

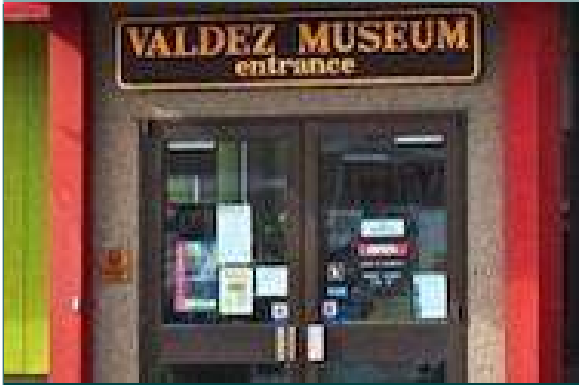
# Annual Report 2018



Valdez Museum & Historical Archive, Association, Inc.  
[www.valdezmuseum.org](http://www.valdezmuseum.org)



*To preserve, present & interpret the heritage & culture of Valdez, the Copper River Basin & Prince William Sound, Alaska.*



## Board of Directors

- President: Gary Minish
- Vice-President: Martha Barberio
- Secretary: Sara Irwin Goudreau
- Treasurer: Michelle Cullen
- Member: Tom McAlister
- Member: Spike Gilson
- Member: Donna Lane
- Member: Jeremy Young
- Member: Steven Weber
- Member: Kaitlin Pabo-Eulberg

## Staff

### Full Time

- Executive Director : Patricia Relay
- Collections & Exhibitions: Andrew Goldstein
- Education & Public Programs: Faith Revell
- Admin. & Marketing: Marcia Lynn

### Part Time

- Museum Services Manager: Andrea Searles
- Collections & Exhibitions Asst: Lanette Oliver
- Education & Programs Asst: Beverly Colapietro

### Museum Attendants

- Judy Prevost
- Keenan Britt
- Danny Tapp
- Ally Metzger
- Louise Parish
- Katelyn Wadsworth

On behalf of the Valdez Museum and Historical Archive Board of Directors, I would like to present this annual State of the Museum report. It is our hope that this report will provide the City Council, the City Administration and the City Members a clear accounting of the administrative status of the Museum and a full understanding of and appreciation for the return on your investment.

First of all, I feel that it is important to understand that the Valdez Museum was created for, belongs to and is all about the past, present and future residents of the City of Valdez. The exhibits are only objects but their value is in the stories of the people that they represent. I personally feel that an individual's soul is reflected in their life story and similarly, the collective soul of a city is reflected in the collective stories of its residents. Our museum performs three functions. First of all, it serves as a repository for these collective stories in multi-dimensional forms so that they will not be forgotten and are readily available. In addition, it provides a place and opportunities for people to add to their current life's story through community interaction and special events. Last but not least, the museum provides educational opportunities for all ages which serves to develop and cultivate their future life's stories.

While these are the primary functions of the Museum there are side benefits that result from those efforts which are somewhat more materialistic. Everyone loves a good story and our little town has some of the nation's most interesting ones. Consequently, travelers from around the world are intrigued and choose to include Valdez as one of their destinations. This brings outside money to the town and supports the local businesses and entrepreneurs. The important thing here is that the story must have a significant impact on the reader to become a best seller so it is very important how it is told. It must be interesting, preferably exciting and make a lasting impression. That is the job of our dedicated and talented staff. In this report you can read about the work and creativity that goes into making our Museum something to remember.

As in all of our lives, the fun and exciting activities of the Museum have to be balanced by the more mundane but necessary accountabilities and hard work that it takes to maintain the core support functions such as maintenance and finance. The good news is that the Board and Staff of the Museum take this part just as seriously as the more pleasant functions. As you purview the financial portions of the report you will see that the budget is conservatively designed and is not expanding, despite various rising costs. In addition the Board and the Staff work diligently to stay within those carefully planned limits. At the same time, you can see by the photos provided and by personal visits that both the facility and exhibits are well maintained.

Although this report is about the current state of the Museum, one of the most important things to think about is the future. The sustainability of the Valdez Museum is at risk due to aging facilities that are increasingly costly and difficult to support. The maintenance and utility costs are much higher than they should be due to the support of two separate buildings. The effectiveness of the exhibits and store are compromised by the fact that visitors have to make two trips to view all of the exhibits and extra staffing is required. In addition, there is very little room available to facilitate the increasing attendance of the presentations and events. It is my personal belief that a new, efficiently designed, attractive and consolidated Museum will significantly benefit the residents of this town for many years into the future. This belief is shared by the Board of Directors and the staff and continues to be a primary focus of our long-term plan. I sincerely appreciate the continued support of the City Council and all of the residents they represent and hope that all of you will also support our future plans.

## FINANCE COMMITTEE

**Chairperson:** Michelle Cullen. In addition to developing this year's organizational operating budget through 2019 the Finance Committee made budgetary recommendations throughout the year.

## BOARD DEVELOPMENT COMMITTEE

**Chairperson:** Vacant. In addition to actively recruiting new Directors as positions became available, the Committee met with new Board Members as they came on board to welcome them to the team and to insure that their involvement was meaningful and beneficial for all.

## COLLECTIONS COMMITTEE

**Chairperson:** Tom McAlister. While the Collections Committee did not meet this year, the Committee Chair continues to be involved in Yellow Warehouse discussions as the majority of the collections are stored there.



## ADVOCACY COMMITTEE: Jeremy Young, Chairperson

Board and Staff actively engaged in Advocacy efforts on all levels of government, local, state and federal.

- Local - regular attendance at City council meetings.
- State - supported new legislation on a Museum Matching Grant program.
- Federal - attendance at Museums Advocacy Day in Washington DC.

As the Museum plans for the future, the Committee will play an important role in connecting the community, stakeholders and donors in publicizing and positioning the Museum.

## BUILDING COMMITTEE: Martha Barberio, Chairperson

Over the last year, the committee continues to be involved in Yellow Warehouse discussions, given that the museum occupies over a third of the building. Additionally, the Committee drafted a Memo of Agreement with the City of Valdez to set out the conditions and terms under which a new museum facility will be built. Currently the Memo is under review by the City of Valdez's attorney.

## ENDOWMENT COMMITTEE: Vacant Chairperson

Executive Director Patricia Relay has been working with the Alaska Community Foundation to develop a Legacy and Planned Giving program to bring the Foundation Vice President of Philanthropy to town to consult the Board on how best to proceed in coordinating and implementing a fund development plan that will grow the Valdez Museum Endowment fund to \$3.5 million.

## MEMBERSHIP COMMITTEE: Sara Irwin Goudreau, Chairperson

Board and staff actively called and emailed each past and present member. As a result, we have not only sustained our existing members, but grew our membership by twenty households.

## NATIVE GALLERY COMMITTEE: Kaitlin Pabo-Eulberg, Chairperson

Museum Staff have continued to cultivate its relationship with Chugachmiut in bringing Native heritage kits to the museum. Since introducing them to the museum's education program of work, strong partnerships with the Valdez City Schools, Home School and Private School groups have grown.

## ROADHOUSE COMMITTEE: Sara Irwin Goudreau, Chairperson

The Annual Event raises 12% of the Museum's 29% share of our annual operating budget. This year we are celebrating the winter sports industry here in Valdez with the theme: "Winter Wonderland Roadhouse," honoring Karen Stewart for her role in co-founding WESC.

## STRATEGIC PLANNING COMMITTEE: Gary Minish, Chairperson

In the spring of 2017 the VMHA Board of Directors and Staff met to update and re-affirm the Museum's strategic direction, originally adopted in August of 2012. It was agreed that the existing four goals still are important. The 2018 – 2022 Strategic Plan was adopted in May of 2018 .

## 2018 Budget v Actual Summary

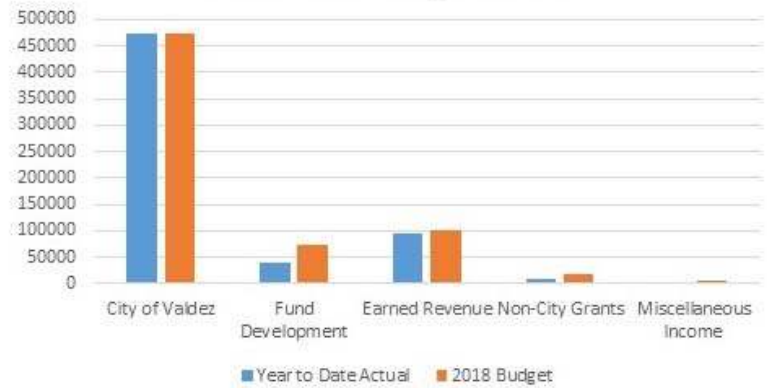
Overall, the 2018 Budget has performed exceptionally well. Given that the Financial Statement utilized to provide this analysis was generated on September 17, 2018, fourth quarter performance will greatly increase revenues. At the time of this report, we have generated 93% of our expected revenues and expended 68% of projected expenses for 2018.

While the majority of the Museum's annual income is generated from the City of Valdez, we have had a number of other areas that have done rather well in Fund Development and Earned Revenue.

In 2018 Museum Board and Staff maintained the philosophy of conservative spending, insuring that we would be in good shape for yearend expenses, remitted on January 5, 2019. With minor exceptions, all expenses accounts are performing as anticipated.



### 2018 Income Budget v Actual

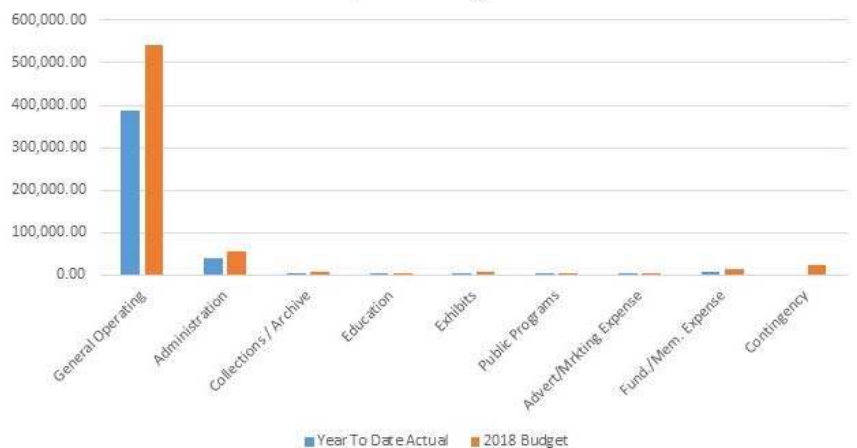


**Fund Development: 55%** At the time of this report income from Roadhouse is not reported. When Roadhouse and other 4th Quarter efforts are included, this account will likely exceed projections.

**Earned Revenue: 95%** In addition to Summer 2018 Admissions and Retail Sales performing well, enrollment fees for workshops and facility rental income also grew.

**Non-City Grants: 39%** At the time of this report, two of our annual grants for exhibits and collections have not been awarded. These two grants are in late October.

### 2018 Expenses Budget v Actual



**General Operating: 71%** With the exception of Professional Fees, all accounts are performing well.

**Administration: 71%** With the exceptions of Vehicle Expenses, all accounts are performing well.

**Mission Related Expenses: 73%** Funded by non-city grants, all accounts are performing as anticipated.

## 2018 P&L Previous Year Comparison

The analysis for this report is based on Financial Statements generated on September 23, 2018. At the time of this report, we have increased revenues by 5% and increased expenses by 7%.

In 2017 we began the year with a \$21,000 deficit. To make up the loss, Board and Staff aggressively embarked on efforts to secure non-City funding through Fund Development, Earned Revenue and Non-City grants. These efforts paid off with increasing Fund Development by 55% and sustaining Earned Revenues in 2018.

2017 was also the year that the Museum employed severe austerity measures in spending, whereby the budget was slashed and the Executive Director purchased operating supplies. The increase in spending this year is attributed to the Executive Director not purchasing supplies and increases in Health Insurance.



## 2018 v. 2017 Income Comparison

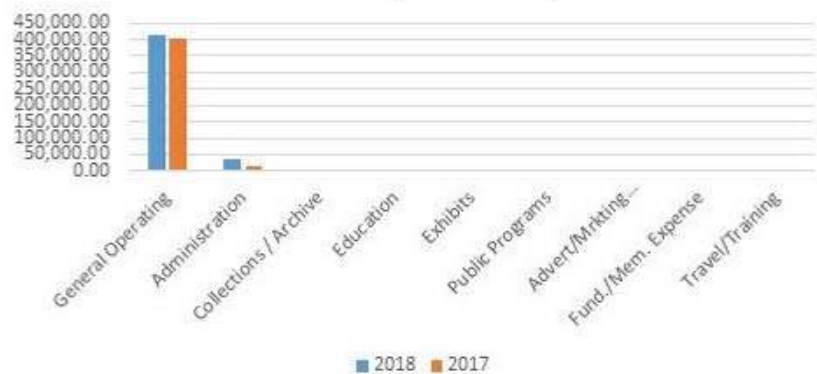


**Fund Development:** 55% increase over last year. Growth is attributed to increased Annual Appeal and In-Kind Donated services.

**Earned Revenue:** No Change. While we saw notable growth in Admissions, 7%; Retail Sales 9%; Tour Bus, 4% Facility Rental, 31%; Archival Fees were down by 87%, due to a large digital order. Therefore, while no change is reported but notable growth does exist.

**Non-City Grants:** 55% decrease over last year. Last year, two of annual programmatic grants were awarded earlier.

## 2018 v. 2017 Expense Comparison



## Year To Date Expenses Previous Year Comparison

**General Operating:** 2% increase over last year. While Utilities went down by 2%, Health Insurance raised mid year rendering a 2% increase; Professional Fees increased 7% dues to new Tax Reform laws; and Corporate Liability increased by 4%

**Administration:** 44% increase over last year. This is directly attributed to a 58% increase in vehicle expenses and a 44% increase in supplies.

**Mission Related Expenses:** 5% increase over last year. While Collections and Exhibits remained stable, the Education Department offered more programs.

## 2018 Balance Sheet Comparison

At the time of this report the Museum's Assets over Liabilities are up more than 8%. The Balance Sheet Comparison indicates that the Museum operates within its means, while still able to reserve funds for unexpected costs. We are in good shape for year-end expenses.

### Assets

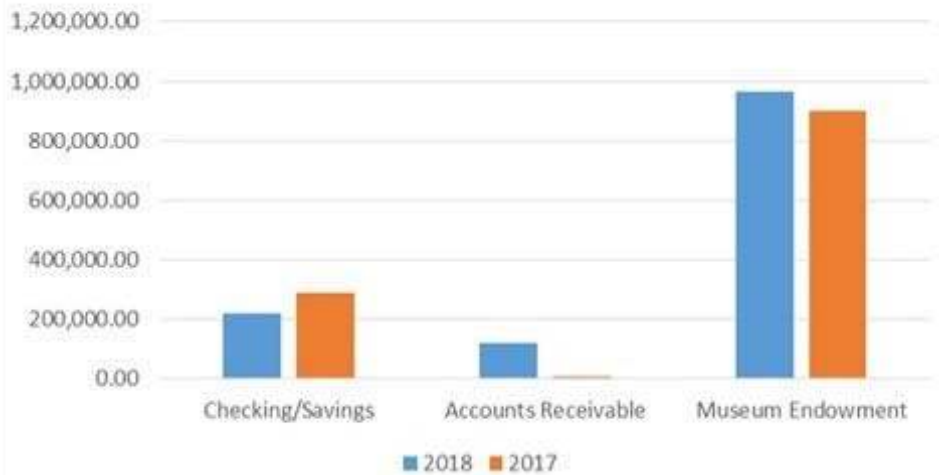
Given the timing of this report, Checking & Saving are down because our fourth quarter City Funding has not been received. City Funds are recognized in Accounts Receivable. The Endowment only reflects Q1 2018 earnings.

### Liabilities

Compared to 2017, the Museum is in a good financial position. The need to use the credit card has diminished. Overall, the minor 1% decrease in Net Income is attributed to increased cost in Professional Fees, Vehicle Expenses, and Health Insurance.



## 2018 v. 2017 Assets Comparison



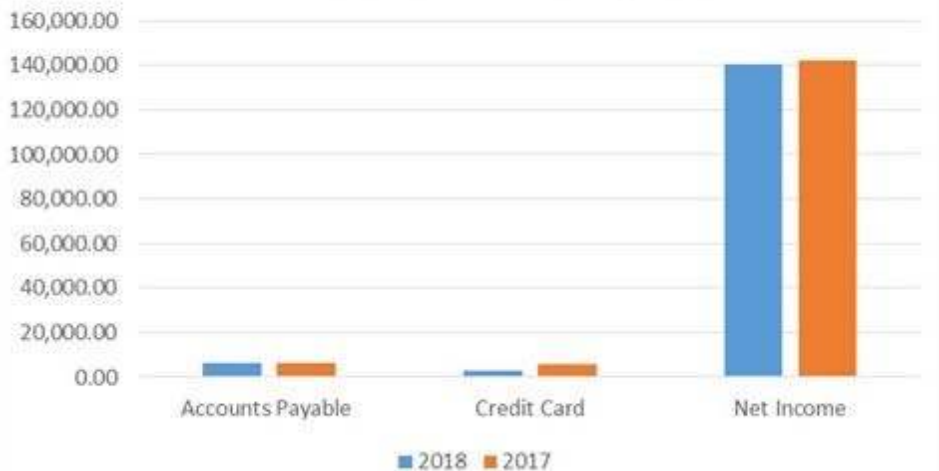
### Year To Date Assets Compared To 2017

**Checking & Savings:** 23% decrease over last year.

**Accounts Receivable:** 1,829% increase over last year.

**Museum Endowment:** 7% increase over last year.

## 2018 v. 2017 Liabilities Comparison



### Year To Date Liabilities Compared To 2017

**Accounts Payable:** 3% increase over last year.

**Credit Card:** 55% decrease over last year

**Net Income:** 1% decrease.

# 2019 Budget Summary

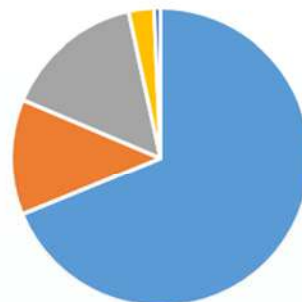
Overall, the 2019 Budget utilizes current budget data and conservatively increases some areas while it decreases other areas. As prescribed by Non-Profit Generally Accepted Accounting Principles, the 2019 Operating Budget is balanced, rendering a net zero bottom line. The 2019 Museum Operating Budget reflects a 3% increase in operations, \$690,497.

In 2018, the Museum was successful in generating non-City revenues. Given these successes, the 2019 Budget increases will be supported by increased Fund Development and Earned Revenue efforts as outlined in the Fund Development Report on the next page. Therefore, the Museum respectfully will request sustained funding of \$475,000.00, 69% of overall budget.

City Funding will support 82% of General Operating Expenses, which include: Personnel Expenses, Professional Fees, Janitorial, Utilities, Telephone/Internet, IT Services/Website, Rent and Insurance - Corporate Liability, totaling \$573,513.55.

The following graphs highlight notable Income and Expense assumptions.

## 2019 Revenues

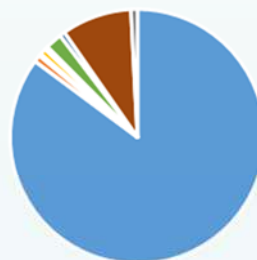


- City of Valdez
- Fund Development
- Earned Revenue
- Non-City Grants
- Miscellaneous Income

## Income Highlights

With success in Corporate and Individual giving this year, Fund development will increase by 17%. Of special note, our Annual Appeal generated 171% of projection and Corporate giving, while at 99% to date will exceed projection. Additionally, General Admissions, Tour Bus Income, Program Fees, Facility Rental and Store Sales have all performed exceptionally well this year, rendering a conservative 3% growth in Earned Revenue for 2019.

## 2019 Expenditures



- General Operating
- Collections/Archives
- Education
- Exhibits
- Public Programs
- Fundraising/Membership
- Advertising/Marketing
- Administration
- Contingency

## Expense Highlights

While the majority of expense accounts remain stable, there are a couple of notable exceptions, IT Services and Health Insurance, both supported in part by the City of Valdez funding. With the increased threat of cyber-attack, our IT contractor had to increase our monthly fees for the first time in eight years, totaling \$300 more a month. Simultaneously, Health Insurance premiums increased by 18%, totaling \$26,546 increased costs. The **Good News** is that Utilities have stabilized and even reduced. This is directly attributed to the wonderful City of Valdez Maintenance Crew who have worked tirelessly on fixing the out dated HVAC system at the Main Museum.



# Fund Development Report

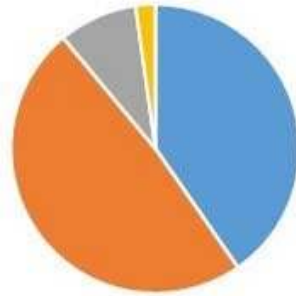
## Overview

VMHA Board and Staff will work closely to develop a dynamic Fundraising Plan. The Plan will include diverse and strategic methods that will address the changing demographic trends in how individuals, corporations and private sector granting agencies give. The giving landscape is rapidly changing as young people mature and populations diversify. Therefore, to be successful at raising money from all groups the plan will need to identify and build relationships with those donors.

How can the Valdez Museum adapt to the changing climate of raising money? The Plan will include both tried and true methods and strategies as well as adapt to the changing climates of fundraising. Each fundraising effort in the coming year will include opportunities for reaching out to younger donors. While Elder Generations give 6.2% annually, Baby Boomers are coming of age and give at the rate of 4.5% annually. Generation X (born 1965 – 1980) give at a rate of 3.9% and Millennials (born 1981-1995) give at the rate of 3.3% annually.

In addition to our annual Roadhouse Dinner, we will also employ an associate member’s campaign, host a membership appreciation party, an annual appeal letter, employ a variety of small scale event related strategies (Hurry 4 History, Yoga and Wine, and Board Garage Sale to name a few), strengthen relationships with major donors by hosting an intimate cultivation event in the Pinzon Bar, as well as obtain project centered grants for education programs, collections, and exhibits.

2019 Projections



■ Fund Development ■ Earned Revenue ■ Non-City Grants ■ Miscellaneous Income

The updated Fund Development Plan will include strategies to increase earned revenue by continuing efforts through paid programmatic offerings, continue strengthening relations with Tour Operators, develop marketing materials for facility rentals, and so much more. The following are a few highlights of 2019 assumptions, projecting an overall 8% growth given the successes in 2018 year to date actuals.

### FUND DEVELOPMENT 17% growth

**Corporate Sponsorships & Individual Giving:** 2019 Total: \$47,700.00

**Membership & Roadhouse:** 2019 Total: \$35,000.00

**Annual Appeal & Raffle:** 2019 Total: \$4,000.00

### EARNED REVENUE 3% Growth

**General Admission & Tour Bus Revenue:** 2019 Total: \$63,500.00

**Enrollment & Archive Fees:** 2019 Total: \$5,500.00

**Store Sales & Space Rental:** 2019 Total: \$35,690.00

### NON-CITY GRANTS Sustained Funding Level

**State:** With the restructuring of the State Council on the Arts, Community Arts Development Grants are being funded nearly in full. Temporary Exhibits are funded through this grant. 2019 **Total: \$4,000.00**

**Foundation:** In 2019 the Museum will sustain grants from Valdez United Way (Education & Public Programs) and Museums Alaska Collections Management Fund (Summer Intern.) 2019 **Total: \$15,000.00**





# We Are All In The Museum Business Together

## STRIVING TO MAKE MEASURABLE CHANGE IN THE COMMUNITY

Valdez, Alaska, is a remarkable place with a rich and colorful history and magnificent landscape. Our story belongs to the world and to generations to come. Held in public trust, the Valdez Museum is charged with caring for over 75,000 objects and artifacts, ranging in size from antique fire engines and pinball machines, to historical photos, letters and rare publications. As such, we are merely the “Care Takers” of the collection. The entire community of Valdez are the owners of the collections. Everything we do flows from their collections. The Museum is a natural gathering place for the community through a variety of activities and events which provide a conduit that helps build and strengthen inter-connections within the family units and within the community at large.

What better place to explore the region’s compelling stories than at the Valdez Museum. In 2018 we continued to connect people to information and ideas. From interacting with exhibits to interacting with people, the Valdez Museum is not static. At the Museum we offered a wide variety of activities that showcase collections and permanent exhibits in a new light through education and public programs. We hosted four temporary exhibits featuring local and regional arts, as well as with Chugachmuit, Inc. we featured rotating native heritage kits in the Native Gallery. 2018 highlights are featured in the following Collections, Exhibits, Education and Public Programs reports. Providing meaningful offerings to both locals and out of town guests that come to visit during the summer, I think you will find that our offerings have been inclusive to all visitors as well as engaging.

As we strive to make measurable change in the community, we provided research, information, entertainment, education and most importantly preservation of the history of Valdez. We were part of a vibrant community, reaching out to deepen our relationship with other cultural, education, health and welfare agencies. As a natural gathering place for the community through a variety of activities and events, in 2018 we saw positive growth in all areas. Public Programs, such as Tuesday Nite History Talks, guided tours of Old Town, Summer Camp, and Artist Workshops increased 18%. Summer operations saw growth in General and Tour Bus Admissions, 7% and 4% respectively. Keeping the momentum going, fall 2018 is shaping up to be equally remarkable with inclusive and engaging offerings.

The Museum is alive and well! If you have not been to the Valdez Museum for a while, come on in. The Museum is more than a place to store artifacts and objects. This is your Museum. My door is always open and the coffee is on so please feel free to swing by.

Patricia Relay  
Executive Director

## CULTURAL & ECONOMIC IMPACT

2018 has been a year that the Museum is grounded in a strong sense of responsibility to contributing to the region’s cultural and economic development. We:

- Contribute to the development of our community.
- Provide opportunities for education and learning.
- Build human capital through building social networks,
- More importantly, attract tourists to the area, stimulating the economy and creating employment.

In response to this obligation, the Valdez Museum has played an important role in fostering a “sense of community” by sharing the stories of our lives here in the Prince William Sound area while allowing for easy interaction among community members at exhibits, lectures, and presentations. The Museum functions as a place of ideas and education.



## Collections Management

Since 2008, the Museum has employed a summer intern in re-cataloging its collection item by item. This past year, Katie MacKenzie was hired through Museums Alaska's Collection Management Fund grant to continue the project. In total, she created 553 new collection records and updated collection records for 26 additional items. In addition to cataloging, she fabricated rehousing for approximately 75 items to preserve them in archival housing. Acquisition records were created for about 50 accessions (sets of items), including materials recently acquired through donation and 20 items that were found in the collection.

From October 1, 2017, through September 30, 2018, the Valdez Museum has added eighteen accessions to its collections, encompassing approximately 350 individually catalogued items. The total number of items is approximately 500 to 600, due to as-yet-uncatalogued acquisitions.

## Digitization

The Museum has increased its outreach and accessibility through its online PastPerfect database, which allows users to access over 7,000 VMHA collection records. The Collections department has undertaken an initiative to scan its photographic collections. In 2018, the Museum digitized significant collections such as the Army Corps of Engineers collection of Valdez reconstruction 1964-1967; the Barry Wulff collection of approximately 300 Gold Rush-era photographs; the Joe Tobasco collection of images of 1940s-60s Valdez life; and archiving the Finfer collection of the personal archive of head city planner Paul Finfer, instrumental in the 1964-67 relocation of Valdez.

## Archives

The Museum's archives have continued to be a valuable resource for researchers. Approximately 120 reference questions were fielded between October 1, 2017 and September 30, 2018. Questions were received via email, telephone, and in-person visits. Typical research questions involve genealogical research, fact checking for reporters on historical topics, and research assistance for professional historians seeking to publish their books or papers. Significant research projects this past year include: a PBS film crew producing a documentary on the Good Friday Earthquake; new research into the maps of Addison Powell; and XRF spectral analysis of objects in the Museum's Alaska Native collection.

## Acquisition Highlights

- 1909 letters of correspondence concerning the construction efforts of the Valdez-Yukon Railway.
- Jill and Gordon Spunich collection: Set of photographs and ephemera by a Fort Liscum soldier and his wife, 1910s—1940s.
- Golden North Hotel Ephemera: Photographs and documents from the family of Hal Barnett, c. 1940s. Materials highlight the Golden North Hotel in Valdez, and locations around Chitina.
- EXXON VALDEZ OIL SPILL COLLECTION: Memoir and memorabilia of Thomas Gillette, a marine engineer present in Valdez during the EVOS cleanup.
- NEAL HERRING COLLECTION: Collection of nearly 300 photographs, letters, and documents from Old Valdez, including 143 love letters between a husband and wife.



## 2017—2018 Temporary Exhibits

### ■ *Inspired & Acquired*

September 22 – January 7, 2018  
Reception September 22, 5-7 PM  
Featuring fine art from the VMHA collection purchased through the Rasmuson Foundation Art Acquisition Initiative grant.

### ■ *Stitched: Quilts by Maria Shell*

January 12 —March 11  
Reception January 12, 5-7 PM  
Contemporary quilting and textile designs from former Valdez resident Maria Shell.

### ■ *Spring Into Art 2018: Annual Student Art Show*

March 22 – May 3  
Reception March 23, 4-6 PM  
Featuring over 300 recent works by Valdez students, displayed at the Valdez Museum and the Visitors Center.

### ■ *Painting at the End of the Ice Age*

May 18—September 7  
Reception May 18, 5-7 PM  
The science and art of glaciers in an age of climate change. Oil paintings by Cordova artist David Rosenthal.

### ■ *Journey By Sea*

September 21, 2018 – January 4, 2019  
Reception September 21, 5-7 PM  
Paintings and journals inspired by the artist's kayak trips around Prince William Sound, by Seward artist Justine Pechuzal.



## TEMPORARY EXHIBITIONS

The Valdez Museum displayed five temporary exhibitions from September 2017 through September 2018 (see sidebar). Temporary exhibitions typically run about 3 months on a quarterly basis, and highlight local and regional arts and culture, and the history and culture within the museum's geographical scope. In response to visitor requests, exhibits staff strived for more balance between artistic and historic content with two of its five exhibitions being centered on objects from the museum's collection. The museum's exhibition calendar is currently booked through 2020 and partly into 2021.

## PERMANENT EXHIBITIONS

As there are discussions for options regarding a new museum facility still underway, permanent exhibition upgrades have been placed on hold, with no large-scale upgrades being planned for the near future. Permanent exhibit development for 2018 has been primarily limited to upkeep and repair to maintain its existing historical exhibits, with only minor upgrades planned for the time being.

## NATIVE GALLERY

The VMHA continues its partnership with Chugachmiut, incorporating the organization's Alaska Native Heritage Kits into the museum gallery and interpretation. Heritage kits hosted this past year were: *Honoring the Seal*; *Gathering Plants to Eat*; and *Cuumi Iqalluggsuucillrat Iqalluk: Old [Salmon] Fishing* (forthcoming).





## EDUCATION

### Outreach

Outreach numbers were up significantly this year with calls for the VMHA educator to make presentations on the history of Valdez to travelers gathered at Tsaina Lodge; attend a weeklong retreat with Native elders in Whittier; and review the Pratt Museum's master interpretive plan and modified exhibit program of the future.

### Documentation & Evaluation

The museum continues to employ front end, formative, remedial and summative evaluation tools to analyze the visitor experience and determine learning outcomes at the Valdez Museum. Small but powerful changes are regularly made to exhibits and programs that lead to an enhanced public program.



## Education

### MUSEUM EDUCATION'S COMMUNITY IMPACT

The Valdez Museum's education department plays a vital role in the community, fostering life-long learning and a growing interest in regional history and culture. In 2018 the VMHA educator taught students gathered at the Museum, in public school classrooms and in the great outdoors, all at no or little cost to the learner.

Oftentimes, students were given the rare opportunity to learn from originals that conveyed the important stories of the region. Education efforts were paired with mission-driven public programs and dovetailed with school curriculum. Lessons featured the 1898 gold rush, Alaskan history makers, earthquakes and tsunamis, Native culture and practice, and the arts to name a few.

The VMHA educator made 4600 contacts during the reporting year through its education initiatives, public programs, community events, collaborations and outreach. This is a dramatic increase from last year of nearly 1200 contacts. Higher reported numbers reflect expanded outreach and a growing demand for the education department's expertise and experience. 910 contacts were made through educational programs during the reporting year.

### TEACHING REGIONAL HISTORY AND CULTURE

The Museum collaborated with 4<sup>th</sup> and 7<sup>th</sup> grade educators and their students to teach about the 1898 gold rush. Elementary students panned for (fake) gold and studied original gold rush artifacts from the VMHA's collection.

7<sup>th</sup> graders paddled to Old Town in September, gathered around a fire and donned mustaches and bowler hats, then performed a skit, featuring Lillian Moore and Joe Bourke, two '98ers who didn't strike it rich, but became key members of the original Old Town. Students participated in a fire starting competition and bartered with GMS principal Rod Morrison.

All three third grade classes visited the Remembering Old Valdez Exhibit in the spring of 2018 and then walked Old Town with the museum educator as guide. At school they played a historic figure game created by the VMHA and observed old photos of the period carefully in an effort to determine the story that was unfolding in each picture.

Through a fully funded Chuagachmiut grant that supports elders teaching in the schools and in collaboration with the museum, Sugpiaq artist June Pardue came to Valdez in January. Here she taught the vanishing art of the waterproof stitch employed when making seal gut parkas, first to 9<sup>th</sup> grade Home EC students, then at the Museum to homeschool families and finally at the Valdez Native Tribe to a gathering of more than 45 elders and tribal members.

## PUBLIC PROGRAM HIGHLIGHTS

**Old Town Walking Tours:** Guided tours of Old Town during the spring, summer and fall remain a staple of the Museum's program linking what visitors learn at both museum locations with experiences at the original town site. 16 tours of OT and 2 of New Valdez were scheduled in 2018.

**Lectures:** "Tuesday Nite History Talks," offered the fourth Tuesday of the month in 2018, drew regular groups of 15 to 25 attendees. Topics ranged from the first ascent of Mt Shouplina to the "Mystery of the Dragon Rifle" housed in the VMHA's collection. The Museum brought USGS geologist Dr. Peter Haeussler to Valdez. He lectured at the Civic Center and taught in middle and high school classrooms about the latest scientific findings related to the 1964 earthquake.

**Hands-on History and Art Camp:** Eighteen students participated. Campers learned about the region's natural history and Native culture; trekked to the Valdez Glacier and Old Town and visited the community garden. At the Museum they crafted rattles and sewed beaded pouches, reminiscent of those used by the Alutiiq people.

**12 FREE Days of Christmas and Free Fridays:** 192 people gathered at the Museum in December to craft and socialize. Free Fridays launched in February, bringing 165 community members to the Museum to see the latest exhibits and engage in activities.

**Art Workshops:** 11 local artists participated in Cordova artist David Rosenthal's painting workshop and 13 Valdez sewers studied with celebrated quilt artist and author Maria Shell. Both artists' work was exhibited at the Museum during 2018.



## PUBLIC PROGRAMS

Programs at the Museum arise from a variety of sources. They flow out of changing exhibits in Egan Commons and heritage kits on loan from Chugachmiut, Inc, that are displayed in the Native Gallery. A balanced museum program gives locals the opportunity to create visual art and brings experts to the community to teach about regional history and Valdez' unique geography and geology. 995 contacts were made through public programs this year.

## COLLABORATIONS

It is through collaborations with other organizations and individuals that many museum and community programs grow and flourish. In late 2017 and for most of 2018, the museum collaborated with these community partners:

- City of Valdez
- Valdez Community Visitors Bureau
- Valdez Consortium Library
- Valdez Parks and Rec
- Valdez Public Schools
- Valdez Native Tribe
- FOCUS Homeschools
- Valdez Home School Association
- Valdez Gold Rush Days
- KVAK Frosty Fever
- Valdez Literacy Council

The VMHA celebrated Gold Rush Days with free admission and lemonade and gave guided tours of OT and new Valdez. The museum provided hot drinks and cookies at the Christmas tree lighting for more than 100. Museum staff mounted the student art show at the VCVB (in the wake of the library's renovations) and at the Museum. The VMHA educator read to families gathered at HHES in support of literacy and the value of a very good story.





## 2018 Volunteer Recognition

### Volunteers

Volunteering is generally considered a selfless activity where an individual or group provides services for no financial gain. Volunteers at the Museum come in all shapes and sizes. We rely on volunteers to serve on our governing Board; to help out on committees like Roadhouse, the Strategic Planning Committee, the Finance Committee to name a few; support our mission driven programs in education, exhibitions, collections and events; and to help with a variety of miscellaneous tasks such as summer and winter readiness and bulk mailings. We could not have accomplished our program of work without the help of our dedicated board of directors, committees, and community members who volunteered. We are so grateful for the time, commitment and compassion volunteers show to the service of the Valdez Museum over the past year.

#### Why Volunteer?

*"Volunteering is fun and it gives me an opportunity to learn something new."*  
Donna Lane

*"I love this community; its generosity, its communal involvement, its desire to want the best for our youth without ignoring the needs of our elders. I've always loved museums, libraries, and sports – so when there is an opportunity to support those programs I'll take it, just like many others in Valdez do."* Dwight Morrison

*"I support the Valdez Museum because it is a both a time capsule and an evolving biography that contains the past and present essence of my home town and surrounding area which is so dear to me."* Gary Minish

*"I really like helping in the community and meeting and working with all of the other people who also like to get involved. I also really like being there to see a project through from start to finish."* Gary Warner

|                            |                      |                     |
|----------------------------|----------------------|---------------------|
| Betty Mc Intosh            | Jason Smilie         | Martha Barberio     |
| Bob Morris                 | Jane Haltness        | Mary Mehlberg       |
| Bryan Vincent              | Janis Johnson        | Matt Kinney         |
| Cindy Unger                | Jay Yunker           | Michelle Cullen     |
| Daisy Hedberg              | Jeanne Passin        | Mike Franklin       |
| David Rosenthal            | Jeff Johnson         | Pat Cables          |
| Deb Yamakami               | Jenna Compehos       | Polly Page          |
| Diane Gibbs                | Jeremy Young         | Rich Dunkin         |
| Donna Lane                 | Joanne Winney        | Rosemary Lull       |
| Dr. Peter Haeussler        | Joey Eastman         | Sandy Johns         |
| Dwight Morrison            | Justine Pechuzal     | Sara Irwin Goudreau |
| Ed Davis                   | Kaitlin Pabo Eulberg | Sheila Mann         |
| Ed Pinsky                  | Karen Allred         | Spike Gilson        |
| Erica Shirk                | Kate Duga            | Stephanie Vlasoff   |
| Gail Johnson               | Kathrine Walters     | Steve Goudreau      |
| Gary Minish                | Kathy Hayden         | Steven Webber       |
| Gary Warner                | Kathy Nielsen        | Stuart Relay        |
| Genita Cabitec             | Kena Blood           | Tara Yunker         |
| Georgia Ann Christofferson | Kris Hastings        | Tina Blood          |
| Glen Sodergren             | Linda Ayer           | Tina Fifarek        |
| Gloria McAlister           | Linda Brandenburg    | Todd Bagetis        |
| Helen Morris               | Lois Gilson          | Tom McAlister       |
| Isabella Anne Smelcer      | Maggie Nylund        | Vinnie Colapietro   |
| Jack Smilie                | Maria Shell          | Wendy Robertson     |

## Overview

It is only through the generosity of our donors who support our wonderful Museum that we can continue to provide meaningful programs and services to Valdez, the Copper River Basin, and Prince William Sound, Alaska. The Museum's ability to welcome visitors from around the world goes beyond keeping the building warm and the lights on. It extends to all facets of community outreach as well as providing quality and innovative programming. As a non-profit organization we rely on loyal donors to help us meet those expenses. In addition to our annual Roadhouse Dinner and Associate Membership program, we rely on Individuals, Businesses, Corporations, and granting agencies.

## Why donors give?

*"I love the Valdez Museum! I never tire of visiting and I always learn something new. I am continually impressed with the Museum staff and the quality of the exhibits and programs that the Museum offers. I see the Museum as not just the sum of the artifacts held inside but as a living representation of the - people - of this region; past, present and future. The Museum is vibrant, personally inspiring." Karen Allred*



## Individual Donors

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Museums Alaska

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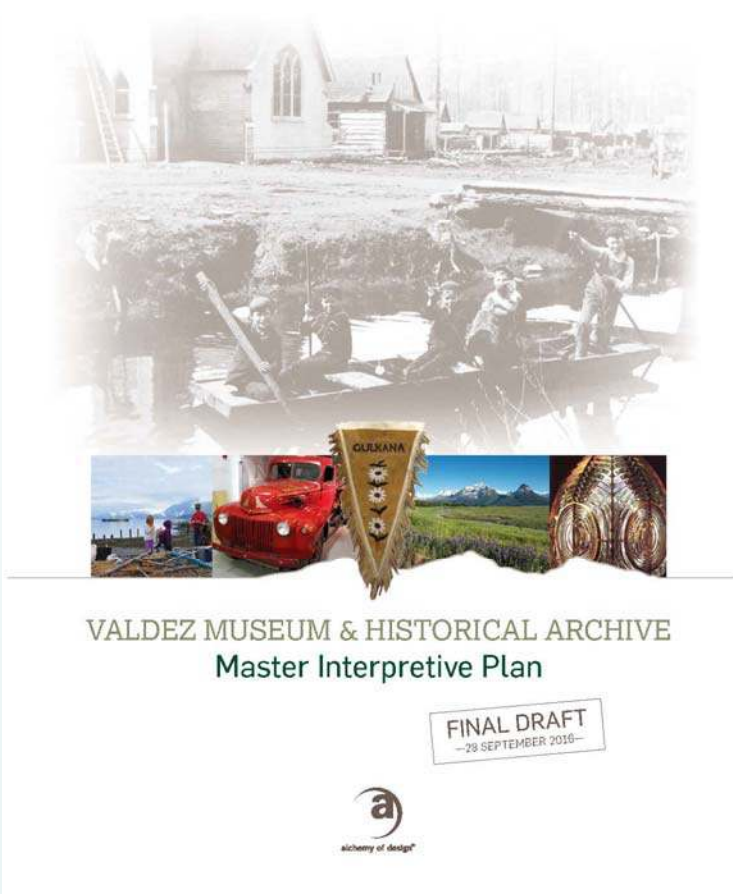
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Patrick O'Neay  
Peter Marsh  
Philip Price  
Scott Semans  
Thomas Gillette

The Museum Board and Staff are committed to consolidating the Museum’s facilities into one structure to ensure future sustainability of the Valdez Museum. Since the completion of the Master Interpretive Plan, Board and Staff have worked with City Administration to figure out how to move forward:

- Site Selection
- Yellow Warehouse Discussions
- Memo of Agreement Drafted

While the City develops a Comprehensive Plan, Board and Staff will continue to communicate the needs of the Museum.



## WHAT VISITORS ARE SAYING

### WORDS OFTEN USED

OUTSTANDING, NICE, INTERESTING, COOL, GROOVY  
PLACE, VERY INFORMATIVE, AMAZING,  
UNBELIEVABLE, BEAUTIFUL

### COMMENTS

*“One of the best museums so far. Awesome!” ~ “Thanks for keeping the Alaskan spirit alive.”*

Bob and Joan, Corvina, CA

*“Great learning experience! Other museums should be built like this one!”*

Patrick Sagal, Aspen, CO

*“Always a fun time and always learn something new.”*

Amanda Marquardt, Valdez, AK

*“Small and very beautiful. Thank you!” ~*

Monika and Nick, Switzerland

*“A really well layed out museum with interesting exhibits. Really enjoyed our time here.”*

Rick and Shelagh Salt, Manchester, England

*“The paintings are beautiful beyond description, the equipment well restored. Thanks.” ~*

Roy and Nancy Gregory, Apple Valley, UT

*“Impressive and informative, 50 years in Alaska and I learned so much I never knew.”*

Rosanne Gilfillan, Anchorage, AK