappy Quilted Covers," with Jan Whalen, took place on Saturday, November 15 in Egan Commons. Six participants sewed an array of beautiful covers for tablets, readers and phones.

Pioneers Annual Meeting

- 40 Pioneers filled Egan Commons to capacity for the annual meeting and AV history presentation by Tom Gilson. Revell worked closely with the Gilson's to prepare slides and provide AV and logistical support for the successful event.

Girl Scouts "Draw Upon the Collection

- 20 girl scouts and their leaders returned to the museum for the second year. Here, they explored the museum's collection of artifacts, drew them in their journals and learned about their construction and historical context.

12 FREE Days of Christmas

- Revell prepared a series of hands-on activities for all 12 FREE days that ranged from stitching on burlap to learning about AK's birds and creating clay examples. Behind-the-scenes tours were offered (we didn't get any takers) and Andrew Goldstein conducted a keepsake box making session whose origins lie in archival storage containers. 16 people attended. A small group trekked outside in the cold to photograph Valdez and then returned to the museum to share their images and methods. In total, 183 people participated this year in 12 FREE day's activities, a significant increase compared to 2013 when 57 participated.
See the data on page 2 for details.

Administration and Planning Focus:

- ASCA workshop grant to support bringing Alutiiq carver and artist, Andrew Abyo, to Valdez was completed, but has been tabled. We will re-apply in June in hopes of bringing Abyo to Valdez in early fall.
- SWAN presentation for funding to support expanded versions of our walking tours and translation of these to digital formatting did not meet with a favorable response. No funding was received. Nonetheless, we will continue our efforts to more fully realize the walking tours for participants and make new technology available to guides and walkers in 2015 and beyond.
- Kristin Link exhibit and workshop planning is underway. Revell marketed the latter using posters, social media, email and in person contacts.

Collaborations and Volunteers:

Big Read collaboration with KCHU, SPACE, Valdez Consortium Library

- Big Read meetings continue to take place. Stakeholders nailed down the schedule for related events. Among other things, the museum will bring BLM state archaeologist to town in early March to make public presentations on the history of mushing and the archaeology of the Iditarod Trail.

Collaboration with FOCUS Homeschool Families

- VMHA hosted two groups of students, their parents and FOCUS homeschool administrators to learn the art and craft of needle felting, surrounded by Shana Anderson’s examples. 14 adults and 13 children participated. Administrators lingered long after the session to talk in the museum’s safe, comfortable environs

Volunteer, Shana Anderson, taught felting to Homeschoolers. Several staff members assisted with 12 FREE Days of Christmas activities or taught the classes. Go team!

Date	Program	R	E	ED	PP	OR	ST	AD	VOL
November									
11.15	Quilted Covers Workshop				X			6	1
11.18	Community Program Meeting		X					6	
11.19	SWAN Presentation		X					11	
11.24	SAS GMS Meeting		X				1	2	
11.25	SAS Presentation HHES		X					30	
11.26	DUC with Girl Scouts				X		14	6	
11.30	Crochet with Hazel				X			1	
11.30	Christmas Tree Lighting Ceremony		X				65	45	

Date	Program	R	E	ED	PP	OR	ST	AD	VOL
December									
12.03	Homeschool Felting Collaboration		X				13	14	1
12.04	Gilson Presentation Meeting		X					2	
12.05	Pioneers Annual Meeting	X						39	
12.06	Christmas Bazaar		X						
12.09	HHES Make a Craft Day		X				30	10	
12.10	Big Read Meeting		X					4	
12.12	12FDC Holiday Cards		X				5	6	
12.14	12FDC Snowflakes		X				7	6	
12.15	Kristin Link Meeting		X				1		
12.15	Robotics Club Meeting		X				8	2	
12.16	12 FDC Holiday Decorations		X				10	6	
12.17	12FDC Winter Watercolors		X				23	13	
12.17	4 th Grade Social Studies reach, AG			X			44	1	
12.18	12FDC Clay Birds & Birdhouses		X				25	13	
12.18	Membership Party		X					40	
12.19	12FDC Behind Scenes Tour		X						
12.19	12FDC Stitching on Burlap		X				24	10	
12.20	12FDC Winter Photo Walk		X					4	
12.21	12FDC Solstice Luminaries		X				5	4	
12.23	12FDC Keepsake boxes, AG		X				8	8	
12.26	12FDC Painting Winter		X				1	1	
12.27	12FDC Old-Fashioned Toys		X				1	1	
12.28	12FDC Foil Tooled Prints		X				1	1	

Date	Program	R	E	ED	PP	OR	ST	AD	VOL
January									
01.02	Shana Anderson Photo Meeting		X						1
01.02	Kristin Link Poster Meetings		X						3

*Total served represents number of daily contacts with students, teachers, administrators, community members, and volunteers through educational lessons, public programs, and free community/museum events, meetings, on and off site volunteer activities, collaborations and outreach. In several cases the total reflects numerous contacts with the same child/person, for example, over the course of a week in summer camp.

45 ED = Education (teaching students in classrooms and at VMHA)
27 PP = Public programs (assorted programs for range of visitors at VMHA)
0 OR = outreach
471 E = Free museum
2 V = Volunteer, contacts
39 *R= Rental
584 TOTAL

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Visitor Service & Store Report
Submitted by Patricia Relay, Executive Director
November 2014

Admissions

Monthly 2013		Monthly 2014		+/-	
Free	9	Free	189	Free	+180
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	27	Paid	18	Paid	-9
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i>	0
Total	36	Total	207	Total	+171

Store Sales

Monthly 2013	Monthly 2014	+/-
\$721.48	\$839.17	+\$117.69

* Blue Star included in Free count

** Tours included in Paid count

December 2014

Admissions

Monthly 2013	Monthly 2014	+/-
Free 19 <i>*Bluestar</i> 0	Free 133 <i>*Bluestar</i> 0	Free +114 <i>*Bluestar</i> 0
Paid 3 <i>**Tours</i> 0	Paid 6 <i>**Tours</i> 0	Paid +3 <i>**Tours</i> 0
Total 22	Total 139	Total +117

Store Sales

Monthly 2013	Monthly 2014	+/-
\$994.85	\$1,391.90	+\$397.05

* Blue Star included in Free count

** Tours included in Paid count

January 1 - December 31, 2014

Admissions

YTD 2013		YTD 2014		+/-	
Free	5,369	Free	5,463	Free	+94
<i>*Bluestar</i>	267	<i>*Bluestar</i>	226	<i>*Bluestar</i>	-41
Paid	8,109	Paid	9,561	Paid	+1,452
<i>**Tours</i>	313	<i>**Tours</i>	1,003	<i>**Tours</i>	+690
Total	13,478	Total	15,024	Total	+1,546

Store Sales

YTD 2013	YTD 2014	+/-
\$27,104.37	\$33,086.69	+\$5982.32

* Blue Star included in Free count

** Tours included in Paid count

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Item 13A Accept Recent Cash Donations

Description:

The Board of Directors should review and approve donations received. The attached list shows cash donations received since the last board meeting. The list also shows if there is a donor-imposed restriction to the gift (i.e. for a special project). When the board approves these gifts, it also approves using them for the donor's purposes. If the board does not intend to use the gift for the donor's purpose, the board should not accept the gift.

Board Action to Be Taken:

Accept cash donations for their donor-intended purposes.

Director/Committee Recommendation:

The Executive Director recommends approving all the donations shown.

Agenda Item Submitted by: Patricia Relay, Executive Director

Date: January 7, 2015

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

**Cash Donations
Submitted by Patricia Relay, Executive Director
November/ December 2014**

			Date	Name	Memo	Amount
	8003 · Fund Development					
	4030 · Donations Income					
	8002 · Unrestricted					
			11/06/2014	Pick.Click.Give	Donation	1,425.00
			11/06/2014	A M Stedina	Donation / 2014 Annual Appeal	100.00
			12/05/2014	Valdez Gold Rush	Donation	500.00
			12/06/2014	Counter Sales	General Donation This item is used for general donations.	0.59
			12/06/2014	Counter Sales	General Donation This item is used for general donations.	1.05
			12/06/2014	Counter Sales	General Donation This item is used for general donations.	0.36
			12/20/2014	Natalie L. Staschke	Donation	70.00
			12/23/2014	Counter Sales	General Donation This item is used for general donations.	0.01
	Total 8002 · Unrestricted					2,097.01

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Item 13B Recent Donor/ Member Assignments

Description:

Each month, the Board of Directors makes an effort to contact and thank people who have recently joined, upgraded, renewed or made significant financial donations to our organization. By doing this, we hope that associate members and donors feel appreciated, have an opportunity to ask questions of the board members, and become more connected to our organization.

Board Action to Be Taken:

Volunteer to contact one or more of the people on the attached list.

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Patricia Relay, Executive Director

Date: January 7, 2015

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

**Associate Membership
November 2014**

RENEWELS

GREETING	LEVEL
Brenda Taylor & Joe Roth	Dual
Rene Chrystal	Dual
Debora & Lon Needles	Dual
Todd & Laura Nibler	Dual
Cynthia Shidner	Educator
Jennifer Hanson	Family
Andrew & Wendy Goldstein	Dual
Dave & Leila Dengel	Family
Heidi Franke & Chris Moulton	Dual
Renee Ernster	Individual
Phyllis Johnson	Dual
Matt Kinney	Family
Antje Graafstra	Individual
Neil Dees	Family
Gig Obren	Dual
Barb Bigelow & Richard Smith	Sustainer
Rhonda Sambo	Individual
Mary Helen Stephens	Family

December 2014

RENEWELS

GREETING	LEVEL
Daniel Schally	Family
Jennifer Kelly	Individual
Agnes Hansen	Individual
Gary Minish	Sustainer
Maria Grazyna	Senior
David Rhoden	Senior
William Brasic	Family
Mark & Emmie Swanson	Family
Erica Shirk	Family
Andrea Searles	Individual
Erica Searles	Individual
Steve & Maureen Radotich	Family
Pam & Darryl Verfaillie	Family

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Item 13C Approve Building Committee Resolution

Description:

In November of 2014 the Rasmuson Foundation Oversight Committee reviewed the Valdez Museum/City of Valdez application for Pre Development and did not accept the project for pre-development services. There was a general consensus that the City has the ability to manage this project on their own and that plans are far enough along that the Pre-Development Program would not add much value. There is also limited capacity in the program and therefore, the committee prioritized based on several factors. Projects are higher priority when there is potential interest by more than one Pre-Development funding partner; the project provides safety net services for a community; or it is a library. Your project does not meet any of these priorities.

As a result of this determination, a Museum delegation met with Foraker to determine how best to proceed with a preplanning phase. The President and Executive Director attended a Foraker training about what the Pre Development program. At a follow up conversation, it was determined that the best method to keep a Museum project going was to form a Building Committee. The Building Committee will be tasked with coordinating all matters related to the expansion or renovation of the Valdez Museum. The Committee will consist of Museum Board, Staff, City of Valdez representatives, and experts such as, but not limited to, engineers, architects, and master interpretive planners.

Upon formation, the committee will meet monthly.

Board Action to Be Taken:

Approve the formation of the Ad-Hoc Building Committee to coordinate all issues as it relate to the expansion of the facilities of the Valdez Museum.

Director/Committee Recommendation:

None

Agenda Item Submitted by: Patricia Relay, Executive Director

Date: January 7, 2015



RESOLUTION TO APPROVE THE FORMATION OF A BUILDING COMMITTEE TO BEGIN THE CONCEPT PLANNING AND FEASIBILITY STUDY OF A NEW/EXPANDED MUSEUM FACILITY

JANUARY 2015

Whereas the Valdez Museum & Historical Archive Association, Inc. (VMHA) is an Alaska State Corporation

Whereas the VMHA Corporation By-laws state in Article X Sec 2 Other Committees: The Directors may, by resolution, appoint other standing or *ad hoc* committees. Except as otherwise provided in such resolution, the chairpersons of such committee shall be Directors of the Museum Corporation and the President of the Directors shall appoint the chairperson thereof. Any committee-member may be removed by the person or persons authorized to appoint such member whenever in their judgment the best interests of the Museum Corporation shall be served by such removal.

Whereas the Building Committee shall, as requested by the Board of Directors, the President, the membership, or on its own initiative, lead and guide the process of expanding the museum facilities of the Valdez Museum & Historical Archive Association, Inc. so that we can effectively accomplish our mission, which is to preserve, present and interpret the heritage and culture of Valdez, the Copper River Basin and Prince William sound, Alaska. The Building Committee has been authorized by and is accountable to the VMHA Board of Director to coordinate all issues as it relate to the expansion of the facilities of the Valdez Museum.

Whereas the Building Committee will consist of no more than five members of the Board, the Executive Director, the Curator of Collections & Exhibitions, the Curator of Education & Public Programs, the Communications and Marketing Manager, four representative from the City of Valdez, including but not limited to, the City Manager, the Director of Economic Development, the Director of Capital Facilities, and a Project Manager. Other people with expertise should be used as resources to the Building Committee, but are not required to be a member of the Building Committee.

Whereas the Building Committee shall meet monthly and on an as needed basis in cooperation with design consultants, architects, contractors, etc.

Whereas the Building Committee shall report to the Board monthly through minutes and or by presentations by the Building Committee Chairperson.

Therefore the VMHA Board of Directors resolves that:

1. The Board approves the formation of the Ad-Hoc Building Committee to coordinate all issues as it relate to the expansion of the facilities of the Valdez Museum.

Signed

President, Michelle Cullen

Secretary Emmie Swanson

Date

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Item 13D Approve Advocacy Committee Resolution

Description:

First and foremost Advocacy is about Relationship Building Engaging in advocacy is really something we do every day. Telling folks about our museum and making a case for support is what we do all the time. It does not matter what your political views are. Elected officials care so deeply about Alaska. They care about Alaska Museums.

Advocacy is about Networking with your peers Why should I care—I'm not a CEO! You might think your museum job has nothing to do with advocacy or public policy. Nothing could be further from the truth!

Advocacy is about communicating

With support from staff, the Advocacy Committee will:

- a. Develop a simple, but effective message that all members of the Board and the committee can communicate consistently to decision-maker, focusing on a few key points about the importance of the Museum in society and how the Museum contributes to the well-being of the community.
- b. Promote alliances between the Museum and non-cultural organizations such as teacher's organizations, travel and tourism groups, organizations serving youth and business groups. Develop collaborative strategies to promote issues of mutual interest.
- c. Meet elected officials whenever possible, even at events that aren't about museums and cultural organization. Introduce yourself to your legislators or other public officials in attendance, and identify your connection with the Museum.
- d. Cultivate legislative friends for the Museum. Identify at least one legislator to educate about the Museum, its programs, and the impact the Museum has on the community. Show them how their support for the Museum can help them achieve their other legislative goals (economic development, reduced unemployment, improved education, better quality of life).
- e. Involve legislators personally by inviting them to programs and exhibitions; invite them to attend board meetings. Acknowledge them publically when they attend. Allow legislators to announce publicly a grant awarded by public agencies to the Museum.
- f. Arrange a group visit to your legislator's office to discuss the impact of museums in your community, gathering a diverse group of interested and knowledgeable people can demonstrate the breadth of interest in the museum among your legislator's constituents.
- g. Generate public service announcements, letters to the editor and opinion pieces to reinforce the message that public dollars spent on the museum provide program for the entire community. Create PSAs in partnership with a media center or a communications department at a university or local school.
- h.

But most importantly, as the Museum begins the planning process for a new facility, the Advocacy Committee will work in tandem with the Building Committee to make sure that Local, State and Federal Legislators are kept informed about our progress and generate support.

Board Action to Be Taken:

Approve the formation of the Ad-Hoc Advocacy Committee to coordinate all advocacy efforts advancing local and statewide legislation, policy and funding that enhance opportunities which are linked to the Valdez Museum's strategic goals.

Director/Committee Recommendation:

None

Agenda Item Submitted by: Patricia Relay, Executive Director

Date: January 7, 2015



RESOLUTION TO APPROVE THE FORMATION OF A ADVOCACY COMMITTEE TO BEGIN THE CONCEPT PLANNING AND FEASIBILITY STUDY OF A NEW/EXPANDED MUSEUM FACILITY

JANUARY 2015

Whereas the Valdez Museum & Historical Archive Association, Inc. (VMHA) is an Alaska State Corporation

Whereas the VMHA Corporation By-laws state in Article X Sec 2 Other Committees: The Directors may, by resolution, appoint other standing or *ad hoc* committees. Except as otherwise provided in such resolution, the chairpersons of such committee shall be Directors of the Museum Corporation and the President of the Directors shall appoint the chairperson thereof. Any committee-member may be removed by the person or persons authorized to appoint such member whenever in their judgment the best interests of the Museum Corporation shall be served by such removal.

Whereas the Advocacy Committee shall, as requested by the Board of Directors, the President, the membership, or on its own initiative, lead and guide the process of expanding the museum facilities of the Valdez Museum & Historical Archive Association, Inc. so that we can effectively accomplish our mission, which is to preserve, present and interpret the heritage and culture of Valdez, the Copper River Basin and Prince William sound, Alaska. The Advocacy Committee has been authorized by and is accountable to the VMHA Board of Director to coordinate all advocacy efforts advancing local and statewide legislation, policy and funding that enhance opportunities which are linked to the Valdez Museum's strategic goals.

Whereas the Advocacy Committee will consist of no more than five members of the Board, the Executive Director, the Communications and Marketing Manager, four representative from the community that have the following skill set, historian, teacher, artist, and media relations. Other people with expertise should be used as resources to the Advocacy Committee, but are not required to be a member of the Advocacy Committee.

Whereas the Advocacy Committee shall meet monthly and on an as needed basis in cooperation with design consultants, architects, contractors, etc.

Whereas the Advocacy Committee shall report to the Board monthly through minutes and or by presentations by the Advocacy Committee Chairperson.

Therefore the VMHA Board of Directors resolves that:

The Board approves the formation of the Ad-Hoc Advocacy Committee to coordinate all advocacy efforts advancing local and statewide legislation, policy and funding that enhance opportunities which are linked to the Valdez Museum's strategic goals.

1.

Signed

President, Michelle Cullen

Secretary Emmie Swanson

Date