



**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**MEETING OF THE BOARD OF DIRECTORS  
November 19, 2015 - Meeting Time 6:30 pm  
Valdez Museum on Egan  
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** Sheri Pierce & Mayor Larry Weaver
3. **Public Business from the Floor** Chuck Volanti Request for Memorial pg. 3-7
4. **Board Education Moment** (10 minutes)
5. **Mission Educational Moment** (10 minutes)
6. **Approval of the Minutes** (As of October 15, 2015) pg. 8-9
7. **Approval of the Financial Report** (As of October 31, 2015) pg. 10-25
8. **President's Report** pg. 26
9. **Staff Reports** pg. 27-37
10. **Committee Reports**
  - a. Committee Reports- (15 minutes) pg. 38-39  
Finance (Lisa), Collections (Tom), Board Development (Julie), Native Gallery (Emmie), Roadhouse (Julie), Membership (?), Endowment (Natalie), Strategic Planning (Gary), Advocacy Committee (Barbara), **Building Committee (Lisa)**.
11. **New Committee Business or Board Member Discussion/Ideas**
  - a. Christmas Bazar
  - b. Holiday Membership Party
12. **Unfinished Business**
  - a. Annual Appeal Mailing
  - b. Non-Profit Financial Management Board Training
13. **New Business**
  - a. Accept recent cash donations for their donor-intended purpose pg. 40-41
  - b. Recent member/donor assignments pg. 42-43
  - c. Executive Session: 2015 Staff Bonuses pg. 44
14. **Next Meeting: January 21, 2015 – 6:30 pm**
15. **Adjournment**

**Upcoming Committee Meetings**

Building Committee – January 14, 2015  
Membership Committee  
Finance Committee

**Dates to add to your Calendar**

Celebrating Valdez Artists – September 12, 2015 – January 3, 2016  
Black Friday Sale: Nov. 27, 2015; 9am – 5pm @ the Museum Store  
Elks Christmas Bazaar: Dec. 5, 2015; 9am -3 pm @ the Elks **Volunteers Needed**  
Christmas Tree Lighting Ceremony; Nov. 29 2015; 6-8 PM @ Museum and Library  
12 Free Days of Christmas at the Museum: Dec 10 - 13, 16 - 20, 23, & 26 - 27, 2015 (Closed on Mondays)

**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

Good Morning Honorable Governor Bill Walker,

I am seeking your support, consideration and approval, intended to establish a correct and honorable memorial to those lost in the 1964 Alaskan Earthquake and placed within the City of Valdez. This writing is inspired by the loss of my flight crew and “all” others who were lost. First I must lay the ground work for this request. Preliminary conversations with Valdez City Mayor Larry Weaver’s staff indicate he would be receptive to this proposal, and that the Kelsey Dock Landing, for numerous reasons may be an area for suggested location.

I began this writing, Saturday, April 25, 2015. 51 years to the day when my Alaska Air National Guard flight crew and Alaska National Guard Adjutant General, Major General Thomas P Carroll, were tragically lost in a crash into the Bay of Valdez. It is a day of remembrance, but also a day of renewed sorrow. I was privileged to have served beside these men who sought no glory, reward, recognition or honor for themselves, nor did they expect them. These men were dedicated to serving the State of Alaska and its citizens; selflessly, passionately and without limitation.

I am hopeful that you have been able to read the Alaska Dispatch News Article that was published, Wednesday, April 22, 2015. The article speaks to House Bill 35, “Great Alaska Good Friday Earthquake Remembrance Day;” historical legislation you honored and signed on April 18. That article resulted in my being contacted by all three of TSGT Kenneth A Ayers, children. They were deeply moved by the legislation; the sponsor, you who signed it, and me for being a voice. Tears ran down my cheeks as I read each of their emotional comments. I call them children, but they are two daughters and a son; ages 58, 56, and 52 respectively. They, their families and their children are all Alaska State residents.

I began this mission back in September 2013, when I requested the help of the Honorable Representative Charisse Millett, for legislation that would honor the 50<sup>th</sup> Anniversary of the 1964 “Alaska Good Friday Earthquake.” That request was motivated by my sorrow for all who were lost. The legislation that was adopted became known as HJR 23, “Proclaiming March 27, 2014 as Good Friday Earthquake Remembrance Day.” Unfortunately, that legislation was good for only one day, which prompted another effort. Representative Millett once again came to my aid in writing HB 35 that would make March 27<sup>th</sup>, the day of memorial permanent.

Governor, I am tremendously grateful for HB 35, legislation that honors, and memorializes those countless thousands of Alaskans of the past. But, I have one more issue of conviction which prompts the essence and purpose of this writing.

At the time of the unfortunate disaster in Valdez I was the Air Guard’s flight dispatcher: serving alongside men who were not only committed to duty and mission, they had a passion for it; oftentimes flying in unfavorable conditions, at great risk to themselves to serve those citizens of Alaska who were in desperate need. These men I was honored to serve with were all patriots,

heroes, and distinguished veterans. Their personal acts of valor, are worthy of mention within this writing to inform and show reason for honor.

Alaska National Guard, Army General, Major General Thomas P Carroll was a decorated World War II Veteran. He was nominated for the Nation's highest award, the Medal of Honor, for acts of heroism against German forces who were inflicting heavy casualties on his company. During heavy fighting, he rose up from his position and "wiped out the German machine gunners" saving numerous fellow soldiers who were pinned down by enemy fire. For his sacrifice he would ultimately be awarded the Silver Star. Lt. Col. Thomas Norris Sr., my supervisor at the Air National Guard was a decorated F-86 Sabre Jet fighter pilot, with numerous air engagements against enemy forces. Both these men are deserving of the highest honor. I am in no way suggesting that anyone death is greater than another, but these men made the ultimate sacrifice in service to their Nation, the State of Alaska and its citizens; having said that, "**all**" who perished during the 1964 Alaskan Earthquake are deserving of memorial.

The week of April 20, 1964, I received a phone call from Governor William Eagan's office requesting a flight to Valdez, for Saturday, April 25<sup>th</sup>. The mission was to transport Governor Egan, his entourage, which included civil engineers, and certain other political figures, all destined for Valdez to conduct an assessment for reconstruction, and for Governor Egan to observe the progress being made. Tragically, upon takeoff, this mission ended with a crash into the Bay of Valdez.

In those days Kulis Air National Guard Base was a small unit. There were 10 C123-J aircraft and enough flight crews to put them into the air at any given time. Our flight operations office consisted of 4 primary members. Lt. Col. Thomas Norris (pilot), Administrator, his assistant, Major John Podraza (pilot), SSGT Ed Harris (loadmaster) and me. I was the flight dispatcher responsible for coordination of all flights and pilot assignments, and am now the sole survivor. I have often said we operated more like close family than a formal military command.

Valdez has held a special place in my heart for over half a century. It was a place my wife and I would often spend summer, and fall weekends just to relax, unwind and enjoy. The beauty of nature on our drive from Anchorage and of course in our walking travels about the town was sheer joy. Before entering town we always made sure we had our picnic lunch at Bridal Veil Falls; it was a favorite site, and one we never would miss.

Upon arriving we would spend early afternoons at the local hotel, where we enjoyed speaking to those who were on duty and exchanging stories with the locals. Then would walk about town, do some light shopping, visit with the merchants and then look forward to where we would have dinner.

Walking about Valdez in those days was very relaxing. We would see people out walking their dogs, some out for a casual evening walk, and children running about playing, sometimes almost running us over as they ran about. **Come to think about it, one of those children we bumped into could well have been you.** In our wildest dreams, we never thought that one day, one of those children would become the Governor of the Great State of Alaska; and Honorable Governor Walker, you did.

Because we traveled to Valdez frequently during the early 1960s, we got to befriend some of the town's people and over time we were equally accepted as friends. Some of those people we got to know by first name and seeing them on our visits was always an honor.

My wife and I would often walk the dock, admire the boats and ships, and wonder what life must be like for those who earned their livelihoods from the waters, and the family life they shared with their loved ones. After all, we were city slickers from Anchorage, what would we know about such a life, but we dreamed and created memories. But, "Good Friday" March 27, 1964, at 5:36 pm, that all changed forever.

Over half of the State of Alaska casualties occurred in the Valdez area. Valdez, 32 lost and most of those took place at the dock; another 23 casualties at Chenega, where the village was destroyed by tsunamis. To this day we cherish their memories, but we still mourn the loss.

September of 2007, my wife and I traveled to "old town" Valdez. Our intentions ... find the marker that listed those who had tragically perished and place flowers there. After asking several local people, we got directions to the location from a merchant. He mentioned, "Be prepared, you're going into a remote area." Eventually we found the marker, on a primitive road, four miles east of the new City of Valdez.

It is mounted on what appears to be a 4 x4 metal post and lists the 66 people who perished. Governor, perhaps you know the place and have seen the marker. I attached a copy of the picture to this e-mail letter that you might see. We were saddened by what was discovered. That is my basis for the humble request for a memorial to be placed within the new City of Valdez, where locals and visitors can readily view, pause and reflect upon its meaning.

What I write next, I do with the utmost respect, and humility. I am deeply grateful for all of that which was done. My comments are merely intended to encourage thought, maintain factual historical integrity and encourage the notion for a new memorial marker.

The current marker resides in an area far removed from Valdez that has little or no reason for any public viewing to honor the 66 names that appear on it. The reference made "an Air National Guard Plane crashed upon leaving Valdez "right after the earthquake..." is in error. The flight crashed Saturday, April 25, 1964; a month after the quake, while transporting

Governor William Egan. The names of those military on board and which appear on the marker give no designation of rank or status. And as I said earlier, I acknowledge that no one death is any more significant than another, but for reasons stated believe these men worthy of a memorial marker.

For historical integrity and significance is important that the names of these men reflect the following:

Carroll, Thomas Patrick ...Army Major General, Alaska National Guard Adjutant General...  
Juneau

Norris Jr, Thomas Earl... Lt. Col., Pilot, Alaska Air National Guard... Anchorage

Rowe, James Artin... Major, Co-Pilot, Alaska Air National Guard... Anchorage

Ayers, Kenneth Wayne... TSGT... Flight Engineer Alaska Air National Guard... Anchorage

Special Note of historical importance: Major General Thomas P Carroll was the State of Alaska's first ever appointed Alaska National Guard Adjutant General, but served in that capacity from territorial days in 1957 till his tragic death in 1964.

I have always been taught that you never pose a problem without a suggested solution.

Considerations for a minimal cost memorial marker for these heroes, patriots, and selfless men who made the ultimate sacrifice:

A simple rectangular aggregate concrete pillar with an appropriate plaque Identifying the men, their rank, position and branch of military service; sample stating, "In Memory of these who tragically perished, when their plane crashed into the Bay of Valdez, Saturday, April 25, 1964, while flying a quake related humanitarian relief mission for the City of Valdez." ... Or other wording deemed appropriate.

A second thought, with little cost, is to include the personal information mentioned onto the existing plaque and moving it to the City of Valdez; suggested location Kelsey Municipal Dock. I am sure there are still some of my generation, my children's generation, and their children who reside in the Valdez area today, who will be highly honored to have the names of their loved ones displayed within the city.

There are undoubtedly many other inexpensive options. Those suggested are done so with the deepest respect, honor, humility, and hope.

As a former Airman, I have never forgotten an important part of “the creed;” words I will forever cherish; “I will never leave an Airman behind.” I will never forget their sacrifice.

The suggested memorial will guarantee their memory, their sacrifice, and give due honor. And finally show the utmost gratitude of a grateful, state and people.

Governor, please excuse the length of this writing. I wish I could have had the privilege and opportunity of speaking with you personally. Old school I guess, but I still believe there is no substitute for human interaction. But, please know that if you agree to the memorial, and there is a dedication, **I will be there.**

As I await hearing from you please know you have my deepest honor, respect, humility, and gratitude, and Mayor Weaver, with highest regard, know that I similarly include you within this closing statement.

Chuck Volanti... Former Alaska Air National Guard.

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**MINUTES**  
**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**MEETING OF THE BOARD OF DIRECTORS**  
**October 15, 2015 6:30pm – Egan Commons**

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

Mr. Minish called the meeting to order at 6:40 p.m.

**Members present:** Gary Minish, Tim James, Tom McAlister, Julie Farrell, Spike Gilson, Scott Hicks and Lisa Von Barga

**Members excused:** Emmie Swanson, Michelle Cullen, and Natalie Gabler

**Members unexcused:** None

**Staff present:** Patricia Relay, Andrew Goldstein, and Brittany Cabello

2. **Introduction of Guests**

None.

3. **Public Business from the Floor**

None.

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

Mrs. Relay gave a brief recap of how the Annual Meeting went on the 13<sup>th</sup> and reminded the Board that the budget hearing would be on the 27<sup>th</sup>. She also reminded the board that we currently have one open seat on the Board.

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

Mrs. Cabello played the slideshow that was played at the Annual Meeting.

6. **Approval of the Minutes** (September 17, 2015)

**Motion:** Mr. Hicks moved to approve the September 17, 2015 Minutes, seconded by Ms. Von Barga.

**Discussion:** Ms. Von Barga noted a typo. **Vote:** All members present voted to approve as amended, none opposed. The motion carried.

7. **Approve Financial Report** (As of September 30, 2015)

**Motion:** Mr. Minish moved to approve the September 30, 2015 Financial Statements, seconded by Mr. Hicks.

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

8. **President's Report**

None.

9. **Staff Reports**

Mrs. Relay reported that Alyeska featured us in their Community Connection. Mrs. Cabello spoke to the Board about her preparations for Maternity leave. Mr. Goldstein announced that the Museum will be featured on an episode of National Geographic's "Strange Things."



10. **Committee Reports** (15 Minutes)  
 Committee Reports- (15 minutes)  
 Finance (Lisa), Collections (Tom), Board Development (Julie), Native Gallery (Emmie), **Roadhouse (Julie) The Board did a brief wrap up of the Roadhouse dinner and made note that having multiple prints for sale went well. It was noted that the food was supposed to be family style but no mention of it was in the original request and so the food was all plated. Mrs. Swanson brought up the point that perhaps the Coast Guard volunteers should receive free tickets, and that the Museum should consider this for next year. Mr. McAlister then noted that the Pioneers of Alaska felt that the history of segregation of the public schools was misrepresented during the dinner. Mrs. Relay and Mrs. Cullen agreed to address the Pioneers of Alaska's concerns.** Membership (?), Strategic Planning (Gary), Endowment (Natalie), Advocacy (Barbara), Building (Lisa).
  
11. **New Committee Business**  
 None.
  
12. **Unfinished Business**
  - a. Mrs. Relay noted that the appeal letter would be going out prior to the next board meeting.
  
13. **New Business**
  - a. Accept Recent Cash Donations for their donor-intended purposes. **Motion:** Ms. Von Barga moved to accept recent cash donations, Mr. Minish seconded. **Discussion:** None. **Vote:** All members present voted to approve, none opposed. The motion carried
  - b. Recent member/donor assignments: 7  
 Member/Donor assignments were accepted.
  
14. **Next Meeting and Committee Assignments**  
 Unless otherwise indicated, meetings will be scheduled at a later date.  
 Board Meeting: November 19, 2015 6:30 p.m. in the Egan Commons
  
15. **Adjournment**  
**Motion:** With no further business before the board, Mrs. Farrell moved to adjourn the Board meeting, Mr. Minish seconded. **Discussion:** None. **Vote:** All members present in favor, none opposed. Mrs. Swanson adjourned the meeting at 7:47 p.m.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
 Emmie Swanson, Secretary, VMHA

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Financial Report  
Submitted by Patricia Relay, Executive Director  
As of October 31, 2015**

**Summary:** For your review, I have provided you with five Financial Statements: Profit & Loss Budget vs. Actual (Jan - December, 2015); Profit & Loss Previous Year Comparison (as of October 31, 2015); a Balance Sheet Previous Year Comparison (as of October 31, 2015); a 2014 Earthquake Art Project Budget; and a 2014 EQ Education Budget.

- 1. Profit & Loss Budget vs. Actual (Jan - December, 2015):** We generated 88.862% of our expected revenues for the 2015 and expended 81.94% of our projected expenses. This report was generated on November 2, 2015

**Income:** Of special note:

- **Fund Development:** 91.83% of Budget Projection. (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 84.39% of budgeted Corporate Sponsorship, consisting of \$1,200 from Alyeska for the Student Art Show, \$6,900 in Roadhouse Sponsorships received and \$1,500 invoiced, and \$1,750 pass-through sponsorship for Nuuciq Spirit Camp; 95.8% of budgeted Roadhouse income received; 0% of budget Annual Appeal (letter completed, sent out the second week of November); 92.4% of budgeted Raffle income (includes RH diamond raffle); 64.18% of budget Membership revenues; 97.26% of our Donation Income, of which 87.72% of In-Kind Received; 100% of Restricted; 98.22% of Unrestricted and 85.8% of Designated Fundraising (proceeds of Commemorative Photo.)
- **Earned Revenue:** 95.38.19% of Budget Projection. Consists of Program Fees, Admission Fees, Space Rental Fees, and Store Sales) 56.84% of Program Fees; 102.5% of General Admission; 100.74% of Tour Bus income; 81% of Archival Fees; 85.76% of Store Sales has been generated; 100% of anticipated Space Rental revenues have been received
- **Grants:** 85 % of Budget Projection. Consists of Federal, State, City, and Foundation Agencies) 100% of City Grant received; 0% of State of Alaska Grant received; and 16.67% Foundation Grants received (\$11,000 grant from United Way Valdez and \$1,000 from Museums Alaska for Map Storage Project). While deferred revenues for multiyear grants have not been recognized in the 2015 annual actuals, there is \$76,530 in State and Foundation grants restricted to programs and projects for 2015. (If these funds were recognized in this calendar year, our operating budget would reflect 99% of income for the year, totaling \$755,911.39)

Communities, Disaster, and Change .....	\$ 30,000
Robert Felland Revocable Trust .....	\$15,370
Museums Alaska Inc. – Art Acquisition .....	\$13,200
Museums Alaska Inc. – Collections Transition Plan .....	\$8,960
State of Alaska – Arts council .....	\$4,600
State of Alaska - Intern .....	\$4,400
- **Interest Income:** 97.76% of Budget Projection. Due to excessive transactions, Wells Fargo has changed our savings account to a checking account, we cannot expect general interest earnings anymore.

- **Miscellaneous Income:** These are funds received from the erroneous income that was deposited into our account when Intuit re posted old transaction. All chargebacks have been completed. We finally were able to reconcile the bank account. The chargebacks are recognized in the credit card fees. This miscellaneous income supports those fees.
- **Reimbursed income:** 50.04% of Budget Projection. The majority of this income is coming from the BIG Read collaborative project. All expenses from this project are being reimbursed from KCHU. In the past we have received a federal earned income tax credit. I anticipated a similar refund but believe that we are not going to receive one this year.
- **Funds Transfer Income:** 100% of Budget Projection. Matching funds to support Facility Planning.

**Expenses:** Of Special note:

- **Facility Planning:** 52.76% of Budget Projection. In addition to Master Interpretive Planning costs, this account includes costs for the Collections Movement Plan. These costs are support by a Museums Alaska Collections Management Fund.
- **Pass-through Donation:** 100% of Budget Projection. Each year the Valdez Museum serves as the fiduciary agent for the Nuuciq Spirit Camp. This expense is for Salmon which Alyeska remits a cash donation to support the cost of the fish. Given that this has become an ongoing pass-through I am going to include the income and expense on the 2016 budget.
- **Volunteer Expenses:** 100% of projected budget. Expenses for April Appreciation Luncheon.
- **Fundraising Expenses:** 75.05% of projected budget. To date: \$250. Pick Click Give fees; \$1,830 for pay out on Split the Pot Raffle; and 7,472.29 for Roadhouse Expenses, including costs for auction items such as the cruise, prints and frames, catering, bar service, decorations, Gobo, program and posters/ticket printing. Still to come, Civic Center bill. There is enough in the account for printing and mailing of the Annual Appeal.
- **Membership Expenses:** 95.74% of projected budget. To date: costs for printing *Inside View* and membership appreciation BBQ. Q4 *Inside View* printing will likely put the account over. The reason is that Q4 2014 was included in the current year. That will get backed out during the audit and the account will be fine.
- **IT Services:** 76.98% of projected budget. On track.
- **Education:** 63.9% of projected budget. This account includes costs for Big Read collaboration, reimbursed by KCHU, cost for summer camp planning, miscellaneous materials for program development, the cost for an iPad to develop the interactive walking tour of Old Town, and web development of interactive tour (iPad and web development supported by the Felland Fund.)
- **Collections:** 97.09% of projected budget. (Consists of Intern, Conservation, Collections Supplies, and Acquisitions) Intern: \$6,789, funded by the State Museum Grant in Aid program, consists of costs for housing and stipend; Conservation: \$1,098.76 is allocated to the crating and shipping of the Reeve Jacket and \$225.00 for Perry paint testing; Collections Supplies: \$1,184.40 miscellaneous supplies associated with archives; and Acquisitions: the \$13,200.00 was funded through a Museums Alaska Art Acquisition grant. The remaining \$155.98 are minor eBay purchases and a Shana Anderson creation.
- **POS Inventory Adjustments:** -10.94% of projected budget. The Audit found all material evidence that inventory was accurate. Still not sure why this account is reflecting a negative number. Yearend inventory should balance this number.

- **Personnel Expenses:** 86.02% of projected costs for the year. Now that we adjusted the budget for the increase in Health Care costs, all accounts are performing adequately. There is little wiggle room for bonuses but I might be able to pull a little from each sub account to come up with around \$2,000.
- **Contract Labor:** 85.79% of projected cost for the year. Funded by the United Way grant and Felland EQ Education fund, these are costs associated with summer programs and the development of an interactive iPad walking tour. As the summer comes to a close, this account is on track. All summer support ended in the middle of August. The remaining funds will support the ED department for the 12 free days of Christmas offerings
- **Professional Fees:** 70.95% of projected budget. With the generous in-kind donation of services from BDO, this account is in good shape.
- **Janitorial Expenses:** 83.33% of projected budget. On track.
- **Utilities:** 77.35% of projected budget. 86.02% of Electric; 67.45% of heating oil; and 99.09% of Water.
- **Telephone:** 82.99% of projected budget. (Consists of Conference line, Fax, Internet, Local Service and Long Distance) 105.71% of Conference line (not knowing what to expect with the new service the account has gone over a little. Still this service is a really good deal); 52.68% of Fax; 99.33% of internet; 60.01% of Local Service; and 127.76% of Long Distance. We are looking into why the Internet and Long Distance charges are out of sync. We have spoken with CVTC and they are looking into our account. We still have not received an explanation at the time of this report. We are still expecting them to get back to us. I will keep you posted.
- **Supplies:** 87.48% of projected budget, (Consists of Technology, Office and Operating) 63.73% of projected budget in Technology - \$3,140.39 for website, Past Perfect issues and QuickBooks issues; 84.99% of projected budget in Office Supplies – consisting of administrative supplies as well as printing costs for stationary and envelopes; and 108.32% of projected budget in Operating Supplies - includes costs for Point of Sale upgrades, totaling \$3,389 of which \$1,679.94 went toward POS, printing costs for general admission tickets, and remaining miscellaneous costs for general operating. Since the time of this report we created the Master Interpretive Plan Frequently Asked Question brochure. As that was not factored in the facility planning budget, I placed those costs in here. Given that there is more than enough to cover the costs of Planning for this year, I can move the brochure to the Facility Planning account to reduce this sub account
- **Exhibits:** 99.29% of projected budget. (Consists of three sub accounts: Special Projects, Permanent Exhibits and Temporary Exhibits.) 99.87% of Special Projects includes ongoing shipping costs for 2014 *Art Communities Disaster and Change* Depending on the return dates this account might go over but it is supported by WESTAF funds. (see attached 2014 Art Project budget) and \$19,422 to Rodney Walter and \$1,10.85 for lead paint abatement for the Perry project; 84.67% of Permanent Exhibits includes costs for continued LED lighting replacement of \$2,177.25 as well as minor costs for additional Aviation Mannequin, pedestal and rail totaling \$874.15 and \$105 for a label in the Earthquake exhibit; and 199.67% of Temporary Exhibits includes costs for the Kristin Link, the Student Art Show, Skyboys, and Celebrating Valdez Artists. The reason for the overage is the printing costs for posters and post card for Celebrating Valdez Artists. There is room in the printing and reproduction account. The reason for the overage is that the Aviation Exhibit was not supported by the State Council on the Arts. Overall Exhibits are within the scope of the budget.
- **Dues & Subscriptions:** 62.42% of projected budget. On track.

- **Printing & Reproduction:** 66.5% of projected budget. On track. Collateral materials for Roadhouse have been under projection. I'd like to thank Alyeska for printing the placemats and the City for printing the large format prints.
- **Advertising & Marketing:** 99.26% of projected budget. In addition to local placements, 2016 regional and national placements have been placed. We have a little left in the account for local holiday marketing.
- **Board Expense:** 62.43% of projected budget. This account includes Board Training expenses for webinars. There is a little under \$200. that we could use for a members holiday gathering.
- **Insurance:** 2.5% of projected budget. On track. Annual comprehensive insurance premium is due in December at which time this account will be expended.
- **Credit Card Fees:** 122.21% of projected budget. This overage is directly attributed to chargebacks for the erroneous transactions back in May. The Miscellaneous account supports the extra expense incurred with the chargebacks.
- **Travel:** 118.37% of projected budget. (Consists of Transportation/Lodging and Meals) 118.46% of Transportation/Lodging and 117.26% of Meals. All Travel has been expensed for the Alaska Gift Show in Anchorage. CHAMP Juneau, MAD DC and for AAM Atlanta. We received a grant from Museums Alaska to support 75% of travel costs for Cordova. This support will be recognized in Restricted Donations.
- **Training / Education:** 91.84% of projected budget. Includes registration fees for Patty's and Andrew's Atlanta AAM, Faith's Cordova registration, as well as various staff revenues and books.
- **Public Programs:** 81.83% of projected budget. This account includes costs to bring out of town presenters to the Museum, summer program support and summer program advertising.

## 2. Profit & Loss Previous Year Comparison (as of October 31, 2015):

**Income:** In comparison to Fiscal Year 2014, we have decreased revenues by 8.68%

- **Fund Development:** 36.16% increase over last year. (Consists of Corporate Sponsors, Roadhouse Dinner, Annual Appeal, Raffle, Membership, In-kind, Restricted, and Unrestricted donations, and designated Fundraising) 27.71% decrease in Corporate Sponsorship – last year we received a \$5,000 sponsorship from ConocoPhillips for EQ Education; 3.7% decrease in Roadhouse Dinner – while auction proceeds are comparable and cash donations are up, ticket sale and reduced this year's earnings; 100% decrease in Annual Appeal – while last year we launch the drive in August, we sent out the mailing the second week of November. A verbal update will be provided at the meeting; 6156% decrease in Raffle proceeds – last year at this time we had a second raffle; 10.5% reduction Membership; 5.83% reduction In-Kind Donations – last year there were donated services for 2014 programs and projects in this time period; 212.6% increase Restricted Donations – this year we received a \$15,000 gift from Providence Hospital for Youth Programming and \$17,500 from the City of Valdez for the Perry Dismantle/Salvage and \$50,000 from City of Valdez for Pre Planning; 41.81% increase Unrestricted – last year we had not received out Pick Click Give donations yet; and 50.74% decrease Designated Fundraising – last year we sold more 2014 Commemorative prints.
- **Earned Revenue:** 6.74% decrease over last year. (Consists of Program Fees, Admissions, Group Sales, Archival Fees, Space Rental, and Store Sales.) 20.95% decrease Program Fees – last year we had additional workshops associated with *Communities Disaster & Change* exhibit; 4.82% decrease

Admissions – with the nicer weather summer tourists did not come in out of the rain and we began summer operations earlier to support 50 Year Anniversary of Good Friday Earthquake in 2014; 13.55% increase in tour busses; 10% decrease in Archival Fees (this account will increase next month as the national Geographic will be charged reproduction fees); 17.42% increase Space Rentals; and 13.78% decrease in Store Sales – fewer people through the door, fewer store sales.

- **Grants:** 21.38% decrease over last year. (Consists of City funding, State, and Foundation Grants) 0% difference in City Grant; 100% decrease in State Grants – see deferred revenue report in the previous statement; and 89.69% decrease in Foundation Grants (see note above explaining deferred revenues that were received in 2014 for 2015 programs and projects.)
- **Interest income:** 20.88% increase over last year. Reserve CD now showing up.
- **Miscellaneous Income:** 100% increase over last year. As stated in previous Budget to Actual report, these are funds received from erroneous sales. This account supports the additional credit card fee expenses.
- **Reimbursed Expenses:** 71.66% decrease over last year. In addition to a reimbursement from Intuit for an overcharge on Payroll taxes for July, 2014, we are receiving reimbursements for the Big Read collaborative project and safe deposit box charge reversal. The primary reason for the decrease is that the Museum did not qualify for the small business healthcare tax credit this year.
- **Transfer Income:** 100% increase over last year. This account was added to cover the Museum's share of pre-planning costs.

**Expense:** Compared to last fiscal year we have increased spending by 1.15 %. While this report reflects notable reductions in Special Project funding and Fundraising Expenses as well as a variety of other accounts, Facility Planning, Pas Through expenses, Collections Acquisition, Personnel Health Insurance, Contract Labor, Credit Card Fees, Travel, and Public Programs make up the increase. For more detail, please refer to the report below.

Of special note:

- **Facility Planning:** 100% increase over last year. New account this year for 2015 Pre Planning Initiative.
- **Pass-through Donation:** 100% increase over last year. In the past the Nuuciq Spirit Camp pass through has not been itemized in its own account. For ease of recognition during the audit, I believe it is wise to create this account. While we never know from year to year if we will have this request, it seems to just appear each summer. So I recommend including it in the budget from here on out.
- **Volunteer Expenses:** 49.83% decrease over last year. Utilizing items already purchased and reducing the cost for the luncheon we kept the costs for the event down this year.
- **Fundraising Expenses:** 31.8% decrease over last year. This is directly attributed to a reduction in cash prizes for the second 2015 raffle. We also have had fewer expenses for Roadhouse as the Best Western Donated Cary Carrigan's room as well as using RAVN coupons to get him here.
- **Membership Expenses:** 161.99% increase over last year. The increase is directly attributed to the timing of the printing of the Q4 2014 Inside View. This expenses will be backed out at audit time.
- **IT services:** 12.25% decrease over last year. Cost associated with computer hardware are accounted for in operational supplies. IT Services includes monthly Total Care and Website matters. Technology and website are running stable.
- **Education:** 12.44% increase over last year. Last year we had costs associated with EQ Education Curriculum development. The iPad has been purchased for the interactive walking tour development. We also have additional charges with the online content development.
- **Collections:** 194.23% increase over last year. (Consists of Intern, Conservation, Collections Supplies, and Acquisitions) 100% increase in Intern – Supported by State Museum GIA Grant; 83.8% decrease in

Conservation – Reeve Jacket project completed. Includes minor costs for Perry paint testing; 169.22% increase in collections supplies – with the work completed by the summer intern, archival supplies needed to be replenished; 3,253.5% increase in Acquisitions – support by the Museums Alaska Art Acquisition Fund

- **POS Inventory Adjustments:** 90.73% increase over last year. As stated in the Budget V. Actual narrative, the Audit did not find any material weaknesses in inventory. These adjustments are software related and should balance out at the yearend inventory.
- **Payroll Expenses:** 1.22% increase over last year. This is directly attributed to increased health insurance premiums. All other accounts are performing between a -1.48% and 8.43% variance. The 8.43% increase is in State Unemployment insurance. The rate increased notably in both employer and employee shares. The next change will be in January. Hopefully we have budgeted correctly to satisfy any changes.
- **Contract Labor:** 237.36% increase over last year. Last year the Education Assistant was supported through Personnel. This year it is support by United Way grant funds and Felland EQ Ed Fund.
- **Professional Fees:** 24.58% decrease over last year. This is directly attributed to BDO generously donating in-kind services.
- **Janitorial Expenses:** 13.54% decrease over last year. Last year we had increased operations for 2014 EQ Anniversary.
- **Utilities:** 14.43% decrease over last year. 10.33% decrease in Electricity; 20.33% decrease in Heating Oil; and 100% increase in Water – 3<sup>rd</sup> quarter bill was not recognized in the 2014 statement.
- **Telephone:** 1.73% increase over last year. 100% increase Conference line – this is a new feature this year; while Internet and Long Distance increased by 28.68% and 51% respectively, Fax and local service decreased by 38.08% and 28.92% respectively.
- **Postage & Delivery:** 44.55% decrease over last year. Fewer general mailings at the time of this report. Promotional mailings for program of work are coded in their respective accounts.
- **Supplies:** .73% increase over last year. (Consists of Technology, Office and Operating Supplies) 7.35% decrease in Technology – even with the additional cost of software and website upgrades hardware is running stable; 11.09% decrease in Office (we are living by the philosophy of not killing trees and printing less); and 10.22% increase in Operating Supplies – the increase is attributed to the replenishment of admissions tickets, new Open sign, and the replenishment of Business card for staff.
- **Exhibits:** 27.09% decrease over last year. (Consists of Special Projects, Permanent Exhibits & Temporary Exhibit) 30.51% decrease in Special Projects over last year (completion of 2014 projects); 14.63% increase in Permanent Exhibits over last year (additional LED lighting for exhibits as well as minor costs for Aviation Exhibit upgrades were purchased in the reporting period); and 15.85% increase in Temporary Exhibits. Although 2014 summer exhibit was accounted for in Special Projects last year, costs for the temporary summer aviation show are included as well as Celebrating Valdez Artists promotional posters and box holder mailing increased this account.
- **Dues and Subscriptions:** 32.09% decrease over last year is attributed to timing of renewals as well as reevaluating subscriptions – we got rid of GoTo Meeting and Survey Monkey. We now have a cheaper conference line system and do not use Survey Monkey enough to continue with the service.
- **Printing & Reproduction:** 35.83% decrease over last year. This is directly attributed less promotional materials over last year as well as more affordable method of procuring stock images. Last year rights and reproduction were higher. Furthermore, we are expanding our web and social media promotions.
- **Advertising & Marketing:** .09% decrease over last year. While regional and national placements are recognized in this account, programmatic placements are coded in their distinct accounts. This allows for easy grant reporting.

- **Insurance:** 32.58% decrease over last year. Last year the Willy's jeep was included during mid-year. This year, the Jeep was incorporated in the entire Insurance package, reducing the premium. Including the Jeep in the overall insurance package is more cost effective.
- **Credit Card Fees:** 74.2% increase over last year. As reported in the Budget V. Actual, the increase is directly attributed to the chargebacks for the erroneous transactions we received in May.
- **Equipment:** 79.29% decrease over last year. Last year we purchased facility rental supplies.
- **Travel:** 27.04% increase over last year. In addition to costs for CHAMP -Juneau, MAD -DC and AAM - Atlanta, expenses have been included to secure a RAVN coupon booklet and reimbursable costs for Cordova. The primary reason for the increase is attributed to AAM Atlanta.
- **Training & Education:** 1.87% increase over last year. (Consists of registration fees for conferences as well as online professional development for staff) In addition to costs associated with AAM annual conference, a series of Webinars for Roadhouse, Education and Collections programs are included.
- **Public Programs:** 50.88 % increase over last year. In addition to supplies for Kristin Link workshop a, BIG READ programs and Student Art Show offerings, materials for summer camp and other summer programs, costs for bringing presenters to town as well as web costs for the interactive Old Town walking tour are now showing up.

### 3. Balance Sheet Previous Year Comparison (as of October 31, 2015):

**Assets:** At the time of this report we are down by 1.12%.

Of Special Note:

- **Checking and Savings:** 5.18% decrease over last year. While the Gen Ops CD is reduced from last year because of the \$15,000 transfer to savings, Phyllis Irish and the Reserve Account are up, 1.8% and .62% respectively. Operating is up by 255.54% and Savings is down by 5.22%. Gaming is up 41.8%.
- **Accounts Receivable:** 72.25% decrease over last year. The change is directly attributed to the partial payment of the \$30,000 invoice to WESTAF for the 2014 EQ Art Exhibit. To date Accounts Receivable includes \$5,000 invoice to WESTAF; an Alyeska matching gift of \$100.00 and Roadhouse Sponsorships -\$1,500.00 invoice to Wells Fargo; \$1,000 to Museums Alaska for Collections Management Fund award; and Creative Difference TV (Nat. Geo.) for \$820.00.
- **Museum Endowment Fund:** 3.62% increase over last year. Both Q1 and Q2 earnings have been recognized, a total of \$20,709.83 in earnings for the year. Q3 should be available before the meeting. A verbal report will be given.

#### Liabilities:

- **Accounts Payable:** 13.29% increase over last year. Accounts Payable includes the following costs: Arctic Circle Ent., Inc. \$283.72 (Store Inventory); Copper Valley Electric Assoc., Inc. \$1,750.35 (Utilities); Guardian Security Systems, Inc \$240.00 (Fire & Security Alarm System); Local Pages \$62.97 (advertising); Minuteman Press \$1,241.14 (Q3 Magazine, business cards, and MIP FAQ brochure); Moon Dog Woolies \$341.25 (Store Inventory); Sound Web Solutions, LLC \$99.00 (monthly web services fee); Valdez Star \$215.00 (Roadhouse thank you and Halloween listing); X-DLX Investments, Inc. \$1,000.00 (janitorial services).
- **Credit Card:** ?.??% change not reflected accurately. I am unsure why there is a balance due in the old Wells Fargo account. There has not been any activity on the Wells Fargo account for two months. Andrea and I are looking into it. Note: As we are transitioning from Wells Fargo Master Card to Bank of America Visa. For the rest of the year, we will see both listed in a comparison statement.



- **Wells Fargo:** There should be no current activity on this account.
- **Bank of America:** In addition to monthly telephone and IT service costs, there are expenses for Roadhouse, vehicle winterization, annual Intuit payroll fees, and miscellaneous costs for operating supplies.
- **Net Income:** 66.66 % decrease over last year. This is directly attributed to the lack of Special Project funding that we received in 2014 for EQ Anniversary programs and projects.

#### 4. **Communities Disaster and Change: Exhibit Budget:**

- **Income:** \$25,000 of the remaining \$30,000 has been received from WESTAF. The final report has been submitted to WESTAF. The remaining \$5,000 should be received by the end of the year. The funds will support bring the exhibit back to Valdez and distributing the works back to artists. The additional VMHA share was included for grant reporting purposes. These funds are in-kind cost share for normal payroll. Staff time went back to 2013. For Federal reporting requirements my staff and I prepared time studies that support the personnel line on the expense side. For the additional monies, over the payroll, those were included as in-kind distributed between the remaining expense accounts for the 2 year period.
- **Expenses:** At the time of this report, the only real costs were for shipping from Oregon to Juneau, Alaska - \$5,495.

#### 5. **Earthquake Education Budget:** *No new activity at the time of this report. Currently staff are working with web*

*developer to finalize the framework for the on-line offering. Once framework is completed then we will see additional costs for web development and contract labor for content.*

- **Income:** 96% of project budget has been received. Over the next year we will bring in presenters that typically donate the presenter fees. At that time we will book these costs in the In-kind Donations account.
- **Expenses:** 67% of project budget has been expended. At the time of this report, Contract Labor has been completed for this year. The focus at this time is the interactive interface for the Old Town Walking Tours. Costs for the iPad and website development are recognized for this period.

Valdez Museum & Historical Archive  
**Profit & Loss Budget vs. Actual**  
January through December 2015

	<u>Jan - Dec 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
8003 · Fund Development	149,643.01	162,950.00	-13,306.99	91.83%
8024 · Earned Revenue	85,325.59	89,460.00	-4,134.41	95.38%
4200 · Grants	437,000.00	512,970.00	-75,970.00	85.19%
8501 · 7015 Interest Income	2,101.88	2,150.00	-48.12	97.76%
8008 · Miscellaneous Income	2,982.06			
8011 · Reimbursed Expenses	530.40	1,000.00	-469.60	53.04%
4320 · Funds Transfer Income	15,000.00	15,000.00	0.00	100.0%
<b>Total Income</b>	<b>692,582.94</b>	<b>783,530.00</b>	<b>-90,947.06</b>	<b>88.39%</b>
Cost of Goods Sold				
8102 · Gallery Commission	1,440.62	2,000.00	-559.38	72.03%
8101 · Cost of Goods Sold	11,760.93	17,000.00	-5,239.07	69.18%
<b>Total COGS</b>	<b>13,201.55</b>	<b>19,000.00</b>	<b>-5,798.45</b>	<b>69.48%</b>
<b>Gross Profit</b>	<b>679,381.39</b>	<b>764,530.00</b>	<b>-85,148.61</b>	<b>88.86%</b>
Expense				
8036.3 · Facility Planning	20,554.00	38,960.00	-18,406.00	52.76%
760 · Passthrough Donations	1,750.00	1,750.00	0.00	100.0%
8036.2 · Volunteer Expense	500.00	500.00	0.00	100.0%
8036 · Fundraising Expenses	9,944.72	13,250.00	-3,305.28	75.05%
8036.1 · Membership	1,914.83	2,000.00	-85.17	95.74%
8037 · IT Services	13,086.91	17,000.00	-3,913.09	76.98%
8039 · Education	3,194.88	5,000.00	-1,805.12	63.9%
8040 · Collections	22,428.14	23,100.00	-671.86	97.09%
9001 · POS Inventory Adjustments	-54.71	500.00	-554.71	-10.94%
9002 · Freight and Shipping Costs	747.62	1,200.00	-452.38	62.3%
8103 · Personnel Expenses	337,457.01	392,298.00	-54,840.99	86.02%
8044 · Contract Labor	6,005.00	7,000.00	-995.00	85.79%
8110 · Professional Fees	8,513.54	12,000.00	-3,486.46	70.95%
8113 · Vehicle Expense	644.87	750.00	-105.13	85.98%
8047 · Janitorial Services	10,000.00	12,000.00	-2,000.00	83.33%
8048 · Utilities	42,760.15	55,280.00	-12,519.85	77.35%
8118 · Telephone	8,776.07	10,575.00	-1,798.93	82.99%
8123 · Postage and Delivery	1,498.80	2,000.00	-501.20	74.94%
8049 · Supplies	11,810.26	13,500.00	-1,689.74	87.48%
Exhibits	56,623.97	57,032.00	-408.03	99.29%
8130 · Dues and Subscriptions	2,965.00	4,750.00	-1,785.00	62.42%
8131 · Printing and Reproduction	3,990.18	6,000.00	-2,009.82	66.5%
8053 · Advertising/Marketing	8,933.46	9,000.00	-66.54	99.26%
8133 · Board Expense	312.14	500.00	-187.86	62.43%
8134 · Rent	900.00	1,160.00	-260.00	77.59%
6185 · Insurance	563.00	22,500.00	-21,937.00	2.5%
8138 · Credit Card Fees	6,110.40	5,000.00	1,110.40	122.21%
8139 · Bank Service Charges	99.61	75.00	24.61	132.81%

Valdez Museum & Historical Archive  
**Profit & Loss Budget vs. Actual**  
 January through December 2015

	<u>Jan - Dec 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
8140 · Equipment	426.98	2,000.00	-1,573.02	21.35%
8056 · Travel	11,541.18	9,750.00	1,791.18	118.37%
8144 · Training & Education	1,836.79	2,000.00	-163.21	91.84%
8145 · Licenses and Permits	85.00	550.00	-465.00	15.46%
8148 · Contributions	21,051.80	24,000.00	-2,948.20	87.72%
8058 · Public Programs	4,091.23	5,000.00	-908.77	81.83%
<b>Total Expense</b>	<u>621,062.83</u>	<u>757,980.00</u>	<u>-136,917.17</u>	<u>81.94%</u>
<b>Net Ordinary Income</b>	<u>58,318.56</u>	<u>6,550.00</u>	<u>51,768.56</u>	<u>890.36%</u>
<b>Net Income</b>	<u>58,318.56</u>	<u>6,550.00</u>	<u>51,768.56</u>	<u>890.36%</u>

Valdez Museum & Historical Archive  
Profit & Loss Prev Year Comparison  
January through October 2015

	Jan - Oct 15	Jan - Oct 14	\$ Change	% Change
Ordinary Income/Expense				
Income				
8003 · Fund Development	149,643.01	109,903.39	39,739.62	36.16%
8024 · Earned Revenue	85,325.59	91,492.47	-6,166.88	-6.74%
4200 · Grants	437,000.00	555,800.00	-118,800.00	-21.38%
8501 · 7015 Interest Income	2,101.88	1,738.86	363.02	20.88%
8008 · Miscellaneous Income	2,982.06	0.00	2,982.06	100.0%
8011 · Reimbursed Expenses	530.40	1,871.66	-1,341.26	-71.66%
4320 · Funds Transfer Income	15,000.00	0.00	15,000.00	100.0%
<b>Total Income</b>	<b>692,582.94</b>	<b>760,806.38</b>	<b>-68,223.44</b>	<b>-8.97%</b>
Cost of Goods Sold				
8102 · Gallery Commission	1,440.62	1,861.31	-420.69	-22.6%
8101 · Cost of Goods Sold	11,760.93	15,008.44	-3,247.51	-21.64%
<b>Total COGS</b>	<b>13,201.55</b>	<b>16,869.75</b>	<b>-3,668.20</b>	<b>-21.74%</b>
<b>Gross Profit</b>	<b>679,381.39</b>	<b>743,936.63</b>	<b>-64,555.24</b>	<b>-8.68%</b>
Expense				
8036.3 · Facility Planning	20,554.00	0.00	20,554.00	100.0%
760 · Passthrough Donations	1,750.00	0.00	1,750.00	100.0%
8036.2 · Volunteer Expense	500.00	996.69	-496.69	-49.83%
8036 · Fundraising Expenses	9,944.72	14,581.51	-4,636.79	-31.8%
8036.1 · Membership	1,914.83	730.88	1,183.95	161.99%
8037 · IT Services	13,086.91	14,913.76	-1,826.85	-12.25%
8039 · Education	3,194.88	2,841.42	353.46	12.44%
8040 · Collections	22,428.14	7,622.55	14,805.59	194.23%
9001 · POS Inventory Adjustments	-54.71	-589.89	535.18	90.73%
9002 · Freight and Shipping Costs	747.62	1,077.78	-330.16	-30.63%
8103 · Personnel Expenses	337,457.01	333,404.98	4,052.03	1.22%
8044 · Contract Labor	6,005.00	1,780.00	4,225.00	237.36%
8110 · Professional Fees	8,513.54	11,288.44	-2,774.90	-24.58%
8113 · Vehicle Expense	644.87	667.16	-22.29	-3.34%
8047 · Janitorial Services	10,000.00	11,566.50	-1,566.50	-13.54%
8048 · Utilities	42,760.15	49,970.11	-7,209.96	-14.43%
8118 · Telephone	8,776.07	8,626.63	149.44	1.73%
8123 · Postage and Delivery	1,498.80	2,703.05	-1,204.25	-44.55%
8049 · Supplies	11,810.26	11,725.16	85.10	0.73%
Exhibits	56,623.97	77,663.96	-21,039.99	-27.09%
8130 · Dues and Subscriptions	2,965.00	4,366.10	-1,401.10	-32.09%
8131 · Printing and Reproduction	3,990.18	6,218.13	-2,227.95	-35.83%
8053 · Advertising/Marketing	8,933.46	8,941.40	-7.94	-0.09%
8133 · Board Expense	312.14	250.90	61.24	24.41%
8134 · Rent	900.00	0.00	900.00	100.0%
6185 · Insurance	563.00	835.00	-272.00	-32.58%
8138 · Credit Card Fees	6,110.40	3,507.68	2,602.72	74.2%
8139 · Bank Service Charges	99.61	118.01	-18.40	-15.59%

Valdez Museum & Historical Archive  
**Profit & Loss Prev Year Comparison**  
 January through October 2015

	<u>Jan - Oct 15</u>	<u>Jan - Oct 14</u>	<u>\$ Change</u>	<u>% Change</u>
8140 · Equipment	426.98	2,061.60	-1,634.62	-79.29%
8056 · Travel	11,541.18	9,085.04	2,456.14	27.04%
8144 · Training & Education	1,836.79	1,803.05	33.74	1.87%
8145 · Licenses and Permits	85.00	175.00	-90.00	-51.43%
8148 · Contributions	21,051.80	22,354.67	-1,302.87	-5.83%
8058 · Public Programs	4,091.23	2,711.63	1,379.60	50.88%
<b>Total Expense</b>	<u>621,062.83</u>	<u>613,998.90</u>	<u>7,063.93</u>	<u>1.15%</u>
<b>Net Ordinary Income</b>	<u>58,318.56</u>	<u>129,937.73</u>	<u>-71,619.17</u>	<u>-55.12%</u>
<b>Other Income/Expense</b>				
Other Expense				
8180 · Balancing Adjustments	0.00	0.00	0.00	0.0%
<b>Total Other Expense</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.0%</u>
<b>Net Other Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.0%</u>
<b>Net Income</b>	<u><u>58,318.56</u></u>	<u><u>129,937.73</u></u>	<u><u>-71,619.17</u></u>	<u><u>-55.12%</u></u>

Valdez Museum & Historical Archive  
**Balance Sheet Prev Year Comparison**  
As of October 31, 2015

	<u>Oct 31, 15</u>	<u>Oct 31, 14</u>	<u>\$ Change</u>	<u>% Change</u>
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1023 · CD - 61243443 Reserve Acct	59,018.12	58,654.46	363.66	0.62%
1018 · 1st National Checking	0.00	0.00	0.00	0.0%
1020 · CD 61248942 Gen Ops	16,754.13	31,191.12	-14,436.99	-46.29%
1021 · CD 61215021 -Phyllis Irish	65,713.25	64,551.33	1,161.92	1.8%
1022 · 10950 Cash in Drawer	707.74	692.59	15.15	2.19%
1001 · Cash In Bank-Operating-WFargo	3,964.56	1,115.07	2,849.49	255.54%
1003 · Cash In Bank - CMC Savings	143,618.64	151,521.48	-7,902.84	-5.22%
1010 · Cash In Bank-WF-Gaming Account	6,082.55	4,289.55	1,793.00	41.8%
Total Checking/Savings	<u>295,858.99</u>	<u>312,015.60</u>	<u>-16,156.61</u>	<u>-5.18%</u>
Accounts Receivable				
1501 · Accounts Receivable	8,420.00	30,346.68	-21,926.68	-72.25%
Total Accounts Receivable	<u>8,420.00</u>	<u>30,346.68</u>	<u>-21,926.68</u>	<u>-72.25%</u>
Other Current Assets				
1502 · Museum Endowment Fund	797,248.00	769,410.18	27,837.82	3.62%
Cash on Hand	725.00	850.00	-125.00	-14.71%
2002 · 1120 Inventory Asset	22,587.93	25,902.98	-3,315.05	-12.8%
2501 · Prepaid Insurance	19,837.00	18,312.00	1,525.00	8.33%
1017 · Undeposited Funds	250.00	998.09	-748.09	-74.95%
Total Other Current Assets	<u>840,647.93</u>	<u>815,473.25</u>	<u>25,174.68</u>	<u>3.09%</u>
Total Current Assets	<u>1,144,926.92</u>	<u>1,157,835.53</u>	<u>-12,908.61</u>	<u>-1.12%</u>
Fixed Assets				
4001 · Fixed Assets	61,727.02	74,134.49	-12,407.47	-16.74%
Total Fixed Assets	<u>61,727.02</u>	<u>74,134.49</u>	<u>-12,407.47</u>	<u>-16.74%</u>
Other Assets				
Merchandise Inventory	25.00	0.00	25.00	100.0%
Total Other Assets	<u>25.00</u>	<u>0.00</u>	<u>25.00</u>	<u>100.0%</u>
<b>TOTAL ASSETS</b>	<u><u>1,206,678.94</u></u>	<u><u>1,231,970.02</u></u>	<u><u>-25,291.08</u></u>	<u><u>-2.05%</u></u>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
Raffle Proceeds Payable	0.00	20.00	-20.00	-100.0%
5501 · 2000 Accounts Payable	5,233.43	4,599.55	633.88	13.78%
Total Accounts Payable	<u>5,233.43</u>	<u>4,619.55</u>	<u>613.88</u>	<u>13.29%</u>
Credit Cards				
5505 · Bank of America Business Card	8,894.15	0.00	8,894.15	100.0%
5502 · Wells Fargo Mastercard	178.39	2,806.82	-2,628.43	-93.64%
Total Credit Cards	<u>9,072.54</u>	<u>2,806.82</u>	<u>6,265.72</u>	<u>223.23%</u>
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%

## Balance Sheet Prev Year Comparison

As of October 31, 2015

	<u>Oct 31, 15</u>	<u>Oct 31, 14</u>	<u>\$ Change</u>	<u>% Change</u>
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	10,638.59	11,941.48	-1,302.89	-10.91%
Total Other Current Liabilities	47,581.37	48,884.26	-1,302.89	-2.67%
Total Current Liabilities	61,887.34	56,310.63	5,576.71	9.9%
Total Liabilities	61,887.34	56,310.63	5,576.71	9.9%
Equity				
7503 · Museum Endowment Fund Equity	797,248.00	769,410.18	27,837.82	3.62%
8079 · Contributed Capital	91,636.18	91,636.18	0.00	0.0%
3000 · Opening Bal Equity	33.93	0.00	33.93	100.0%
7502 · 3900 Retained Earnings	212,554.93	184,675.30	27,879.63	15.1%
Net Income	43,318.56	129,937.73	-86,619.17	-66.66%
Total Equity	1,144,791.60	1,175,659.39	-30,867.79	-2.63%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u>1,206,678.94</u>	<u>1,231,970.02</u>	<u>-25,291.08</u>	<u>-2.05%</u>

Valdez Museum: Communities Disaster & Change						
Exhibit Budget						
#VATQT0024						
as of 10/06/2015		Original Budget	Amended Budget as of 02/19/2015	Actual	Difference	Notes
INCOME						
	VMHA General Operating Budget	\$ 20,000.00	\$ 23,250.00	\$ 35,000.00	\$ (11,750.00)	2013/14/15VMHA Salaries and benefits and shipping costs
	COV Funding	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ -	
	Alyeska Pipeline Service Co.	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ -	
	Western States Arts Federation	\$ 60,000.00	\$ 60,000.00	\$ 55,000.00	\$ 5,000.00	out of state touring, artist fees, crate construction, catalogue & shipping awarded and received
	Harper Touring Grant	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	
	Catalogue Sales		\$ 3,000.00	\$ 1,477.59	\$ 1,522.41	retail and wholesale revenues
	Individual Donations		\$ 100.00	\$ 100.00	\$ -	
	In-kind Donations	\$ 5,000.00	\$ 2,500.00	\$ 2,289.60	\$ 210.40	artists and woodward donated expenses.
	<b>Total</b>	<b>\$ 125,000.00</b>	<b>\$ 128,850.00</b>	<b>\$133,867.19</b>	<b>\$ (5,017.19)</b>	
EXPENSES						
	VMHA Salaries & Benefits	\$ 20,000.00	\$ 12,500.00	\$ 25,339.00	\$ (12,839.00)	2014 VMHA Salaries & Benefits
	100% WESTAF Artist Fees	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00	\$ -	\$500 stipend for up to 28 artists
	VMHA Technology & Web	\$ 1,500.00	\$ 25.00	\$ 15.00	\$ 10.00	On-line exhibit, blog & Teaching tools
	100% COV Fabrication / Installation	\$ 11,000.00	\$ 9,800.00	\$ 9,779.90	\$ 20.10	Labels, pedestals, vitrines, and temporary walls.
	Alyeska Marketing & Promotion	\$ 2,500.00	\$ 1,750.00	\$ 1,665.70	\$ 84.30	Posters, postcards, paid advertising.
	50% COV 50%WESTAF Crate Construction	\$ 19,000.00	\$ 18,000.00	\$ 17,999.30	\$ 0.70	5 museum quality crates paid in full
	COV Storage Rental	\$ 500.00	\$ 900.00	\$ 841.95	\$ 58.05	
	50% COV 50% WESTAF Catalogue	\$ 24,000.00	\$ 24,000.00	\$ 23,995.00	\$ 5.00	Final costs for production and photography
	100% COV Travel	\$ 5,000.00	\$ 3,200.00	\$ 3,170.10	\$ 29.90	In addition to costs for art pick up in Fairbanks, Anchorage, Homer, costs for artist selection committee meetings
	12% VMHA 63%WESTAF 25% Harper Alyeska	\$ 20,000.00	\$ 40,000.00	\$ 32,518.90	\$ 7,481.10	initial crate delivery with minor postage costs. Includes cost for shipping to Homer, Cordova, Fairbanks, Hawaii, and Oregon.
	Postage & Shipping	\$ 2,500.00	\$ 2,175.00	\$ 2,167.90	\$ 7.10	
	Education & Programming	\$ 5,000.00	\$ 2,500.00	\$ 2,289.60	\$ 210.40	Costs for public programming and ed traveling materials.
	In-kind Expenses			\$ 133,782.35	\$ (8,782.35)	artist and woodward pro fees
	<b>Total</b>	<b>\$ 125,000.00</b>	<b>\$ 128,850.00</b>	<b>\$133,782.35</b>	<b>\$ (8,782.35)</b>	
	<b>Surplus Deficit</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 84.84</b>		



Valdez Museum: Earthquake Education

EQ ED & PP Project Budget		Budget	Actual	Difference	Notes
as of 11/05/2015					
<b>INCOME</b>					
	VMHA General Operating Budget	\$ 20,000.00	\$ 20,000.00		
	Felland Donation	\$ 20,000.00	\$ 20,000.00	\$ -	2014/2015 VMHA Salaries & Benefits
	ConnocoPhillips	\$ 5,000.00	\$ 5,000.00	\$ -	
	In-kind Donations	\$ 2,000.00	\$ -	\$ 2,000.00	Donated Presenter Fees
	<b>Total</b>	<b>\$ 47,000.00</b>	<b>\$ 45,000.00</b>	<b>\$ 2,000.00</b>	
<b>EXPENSES</b>					
	Salaries & Benefits	\$ 20,000.00	\$ 20,000.00	\$ -	2014/2015 VMHA Salaries & Benefits
	Contractor Labor	\$ 4,500.00	\$ 7,365.61	\$ (2,865.61)	ED/PP walking tour assistant & iPad development
	R.O.V.E. Enhancements	\$ 500.00	\$ 339.80	\$ 160.20	updated signage, ed interactives, and graphics
	Walking Tour Kits	\$ 7,500.00	\$ 9.52	\$ 7,490.48	container, 3 tablets, graphics, props, content developer
	Technology & Web	\$ 5,000.00	\$ 1,333.98	\$ 3,666.02	2 tablets, content development, website interface
	Curriculum Update	\$ 2,000.00	\$ 1,964.99	\$ 35.01	curriculum development
	School Transportation	\$ 1,000.00		\$ 1,000.00	10 x bus loads of students to Museum
	Travel for Presenters	\$ 2,500.00		\$ 2,500.00	3 x presenter travel costs
	Marketing & Promotion	\$ 1,500.00	\$ 19.96	\$ 1,480.04	local and regional placements
	Evaluation	\$ 500.00		\$ 500.00	gallery mapping and visitor surveys
	In-kind Expenses	\$ 2,000.00		\$ 2,000.00	Donated Presenter Fees
	<b>Total</b>	<b>\$ 47,000.00</b>	<b>\$ 31,033.86</b>	<b>\$ 15,966.14</b>	
	<b>Surplus Deficit</b>	<b>\$ -</b>	<b>\$ 13,966.14</b>		

# Valdez Museum and Historical Archive

## President's Report

Submitted by Michelle Cullen  
November 12, 2015

It has been a rather quiet month after the busy summer and preparations for Roadhouse.

Roadhouse Fund-Raiser follow up. Thanks to Julie Farrel for her marvelous work in putting together last Octobers' roadhouse dinner and then her attentive notes for the person( Emmie) who is in charge of our fund raiser next year.

Attended Erica Shirk print making work shop and it was fantastic.

Attended the City council Annual Meeting and the Budget hearings. I was able to give a brief report of the Board and committees happening over this past year for our City council members. I also sat through 3 plus hours of the budget hearing the following week but I did not sit up front as I was not there when we started half an hour early. I did hear most of what Patty and Andrew said and we are very professional in our report and request.

Met with new Board member Eric with Patty Relay.

Baby shower: Congratulations for a fun baby shower for Brittany!

Signed checks and a special check for the postage to send out our annual appeal.

Thanks to all for your Service and Keep Healthy,

Michelle Cullen

## **VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

### **Executive Director's Report Submitted by Patricia Relay, Executive Director October / November 2015**

#### **At the Museum**

##### **50 Year Earthquake Anniversary:**

- 2014 EQ Art Project Budget and 2014 EQ Education Budget provided in financial report
- 2014 Art: "Communities Disaster and Change" has opened in Juneau. Governor's office sent a representative over to attend the opening on November 6, 2015. Overseeing crate shipment to Valdez. We will be using Lynden. We shipped 50 catalogues to WESTAF. They made the request as they want to share with the 16 states they represent and their trustees. They want to share as they are very impressed with the exhibit and the exemplary work that we have done.
- 2014 Education & Public Programs: Overseeing the development of interactive Old Town Walking Tour.

##### **Advocacy / Advocacy Committee:**

- Advocacy Chairperson needed
- The Museums Alaska Advocacy Committee will be starting to meet in the coming month. Once that group gets going, I will have action items that we can work on to support the Bills for the Museum Matching Grant Program.
- On a local level, a communication plan needs to be developed for the Building Committee's Pre Planning activities. In preparation for a communication plan, the Building Committee has created a Frequently Asked Questions handout to address community inquiries regarding the Master Interpretive Planning process. This is just one piece of the plan. Further elements need to be included.

##### **Administration:**

- Getting ready for yearend payroll, bookkeeping tasks, and store inventory. W2s and W3s have been purchased.

##### **Building Committee:**

- Oversaw the development of the Master Interpretive Plan outline.
- Coordinated the November 12, 2015 meeting.
- Followed up with Joh Hozey and Dick Smith. Both want to continue to receive information and updates about the committee. Both are deeply committed to seeing a Museum Capital Project come to fruition.
- Had a conversation with Sue Cogswell with the Prince William Sound Economic Development District. She is very interested in getting involved with our Museum project. She is interested in being on the committee.

##### **Board Development Committee:**

- With Michelle, I met with our new Board Member Eric Reich and discussed committees as well as other things going on with the Museum.

**City of Valdez Annual Grant:**

- Budget hearing went very well. The only question that the Council asked about was if I believed we would need to request additional funds in the coming year for any special projects. I indicated that since we are planning for the future, we are not planning any special projects at this time and do not expect to go back to Council in the coming year for any additional requests.

**Collections:**

- See Andrew's report

**Endowment Committee:**

- Nothing new to report.

**Exhibits:**

- See Andrew's report

**Facilities:**

- State Fire Marshall inspected the Museum. The Museum was one of 13 City owned buildings that were inspected. After talking with Stan Porritt, the reason for the inspections came as a result of new standards placed on Municipally own facilities. All areas of concern have been addressed. The only matter that we need to consider in the future is the procurement of a hazardous chemicals closet. This includes paint. The cost for a closet runs around \$1,200. At this point we are storing paint at the Annex and will look into purchasing a closet after the first of the year.
- Taylor has switched the fire alarm system over. We still have Guardian for security but that will be switched over in the near future.

**Finance Committee:**

- Working with Finance Chair to coordinate a conversation with the auditor to discuss non-profit budgeting.

**Fundraising:**

- Annual Appeal has been mailed. A verbal report on performance will be given at the meeting.
- Planned giving program in the future....

**Grants:**

- **United Way Of Valdez:** Annual grant for education and public programs. Due January 15, 2016 with presentation on February 6, 2016.
- **WESTAF:** final report has been submitted. The remaining \$5,000 should be released soon.
- **Harper Touring Grant Final** – Interim report submitted. Final report due at the completion of the Juneau show.
- **In the Queue:**
  - **Murdock Charitable Trust:** The Trust is very interested in getting involved with a Museum Facility project. They recommend submitting a letter of interest when 40% of the funding is in

place. ***While not as emphatic, Murdock also has a Board Governance section that examines our Board Giving.***

- **Rasmuson Foundation:** The Foundation is very interested in getting involved with a Museum Facility project. They recommend submitting a letter of interest to the Tier 2 grant program when 50% of the funding is in place. ***This means all board members have to up to date on their Unrestricted Board Gift (Not membership, volunteer time, or annual appeal)- No Exceptions!***
- **National Endowment for the Humanities** grant to support planning efforts.
- **Paul J Allen Foundation:** Here too, they are interested in large capital projects and I have a grad school friend who is one of his VPs. The time is right to write a letter of inquiry.

#### **Human Resources:**

- Conducted on annual evaluation – Curator Of Education & Public Programs
- Scheduled annual evaluation – Communication & Marketing Manager.
- Identified staffing needs while Brittany is on maternity leave. She will be out from Christmas to mid-February 2016 Hazel will be taking over some administrative duties as well as website and social media management.
- Keeping a close eye on how the City restructures the Health Insurance benefit. Brittany is the Museum representative.

#### **Inside View Magazine:**

- Composed 4 articles for Q4 *Inside View* magazine

#### **Intuit Merchant Service: Many hours of time went into fixing this matter!**

- Reconciliations have been completed. We believe that all erroneous charges have been reversed.
- At the time of this report, we also believe that all accounts that were associated with my predecessor have been closed. We believe that the only accounts that are now open are the active accounts that are in my name.

#### **Marketing:**

- Nothing new to report.

#### **Membership Committee:**

- Membership Chairperson needed.
- The strategic plan states that we would host two cultivation events a year. Let's plan for a Holiday Gathering☺

#### **Museum Endowment:**

- Now that diversification has been completed there is nothing new to report.

#### **Professional Development:**

- As the professional development budget does not allow for my participation in the Indiana School of Fundraising, focusing on Capital Campaigns, I will plan to continue Advocacy efforts on the State and National level.

#### **Roadhouse:**

- Thank you sent to auction donors, sponsors and guests.
- Valdez Star Thank you published
- Managing the event budget. Still have a bill or two pending and income coming in.
- A date needs to be determined for next year. Once determined, Civic Center need to be reserved.

#### **Space Rental:**

- Solomon Falls Fish Hatchery are planning their holiday party at the Museum.

#### **Strategic Planning Committee:**

- After the first of the year, I would like to coordinate a Strategic Plan Committee meeting. The current plan is for the time frame of 2012 -2017. As we are now coming to the end of our third year, we should consider working on a plan that looks to the next 5 – 10 years.

#### **Technology:**

- All technology is in working order☺
- Overseeing the procurement of new audio visual equipment for public programs, lectures and presentations.

#### **Valdez Native Tribe Seat:**

- Nothing new to report

#### **Volunteers:**

- **Please submit you volunteer hours. I am certain that you all have many hours related to Roadhouse. We want to make sure these hours are accurately reported. Andrea has prepared a time tracking sheet for your convenience.**

#### **Website:**

- Working with Brittany to include organization financial information in the About Section. The Museum Annual Report, the Annual Financial Audit and the Annual IRS 990 filing will be available.

### **In the Community**

**Chouest Reception on OSRV Nanuq:** Attended

#### **City of Valdez**

- **Council Meetings:** Attended November 3 2015 meeting to support the appointment of our new Board member, Eric Reich, and to support Egan Street improvement project.
- **Library Book Basket Auction:** attended.
- **Mayor's Beautification Task Force (BTF):** Nothing new to report

**Copper Valley Telecom Business Luncheon:** Attended.

**Museums Alaska Advocacy Committee:** The committee has not convened yet but will soon. I will helping with the coordination and the logistics planning for the 2016 CHAMP fly-in. We also now have a paid consultant from Foraker will be helping with planning.

**Prince William Sound College:** Given my background in teaching at the University level in the past, combined with my Master's degree, I have been recruited to teach Humanities 211, a general university required class that focuses on visual culture through the ages. The class will begin in January. I made sure that the timing of the class does not conflict with committee or board meetings.

**State of Alaska**

- **Jury Duty:** Yep once again I have been selected for Jury duty for the months of October, November, and December 2015. At this time I am not a juror. I have to call back November 25, 2015

**Valdez Convention & Visitors Bureau**

- Meeting regularly with the Executive Director
- Chaired October monthly Board meeting.
- Represented VCVB Board at annual Budget
- Developed Executive Director Evaluation materials.
- Participated in Warren Miller Film discussions.

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

### Curator's Report

Submitted by Andrew Goldstein, Curator of Collection & Exhibitions  
October 2015

#### Activities:

- Completed final report for WESTAF grant.
- Winter preparations have been completed; the City maintenance department has not yet dry walled the storage rooms on the second floor of the Annex.
- Attended Museums Alaska teleconferences for Art Acquisition Fund.
- Assisted with and attended Roadhouse Dinner, Oct. 10<sup>th</sup>.
- Attended annual meeting with the City of Valdez.
- Continued updating of old loan records. The incorporation of loan records into the collection records in PastPerfect has proven productive in establishing previously-undocumented provenance for many items in the museum's collection.
- Provided Alchemy of Design with a summary of stakeholder response survey results. The data has been incorporated into a draft outline for the MIP, to be discussed by the Building Committee on November 12.
- November 6, attended invitational gathering aboard the OSRV Nanuq.
- Received notification of award of \$1,000 for collection supplies for the processing of nautical maps in the museum's collection, courtesy of Museums Alaska's Collection Management Fund.

#### Exhibitions:

- *Communities, Disaster and Change* has opened at the Juneau-Douglas Museum and will be displayed there through November. Coordinated shipping from Juneau to Valdez.
- Continued preparation for Denis Keogh's exhibition, opening this January

**Research:** Since putting our collections online, the number of research requests has increased noticeably. The PastPerfect Online service includes the submission of our collection database to Google and other search engines; consequently, those records are the first item listed for certain keyword searches.

Fifteen new requests this past month. Fourteen have been filled, one is in progress. One request filled from last month.

#### Acquisition Highlights:

- From Barbara Cullen (Nova Scotia, Canada): Photographs and letters from William Caldwell, Valdez, 1899-1910 (photocopies)
- From Laura Johnston: circa 1980 Taiwan MyComp 286 "portable" computer, allegedly used at the Valdez Marine Terminal at the time of the Exxon Valdez Oil Spill.
- From Robert Paulus (Berryville, AR): Carved cormorant sculpture in commemoration of the animals that died from the effects of the Exxon Valdez Oil Spill. At the time of the spill, the donor/artist was the owner/captain of the FV Kittiwake working for the Chugach Alaska Native Corp hauling fish into Cordova, and assisted with cleanup.



**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Curator of Education & Public Programs' Report  
Submitted by Faith Revell, Curator of Education & Public Programs  
October 2015**

**Reporting period** October 7 to November 10, 2015

**TOTAL SERVED: 330 (contacts)**

**Fall and Winter Programs:**

- Reduction Printmaking taught by Erica Shirk proved successful for the 10 participants. All supplies used in class were those already “on hand” at the museum, netting us 100% of the fees charged to participate, close to \$400. Shirk hopes to offer another printmaking class at the museum in the new year, too!
- The design and coordination of “5 and the Floor” is underway. PR, Marketing, Presenter line up and logistics are being handled by the Education Dept. The event will take place at the Best Western—our first off-site programming in a food/drink venue.
- 12 FREE Days of Christmas featuring an array of hands-on activities will take place December 11, 12, 13, 16, 17, 18, 19, 20, 23, 26, 27, 28. Finalizing projects, ordering supplies and scheduling activities is well underway.

**Education, Classroom teaching and field trips:**

- New Gold Rush lessons featuring primary sources and photographs from the VMHA’s collections were taught by F Revell over two day period. Several artifacts were transported to HHES for students to explore. Revised *Visual Thinking Strategies* session using Gold Rush images engaged both fourth grade social studies classes.
- Primary Sources and Visual Thinking Strategies lessons with Lea Cockerham’s 9<sup>th</sup> graders took place at the Valdez High School Library over a two day period. Students studied artifacts from the VMHA and completed analysis work sheets. Then they engaged in a lively discussion about historical photographs from the VMHA’s collection.
- A collaboration between the VMHA’s website designers and the Education Dept to create the framework for the interactive digital walking tour of Old Town is nearing completion. Thereafter, the Ed Dept will fill the framework with content that includes a narrative and images for each of the 18 stops on the tour

**Outreach and Collaboration:**

- F Revell received a scholarship to attend the Museums Alaska/Alaska Historical Society Conference in Cordova. In response, she wrote an article for the Museums Alaska newsletter and submitted receipts for reimbursement.
- Collaboration with Best Western on “5 and the Floor” Best Western is giving VMHA the room at no charge, and helping with logistics
- Annual Christmas Tree Lighting VMHA is collaborating with Parks & Rec, will offer hot drinks and cookies
- Ongoing collaboration with Pam Verfaillie to teach using primary sources in VHS library.

**Administration and Planning Focus:**

- Roadhouse Schoolhouse - Revell created and installed centerpieces, assisted with overall set up and tear down, photographed event and re-stored all centerpiece items

- Annual review with Patty. Revell documented year-end stats and drafted 2016 plan

Date	Program	R	E	ED	PP	OR	ST	AD	VOL
<b>October</b>									
10.07	Roadhouse Meeting		X						6
10.09	Roadhouse Decorating		X					3	6
10.10	Cary Carrigan Meeting Transport		X						1
10.10	Roadhouse Decorating		X						4
10.10	Roadhouse Event		X					118	15
10.11	Cary Carrigan Meeting Transport		X						1
10.11	Clean up Civic Center RH		X						2
10.14	Gold Rush teaching, 4 grade			X			40	4	
10.15	Gold Rush teaching, 4 grade			X			40	4	
10.16	Printmaking Workshop Prep				X				1
10.17	Printmaking Workshop				X			10	1
10.20	Primary Source Meeting							1	
10.21	VTS & Primary Sources, 9 grade			X			16	3	
10.22	VTS & Primary Sources, 9 grade			X			15	2	
10.27	Printmaking Follow Up Meeting				X				1
10.27	S Malone "5 and the Floor" Meeting				X			1	
10.28	Automata Workshop Homeschool		X				12	8	
10.28	Old Town Walking Tour				X		2	5	
10.31	Anch Museum Conservator Meeting		X						1

Date	Program	R	E	ED	PP	OR	ST	AD	VOL
<b>November</b>									
11.05	MA conference Big Read present		X					1	
11.06	MA conference sessions		X					1	
11.06	MA conference annual meeting		X					1	
11.06	MA conference eve event		X					1	
11.09	MA conference workshop		X					4	

- 144 ED = Education (teaching students in classrooms and at VMHA)  
 18 PP = public programs (assorted programs for range of visitors at VMHA)  
 0 OR = outreach  
 130 E = free museum/community events, 12 Free Days of Christmas, collaborations and meetings  
 38 V = volunteer, contacts  
 0 R = rental  
**330 TOTAL**

\*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.

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Communication & Marketing Report  
Submitted by Brittany Cabello, Communication & Marketing Manager  
October 2015**

**Marketing & Public Relations**

- Updated Museum website & managed social networking sites.
- Continued updates to online store.

**Administrative Support**

- Acted as receptionist (answer phones, refers calls, receives cash) and transfer to appropriate staff member.
- Greeted clients and visitors.
- Performed general clerical duties to include but not limited to: photocopying, faxing, mailing, and filing.
- Supported staff in assigned project based work.

**Visitor Services**

- Staffed front desk and annex.
- Assisted summer staff with day to day operations.

**Board Support**

- Copied and collated monthly board packet at the direction of the Executive Director.
- Advertised board meetings.
- Transcribed minutes for Board meetings.
- Attended Building Committee meeting.
- Assisted with Roadhouse preparations.
- Worked Roadhouse event in Checkout room.

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Visitor Service & Store Report  
Submitted by Patricia Relay, Executive Director  
October 2015**

**Admissions**

<b>Monthly 2014</b>		<b>Monthly 2015</b>		<b>+/-</b>
Free	4	Free	10	Free +6
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i> 0
Paid	61	Paid	103	Paid +42
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i> 0
<b>Total</b>	<b>65</b>	<b>Total</b>	<b>113</b>	<b>Total +46</b>

**Store Sales**

<b>Monthly 2014</b>	<b>Monthly 2015</b>	<b>+/-</b>
\$1,416.36	\$1,203.39	-\$212.97

\* Blue Star included in Free count

\*\* Tours included in Paid count

**Year to Date**  
**January 1 – October 31, 2015**

**Admissions**

<b>YTD 2014</b>		<b>YTD 2015</b>		<b>+/-</b>	
Free	5,141	Free	5,152	Free	+11
<i>*Bluestar</i>	225	<i>*Bluestar</i>	387	<i>*Bluestar</i>	+162
Paid	9,547	Paid	8,784	Paid	-763
<i>**Tours</i>	1,003	<i>**Tours</i>	970	<i>**Tours</i>	-33
<b>Total</b>	<b>14,688</b>	<b>Total</b>	<b>13,936</b>	<b>Total</b>	<b>-752</b>

**Store Sales**

<b>YTD 2014</b>	<b>YTD 2015</b>	<b>+/-</b>
\$30,855.62	\$26,282.87	-\$4,572.75

\* Blue Star included in Free count

\*\* Tours included in Paid count



**MINUTES**  
**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**MEETING OF THE MUSEUM BUILDING COMMITTEE**  
**September 10, 2015 12:00pm – Egan Commons**

1. **Call to Order/Roll Call**  
Mrs. Relay called the meeting to order at 5:37 p.m.  
**Members Present:** Lisa Von Bargen, Richard Smith, Tom McAlister, and Julie Farrell  
**Members Excused:** Emmie Swanson and Michelle Cullen  
**Members Unexcused:** None  
**Staff Present:** Patricia Relay, Andrew Goldstein, and Brittany Cabello
2. **Introduction of Guests**  
Kelley Mlicki from Alchemy of Design
3. **Public Business from the Floor**  
None
4. **Approval of the Minutes**  
**Motion:** Mrs. Farrell moved to approve the Building Committee Minutes from August 13, 2015, seconded by Mr. Smith. **Discussion:** None. **Vote:** All members present voted to approve, none opposed. The motion carried.
5. **Committee Chair Report**  
None
6. **Old Business**
  - a. **Community Stakeholder Meetings Report and What's Next:** Mrs. Relay asked Ms. Mlicki if she had anything to report. Ms. Mlicki gave a summary of the meeting notes.
7. **New Business**
  - a. **Communication Materials – Development of a FAQ Sheet for Board & Staff:** The Committee discussed the possible questions and answers for the FAQ and decided on, What is pre-planning? Why is the Museum planning? Who is doing the planning? When will pre-planning be complete? and How can I get involved?
8. **Committee Business From the Floor**  
The Committee determined that it would not be necessary to meet regularly, only when there was business to discuss.
9. **Next Meeting and Committee Assignments**  
Unless otherwise posted.  
Building Committee Meeting: November 12, 2015 at 5:30 in the Egan Commons

10. **Adjournment**

**Motion:** With no further business before the board, Mr. Smith moved to adjourn the Committee meeting, Mr. McAlister seconded. **Discussion:** None. **Vote:** All members present in favor, none opposed. Mrs. Relay adjourned the meeting at 6:19 p.m.

**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:** November 13, 2015



**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Cash Donations  
Submitted by Patricia Relay, Executive Director  
October 2015**

			Date	Name	Memo	Amount
	8003 · Fund Development					
	4030 · Donations Income					
	8002 · Unrestricted					
			10/15/2015	Mollie Good	General Donation This item is used for general donations.	80.00
			10/20/2015	Pick.Click.Give	Donation	1,278.75
			10/28/2015	Alaska State Employees Share Campaign /	Donation / SHARE 2015	54.18
	<b>Total 8002 · Unrestricted</b>					<b>1,412.93</b>

**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:** November 13, 2015

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Associate Membership  
October 2015**

**NEW**

<b>GREETING</b>	<b>LEVEL</b>
Amanda Jean Tuttle	Individual
Jeremy & Dahlia O'Neil	Family
Brian Remley Hackett	Individual

**RENEWALS**

<b>GREETING</b>	<b>LEVEL</b>
James & Jan Whalen	Dual
Alan Sorum & Ruth Knight	Business
Robert & Diane Gibbs	Dual
Shana Anderson	Individual

**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.**

**Item 13C Staff Bonus**

**Description:**

In 2007 the Board approved an annual bonus to staff. Each year the Board will look at the carry forward amount and decide if they would like to restrict an additional amount to staff bonuses. The personnel wage line includes additional funds for bonuses

**Board Action to Be Taken:**

Approval to go into Executive Session to discuss staff bonuses.

**Director/Committee Recommendation:**

The Director makes the following recommendation. 2014 was another very productive year at the Valdez Museum. In addition to sustaining mission driven programs, staff undertook additional task related to the Pre Planning process for a Museum Capital project. The Executive Director has reviewed the budget and has identified \$2,500.00 to distribute to paid staff.

**Agenda Item Submitted by:** Patricia Relay, Executive Director

**Date:** November 13, 2015