

# Annual Report 2019



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: Tom McAlister
- Treasurer: Michelle Cullen
- Member: Jhon Alegado
- Member: Spike Gilson
- Member: Donna Lane
- Member: Sarah Rountree
- Member: Rich Dunkin
- 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
- Madeline McCurley
- Danny Tapp
- Ally Metzger
- Jeanne Rasmussen
- Jeri Devens

As we approach the end of another year, the Staff and Board of Directors of the Valdez Museum have taken a backwards look at events, challenges and accomplishments and a forward look to new goals, expected challenges and future plans. As you peruse the contents of this review you will see for yourselves that the state of the Valdez Museum is strong and optimistic.

One of the challenges of the year has been the turnover of Board Directors. Previous Directors have left the board due to changes and events in their personal life or moving out of town. The good news is that we have been able to find new Directors that are enthusiastic, talented and committed to the success of the Museum. We still have openings, but have been able to maintain an active quorum. The Committee Report section of this review provides a good sense of the activities and commitments of the Board members.

Speaking of challenges; developing a responsible and attainable budget and adhering to that budget is probably the greatest difficulty of any organization, let alone a non-profit with volunteer management. In our case, we are very fortunate as we have an exceptional Museum Director who maintains an accurate financial record and works closely with our finance committee to build a budget that is comprehensive and achievable. A good budget has no value if it is not adhered to, and once again the Museum is very fortunate. Our Museum Director is very effective at soliciting and securing the ever important grants that are a critical part of our income, plus all of the Staff keep a close eye on the budget throughout the year and carefully control the expenditures (sometimes even making personal sacrifices) to ensure we stay within the limits. A good portion of this review is dedicated to a high level but thorough overview of our financial performance. If you read the annotations while viewing the charts and graphs you should have a good understanding of the various financial aspects involved in the operation and maintenance of our Museum.

In order to fully appreciate the Museum and the return on investment, we have included sections in this review that describe the many activities and accomplishments that we have performed throughout the year. This portion gets to the heart of what it is all about and provides details of the various functions and processes that make the Museum what it is. It includes a section on Collections Management which covers this year's activities from acquisition of items to storage and document archiving. There is also a piece describing the temporary exhibitions that have taken place as well as the status of the permanent exhibitions and special galleries. Many people probably think of the Museum as a static display of historical items so there is only a need to visit once. That would be a mistake because the temporary exhibits change through the year and often involve displays of current artwork from local artists. One of the most dynamic functions of the Museum is the educational and public program activities that cover a multitude of subjects for everyone from children to adults. There are a few pages that provide some details on what happened so far this year.

As for future challenges and plans, the Museum Board and Staff are still working hard to achieve our goal of consolidation. We are working closely with the City to plan our future Museum and have been actively informing and surveying the public to gauge and obtain the general support that we will need.

Last, but not least, is recognition for all of the volunteers and monetary contributors that are such critical support for the Museum. It is extremely important to remember that the Museum exists for and belongs to the people of Valdez. Therefore, it is a special thing when those citizens exercise their ownership and personally contribute to the viability of their investment. Those of us on the Board of Directors and the Staff very sincerely appreciate your involvement and help!

## FINANCE COMMITTEE

Chairperson: Michelle Cullen. In addition to developing this year's organizational operating budget through 2020 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: Kaitlin Pabo-Eulberg, 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 - testified at Finance hearings supporting state funding on a variety of issues.
- Federal - monitored funding for the Endowments and the IMLS.

As the Museum plans for the future, the Committee played an important role in developing and crafting outreach materials for building a new museum.

## BUILDING COMMITTEE: Martha Barberio, Chairperson

Over the last year, the committee not only continued to be involved in Yellow Warehouse discussions, but was actively involved in new museum planning. With the Memo of Understanding entered into between the City of Valdez and the Museum, the Committee played an important role in the site selection process as well as supporting the Advocacy Committee in developing a Communications Plan.

## ENDOWMENT COMMITTEE: Vacant, Chairperson

While the Committee has not met, the long term goal is to work 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: Donna Lane, Chairperson

While a long term membership recruitment plan has not been undertaken, the Committee engaged in coordinating an annual holiday gathering and sent out thank you cards to new and renewing members.

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

Museum Staff continue 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: Donna Lane, Chairperson

The Annual Event raises 10% of the Museum's 29% share of our annual operating budget. This year we are honoring the United States Coast Guard here in Valdez with the theme: "Row'd House Dinner Fundraiser" honoring all Coast Guard members past and present.

## STRATEGIC PLANNING COMMITTEE: Gary Minish, Chairperson

In May of 2018 the VMHA Board of Directors and Staff met to update and re-affirm the Museum's strategic direction. Given that progress has been made on building a new Museum, the Committee met to recommend changes to Goal 4, articulating steps through design and development of a new facility.



## 2019 Budget v Actual Summary

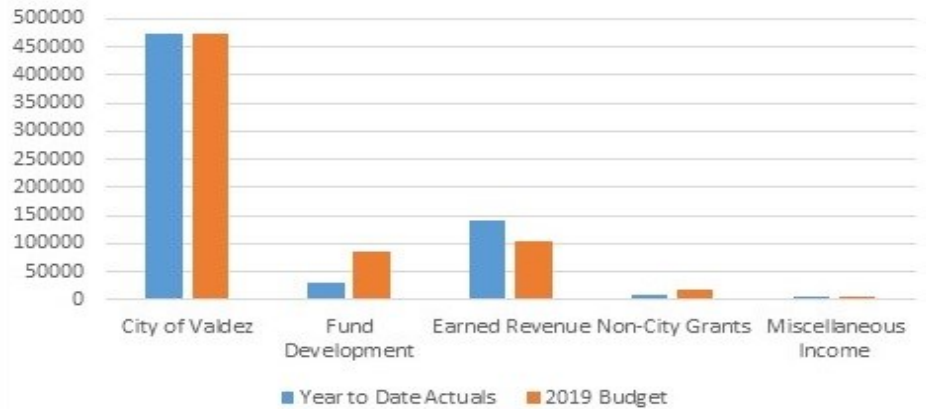
Overall, the 2019 Budget has performed exceptionally well. Given that the Financial Statement utilized to provide this analysis was generated on September 13, 2019, fourth quarter performance will continue to increase revenues. At the time of this report, we have generated 95% of our expected revenues and expended 68% of projected expenses for 2019.

While the majority of the Museum's annual income is generated from the City of Valdez, we have had an exceptional year generating Earned Revenues with the return of Cruise Ships.

In 2019 Museum Board and Staff maintained the philosophy of conservative spending, insuring that we would be in good shape for year-end expenses remitted on January 5, 2020. With minor exceptions, all expenses accounts are performing as anticipated.



## 2019 Income Budget v. Actual

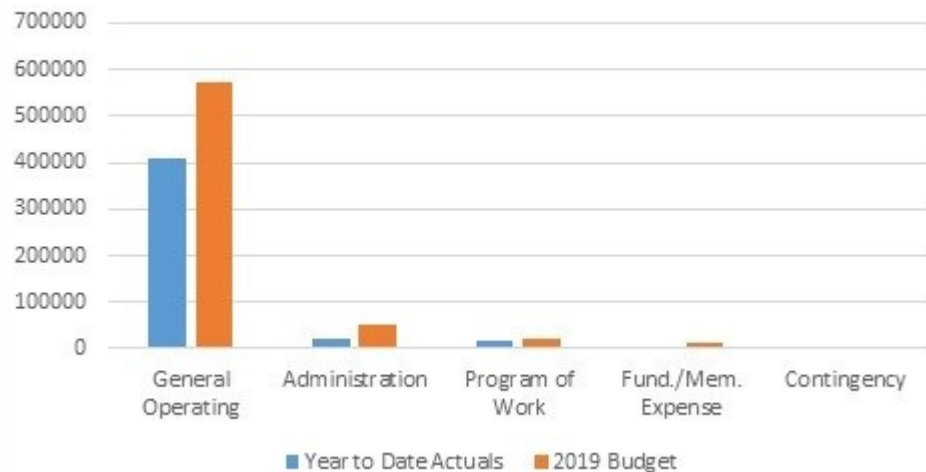


**Fund Development: 36%** At the time of this report income from Roadhouse is not reported. When Roadhouse and other 4th Quarter efforts are included, this account will likely exceed projections.

**Earned Revenue: 134%** With the return of Cruise Ships, our Admissions and Store Sales did exceptional. We also new service fees for Tour Guides and Presenters

**Non-City Grants: 66%** 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.

## 2019 Expenses Budget v. Actual



**General Operating: 71%** Entering into the fourth quarter of operations, all accounts are performing well.

**Administration: 44%** Funded by Earned Revenue and Fundraising efforts, all accounts are performing as anticipated.

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

## 2019 P&L Previous Year Comparison

The analysis for this report is based on Financial Statements generated on September 13, 2019. At the time of this report, we have increased revenues by 5% and increased expenses by 3%.

In 2017 we began the year with a \$21,000 deficit. Over the last two years we have continued to make do with less and generated new sources of revenue. This continued effort has paid off. Board and Staff continued to aggressively secure non-City funding through Fund Development, Earned Revenue and Non-City grants. These efforts paid off with increasing Earn Revenue by 46% and sustaining Fund Developments in 2019.

In 2019 the Executive Director discontinued purchasing operating supplies, increasing spending in General Operations this year. Conversely, we also saw a notable decrease in vehicle expenses.



## 2019 v. 2018 Income Comparison



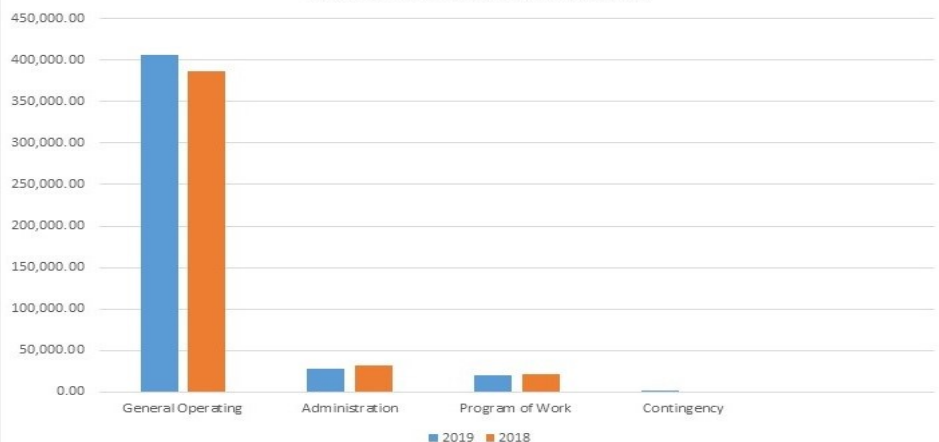
## Year To Date Income Previous Year Comparison

**Fund Development:** 22% decrease over last year. Last year we received more in-kind donated services as well as higher levels of Corporate Sponsorships. We are maintaining sponsors, although at a lower level.

**Earned Revenue:** 46% increase over last year. The increase is directly attributed to cruise ship visitor attendance and subsequently increase retail sales. .

**Non-City Grants:** 33% decrease over last year. Compared to last year, United Way of Valdez award was reduced by \$5,000.

## 2019 v. 2018 Expense Comparison



## Year To Date Expenses Previous Year Comparison

**General Operating:** 5% increase over last year. While Utilities, Professional Fees, and Telephone remained stable, Personnel Expenses increased to cover the costs for increased summer operations and employee benefits.

**Administration:** 12% decrease over last year. The decrease is a result of no maintenance cost for the old Museum van.

**Program of Expenses:** 2% decrease over last year. Last year the Collections Intern costs were expended in the summer. This year they are just being incurred.

## 2019 Balance Sheet Comparison

At the time of this report the Museum's Assets over Liabilities are up by 3%. 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

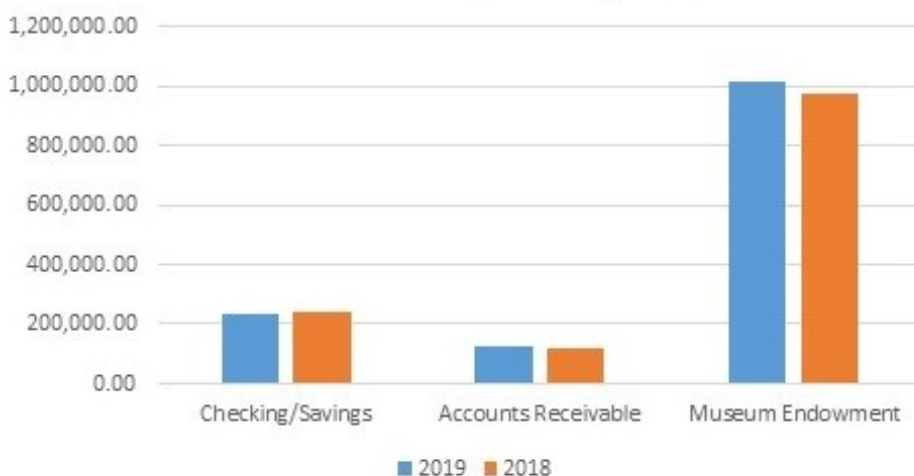
With the successful summer season of hosting cruise ship passengers, we recouped funds from the purchase of the new Van. City Funds are recognized in Accounts Receivable. The Endowment reflects Q1 & Q2 2019 earnings.

### Liabilities

While Accounts Payable and the Credit Card reflect notable variance, the reason is the timing of payments. Overall, the Museum's Net Income indicates that we have operated within our means and have successfully generated new and additional revenues.



## 2019 v. 2018 Assets Comparison



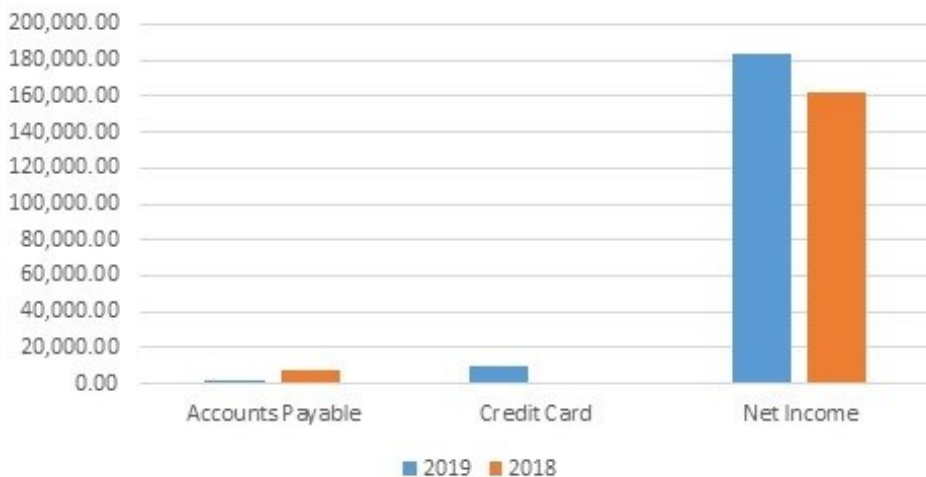
## Year To Date Assets Compared To 2018

**Checking & Savings:** 1.32% decrease over last year.

**Accounts Receivable:** 3.98% increase over last year. In addition to the City Funds, we have a number of Roadhouse sponsor invoices pending

**Museum Endowment:** 4.8% increase over last year.

## 2019 v. 2018 Liabilities Comparison



## Year To Date Liabilities Compared To 2019

**Accounts Payable:** 71% decrease over last year.

**Credit Card:** 1,500% increase over last year. The increase is directly attributed to the timing of the credit card payment. There are no extraordinary purchases.

**Net Income:** 13% increase.

## 2020 Budget Summary

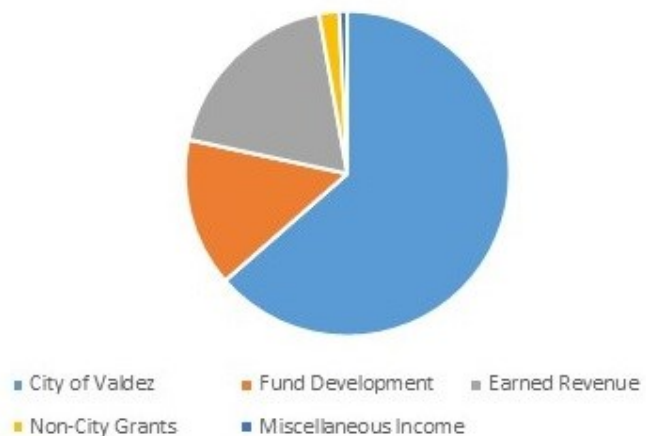
Overall, the 2020 Budget utilizes current budget data and conservatively increases some areas while it decreases other areas. As prescribed by Non-Profit Generally Accepted Accounting Principles, the 2020 Operating Budget is balanced, rendering a net zero bottom line. The 2020 Museum Operating Budget reflects a 10% increase in operations, \$747,218.

In 2019, the Museum was successful in generating increased earned revenues from the return of Cruise Ships. Given these successes, the 2020 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, 64% of overall budget, a 7% reduction from the previous year.

City Funding will support 80% of General Operating Expenses, which include: Personnel Expenses, Professional Fees, Janitorial, Utilities, Telephone/Internet, IT Services/Website, Rent and Insurance - Corporate Liability, totaling \$591,671.

The following graphs highlight notable Income and Expense assumptions.

2020 Revenues



With success in Admissions and Store Sales this year, Earn Revenue will increase by 52%. Of special note, our Group rate generated 585% of projection and Store Sales, while at 118% of projection. Additionally, Corporate & Individual giving was sustained with small growth as well. New this year, we generated additional revenues for supplying presenters and tour guides for Cruise Ships, amounting to an additional \$6,950. This new revenue stream is included in the 2020 budget as well.

2020 Expenditures



## Expense Highlights

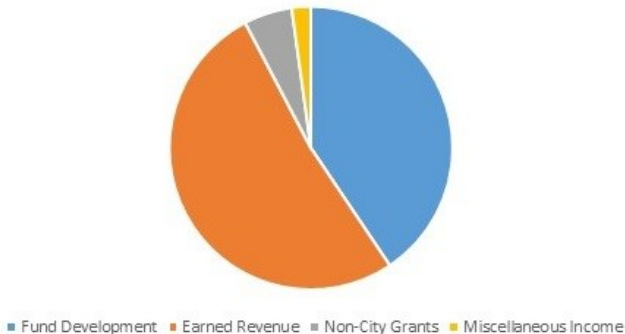
While the majority of expense accounts remain stable, there are a couple of notable exceptions, Personnel expenses increased 7%, supported in part by the City of Valdez funding and Special Projects increased 100%, supported by Reserve Funds for Annex Exterior. With the increased revenues generated through Earned Revenues, the remaining 20% of General Operations will be supported. Additionally, for the first time in over 3 years, staff training and travel have been reintroduced, supported by earned revenues. The **Good News** is that while we will increase costs for human resources and special projects, all other accounts remain stable with minor increases.





# Fund Development Report

2020 Fund Development



## 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.

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 2020 assumptions, projecting an overall 11% growth given the successes in 2019 year to date actuals.

## FUND DEVELOPMENT 27% growth

**Corporate Sponsorships & Individual Giving:** 2020 Total: \$71,200.00

**Membership & Roadhouse:** 2020 Total: \$35,000.00

**Annual Appeal & Raffle:** 2020 Total: \$4,300.00

## EARNED REVENUE 52% Growth

**General Admission & Tour Bus Revenue:** 2020 Total: \$89,950.00

**Enrollment, Guide Income & Archive Fees:** 2020 Total: \$16,500.00

**Store Sales & Space Rental:** 2020 Total: \$52,825.00

## NON-CITY GRANTS 1% Decrease

**State:** With the uncertainty of the State Council on the Arts, Community Arts Development Grants are not a sure thing. Now that the Council has been reinstated, we are hopefully a full award will be granted. . 2020 **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) & CVEA Community Foundation (Exhibits.) 2020 **Total: \$11,000.00**





# The Past Is An Investment In Our Future

## NAVIGATING THE ROAD AHEAD

Valdez, Alaska, is a remarkable place with its 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 “Care Takers” of the collection. The entire community of Valdez owns the collection. Everything we do flows from their collection. The Museum is a natural gathering place for the community through a variety of activities and events which provide a conduit to help build and strengthen inter-connections within family units and the community at large.

What better place to explore the region’s compelling stories than at the Valdez Museum? **In 2019 you may have noticed the Board and Staff have been out in the community to raise public awareness on why to build a new museum.** Our goal is to gather feedback from the community, distribute our new outreach brochure, answer questions and conduct a survey. Results from this effort are outlined on the back page of this report. A capital project such as a new museum is not about the building. A new building is about what happens inside the facility. From interacting with exhibits to interacting with people, the Valdez Museum is not static.

Over the last year we continued to offer a wide variety of activities that showcase collections and permanent exhibits in a new light through education and public programs. In 2019 we hosted four temporary exhibits featuring local and regional arts, and with Chugachmuit, Inc. we featured rotating native heritage kits in the Native Gallery. **2019 highlights are featured in the following Collections, Exhibits, Education and Public Programs reports.** Our goal is to provide meaningful offerings to locals and out of town guests who visit during the summer. I think you will find that our offerings have been inclusive and engaging to all museum visitors.

In an effort to make measurable change in the community we played an active role by offering shore excursions to the returning cruise ships as well as providing 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, educational, health and welfare agencies. **In 2019, as a natural gathering place for the community through a variety of activities and events we saw positive growth in all areas, especially Earned Revenue, as noted in the finance reports.** Overall, Earned Revenue saw a 46% growth with notable growth in Group Admissions, Store Sales and, new this year, Tour Guide income. Keeping the momentum going, fall 2019 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

2019 has been a year that the Museum is grounded in a strong sense of responsibility for 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 year, VMHA did not receive a grant for a summer intern, but the Museum reapplied and received funding for a 4th quarter intern, hiring Megan Murray through Museums Alaska's Collection Management Fund grant to continue the project. The Museum has taken advantage of the timing to perform work at the Annex that would not be possible when the building is open to the public. Ms. Murray is working with items stored on the Museum mezzanine, which has been completely cleared in order to refurbish the space for better collection storage conditions (see photo detail to the left.)

From October 1, 2018, through September 20, 2019, the Valdez Museum has added 63 individual items to its collections and updated over 360 existing records. The total number of new and updated collection records is anticipated to be much higher by the end of the year due to the collection management project in progress.

## 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 2019, the Museum digitized significant collections such as the Mike Beaudion collection documenting construction on the Copper River Highway; and the Ashton collection of never-before-seen glass plate negatives by P.S. Hunt.

## Archives

The Museum's archives have continued to be a valuable resource for researchers. Approximately 110 reference questions were fielded between October 1, 2018 and September 30, 2019. 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: new research on the Keystone Canyon Shootout, consultation for signage content for the Allison Creek Hydroelectric Project site, and research assistance for a local author regarding post-Earthquake relocation.

### Acquisition Highlights

- Collection of documents, licenses, and correspondence dating c.1910 – 1920, from the U.S. Marshall's office and Chitina founder O.A. Nelson.
- Ship's steering wheel from the historical U.S. Revenue Cutter Bear. This vessel patrolled Alaskan coastal waters during Valdez's formative years of the late 1890s to c. 1920. To be displayed late 2019/early 2020.
- A 100-year-old silk American flag purportedly made in Valdez and owned by collector Eva Y. Taylor.
- Painting of Old Town by Elizabeth Winter, 1934. Winter was a longtime resident and dress-shop owner in Valdez, born in Katalla in 1918. The painting was a gift to M/V Gypsy captain David Vietti.



## 2018—2019 Temporary Exhibits

- *Planetary Alaska: Art by Erica Shirk*  
January 18 — March 8, 2019  
Reduction process woodblock prints and monotype prints, exploring the wonders of the geology of Alaska, not only as geological features, but also as a millennia-long geological process.
- *Spring Into Art 2018: Annual Student Art Show*  
March 22 — May 3  
Reception March 29, 5-7 PM  
Featuring over 300 recent works by Valdez students, displayed at the Valdez Museum and the Valdez Consortium Library.
- *On Beyond Ziegler*  
May 10 — September 8  
Reception May 10, 5-7 PM  
Highlighting the works of esteemed early Valdez artists such as Ziegler and Lawrence, and examining the work and careers of the lesser-known artists that followed them.
- *Wild Rivers: Works by Deland Anderson*  
September 20, 2019 — January 5, 2020  
Reception September 20, 5-7 PM  
The theme of wild rivers in Alaska is shown through abstracted landscapes by this Homer-based artist working in his distinctive "Ditdot" technique.



### TEMPORARY EXHIBITIONS

The Valdez Museum displayed four temporary exhibitions from September 2018 through September 2019 (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 partly into 2021.

At the Valdez Civic Center, the Museum installed a long-term display in one of the main hallway cases. Titled *A New Valdez: the Good Friday Earthquake and Recovery*, the exhibit summarizes the relocation of Valdez to its modern-day town site.

### 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 2019 has been primarily limited to upkeep and repair to maintain its existing historical exhibits, with a minor upgrades to the earthquake exhibit.

### NATIVE GALLERY

The VMHA hopes to continue its partnership with Chugachmiut, incorporating the organization's Alaska Native Heritage Kits into the Museum gallery and interpretation. The Heritage kit hosted this past year was *Cuumi Iqallugsuucillrat Iqalluk: Old [Salmon] Fishing* with a replacement kit on Medicinal Plants arriving this October.







# Education

## MUSEUM EDUCATION'S COMMUNITY IMPACT

The Valdez Museum's education department fosters life-long learning and a growing interest in regional history and culture. The VMHA educator teaches in public school classrooms, at Old Town and out of doors, and at the Museum itself—all at little or no cost to the learner. Students study originals in the Museum's collection and authentic art created by visiting artists. Lessons dovetail with school curriculum and integrate newly designed hands-on interactives. Topics include 1898 gold rush, Alaskan history makers, earthquakes and tsunamis and Native culture and practice.

The VMHA educator made 5647 contacts during the reporting year through its educational initiatives, public programs, community events, collaborations and outreach. The increase in contacts is due to greater participation in local events and an expanded outreach brought about largely by the arrival of cruise ships to Valdez and the Museum's role in crafting educational shore excursions. Outreach contacts, numbered 1078 in 2019.

690 contacts were made through educational programs. These numbers reflect both classroom and museum teaching and participation for the first time in a floating educators workshop in the Kenai Fjords sponsored by PWSRCAC, Alaska Geographic and the National Park Service.

## TEACHING REGIONAL HISTORY AND CULTURE

Third graders visited the Remembering Old Valdez Exhibit in the spring of 2019 and then walked Old Town with the museum educator as guide. At school they learned how to "read" historic photos featuring Valdez using critical thinking and evidentiary reasoning. Students played a VMHA-made "history makers" game, too. 4<sup>th</sup> graders learned about the 1898 gold rush from the VMHA educator, panned for (fake) gold and studied original gold rush artifacts from the Museum's collection.

7<sup>th</sup> graders paddled to Old Town in September, donned mustaches and bowler hats, then performed a skit, featuring regional prospectors, who didn't strike it rich, but played key roles in the advent of Old Town. Students searched for gold pieces strewn along OT's streets and participated in a fire starting competition. This is the 9<sup>th</sup> year the museum educator has coordinated this program with GMS.

9<sup>th</sup> grade history students studied primary sources and historical artifacts, then participated in a Visual Thinking Strategies sessions, led by Faith Revell at the VHS Library. At Gilson Middle School, VMHA's educator taught art classes and encouraged students to exhibit in the annual student show.



## EDUCATION

### Outreach

The VMHA educator researched, wrote and then guided Viking cruisers on history, heritage and nature tours to Old Town, Solomon Gulch Hatchery, Worthington Glacier and Wrangell-St. Elias Visitor Center.

### ED Camp

The Museum welcomed 6<sup>th</sup> through 8<sup>th</sup> graders for the first GMS Ed Camp collaboration.

### Documentation & Evaluation

VMHA staff both listened to and observed Museum visitors in action and analyzed their experience and learning outcomes using a variety of tools. Changes, that enhance learning and promote a safe and comfortable educational environment were made.



## PUBLIC PROGRAM HIGHLIGHTS

**Lectures:** "Tuesday Nite History Talks" drew 126 attendees. Topics ranged from the history of fishing presented by Mike Wells and Alaskan canneries brought to life by author and historian Katherine Ringsmuth, PhD. Community members learned about the art of Sydney Laurence and the exploits of the "Blue Parka Man." PWSRCAC staff offered a glimpse into the past and efforts to sustain a bright future, in an EVOS presentation that signaled the 30th anniversary of the spill. In late November Snowtown Strings, a local group of musicians, accompanied a free TNHT where family stories and recipes were warmly exchanged.

**Old Town Walking Tours:** Guided tours of Old Town and new Valdez immersed participants in local history. 79 walkers joined the VMHA educator at Old Town and 51 participants learned about historic homes and the move from the original town site.

**5 FREE Days of Christmas** resulted in 87 people gathering at the Museum to craft and socialize in December. **Free Fridays** brought 269 visitors to see the latest exhibits and learn about Valdez history throughout the year.

**Art Workshops:** 32 local artists studied with visiting painters Deland Anderson and Justine Pechuzal and Valdez printmaker Erica Shirk in low cost art workshops offered in the fall of 2018 and 2019 at the Museum; each class surrounded by the exhibiting artists' work.

**Hands-on History and Art Camp:** Due to deep cuts in United Way funding, VMHA summer camp and summer art programs were not offered in 2019.



## PUBLIC PROGRAMS

Programs at our community-based Museum flow out of many different sources: changing exhibits; artifacts with great stories housed in the Museum's collection; traditional Native knowledge; and opportunities to inform the public about regional history and culture. A balanced Museum program gives locals the opportunity to both create art and engage with experts brought to the community to teach about Valdez' unique geography and geology, culture and heritage.

The Museum is ultimately a gathering place. In late November the VMHA ushered in the holidays with hot drinks and cookies for 150 at the tree lighting ceremony held on the east lawn. In March education and exhibits staff mounted 309 student made works of art in an exhibit at the Museum and Library. During Gold Rush Days the Museum waived admission fees for hundreds of visitors, set up a free lemonade stand and later gave guided tours of Old Town and new Valdez.

848 contacts were made through public programs this year.

## COLLABORATIONS

Museum programs launched, grew and flourished in 2018-19 through old and new collaborations with community and regional organizations. Partners included:

- Valdez Consortium Library
- Valdez Public Schools
- Prince William Sound College
- Valdez Native Tribe
- Chugachmiut, Inc.
- FOCUS Homeschool and Valdez Home School Association
- Valdez Parks & Rec
- Prince William Sound Regional Citizens' Advisory Council
- Solomon Gulch Hatchery
- Valdez Fisheries Development Association
- Alyeska Pipeline Service Company
- Valdez Gold Rush Days
- KVAK Frosty Fever
- Viking Cruises
- Premier Alaska Tours
- Wrangell-St. Elias National Park and Preserve
- U.S. Coast Guard





# 2019 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 and 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, board committees and community members who volunteered. We are so grateful for the time, commitment and compassion these volunteers have given to service of the Valdez Museum over the past year:

Andrea Searles	Jason Smilie	Mollie Good
Betty McIntosh	Jay Yunker	Nick Pabo-Eulberg
Bryan Vincent	Jeanne Passin	Pat Cables
Cameron Farrington	Jeff Johnson	Rich Dunkin
Candy Davis	Jenna Compehos	Rick Nichols
Cindy Unger	Joanne Winney	Rosemary Lull
Christy Franklin	Jhon Alegado, Jr.	Sandy Johns
Daisy Hedberg	Judy Prevost	Sara Irwin Goudreau
Deb Yamakami/Arts Design	Kaitlin Pabo-Eulberg	Sarah Rountree
Diane Gibbs	Kate Dugan	Sela Bauer/CVT
Donna Lane	Kathrine Walters	Steve Goudreau
Dwight Morrison	Kathy Hayden	Sheila Mann
Ed Davis	Kathy Nielsen	Spike Gilson
Ed Pinsky	Kena Blood	Stephanie Vlasoff
Erica Shirk	Kris Hastings	Steve Goudreau
Gail Johnson	Linda Ayer	Steven Weber
Gary Minish	Linda Brandenburg	Stuart Relay
Gary Warner	Lois Gilson	Tara Yunker
Georgia Ann Christofferson	Lydia Rountree	Tina Blood
Glen Sodergren	Maggie Nylund	Tina Fifarek
Gloria McAlister	Martha Barberio	Todd Bagetis
Isabella Anne Smelcer	Mary Mehlberg	Tom McAlister
Jack Smilie	Mary Warner	Vernell Sodergren
Jan Whalen	Michelle Cullen	Wendy Robertson
Jane Haltness	Mike Franklin	Steve Williams
Janis Johnson		

## Why Volunteer?

*"Whenever I tell visitors I work as a volunteer on the Board they always comment that they love the Valdez Museum! It shows me that not only do I love it, but their positive feedback is also very gratifying to hear."*  
Michelle Cullen

*"The Museum has played a key role in my understanding and love for this town from childhood to adulthood. It has taught me about why Valdez is located where it is, and the people that built it. I want to be part of the of the artistic, historic and cultural growth of Valdez."* Sarah Rountree

*"I like to volunteer at the Museum because it makes me feel like I am doing a small part in helping to preserve and share the vast history of our beautiful town. My roots are here, and I am always so proud to let visitors know they can study our history by stopping by our local museum and Old Town exhibit. A town without a museum would be like an ocean without any fish!"* Pat Caples

*"When asked why I volunteer at the Museum I realized I had never given it much thought, I just do. But, as it turns out, I volunteer for purely selfish reasons. I have a great respect for the colorful history of Valdez, and as a volunteer I get to see and touch and read and learn about pieces of our history that few rarely get to experience. So, for me it becomes a journey of discovery and gives me a greater sense of belonging to this amazing place we call home. If you are reading this and have a passionate selfishness of your own, I encourage you to become a volunteer."*  
Rich Dunkin

## 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?

*"When I first made Valdez my home, visiting the Museum was at the top of my list. I believe that stories of the people who have inhabited this land matter to how I reside in this community."* Kaitlin Pabo-Eulberg

## Individual Donors

Andrea Searles  
Anny Wilson  
Bill & Donna Walker  
Brian & Alice MacDonald  
Barbara Bigelow & Dick Smith  
Brian & Alice MacDonald  
Carol & Jeffery Simmons  
Charles Simenstad  
Christine & Charles Sasse  
Chuck & Dolores Gard  
Dave & Leila Dengel  
David Rosenthal  
Diane Kinney  
Donna Gifford  
Donna Lane  
Dorothy Moore  
Edwin Rogers

Erica Shirk  
Erik & Julie Haltness  
Gary Minish  
Gary & Lavonne Kennedy  
Gerald Johnson  
Geraldine Cazmecki  
Gloria & Tom McAlister  
Jan Whalen  
Jay & Tara Yunker  
Jeremy Robida  
Jonathan O'Connor  
John & Michelle Cullen  
Josh Miller  
Justine Pechuzal  
Katherine Walters  
Kay Houghton  
Katie Ringsmuth  
Kaitlin & Nick Pabo-Eulberg

Larry Hodges  
Larry McIntosh  
Lydia Rountree  
Margaret Benzo  
Melissa Stanford  
Natalie Staschke  
Patricia Relay  
Rich Dunkin  
Ronda Sambo  
Ruth Knight & Alan Sorum  
Ryan McCune  
Sara Goudreau  
Sarah Rountree  
Sonja Hursh  
Steve & Donna Newcomer  
Susan & Michael Britt  
Tom & Julie Graafstra

## Business and Corporate Donors

A Rogues Garden  
Alaska Railroad  
Alaska Tanker Company  
Alchemy of Design  
Alyeska Pipeline Service Co.  
Anchorage Concert Association  
Anchorage Opera  
Arctic Chiropractic and Massage  
Arctic IT  
Bear Paw RV Park  
Brena, Bell & Walker, PC.  
Captain Joe's Tesoro  
Club Paris  
CND Metal Works  
Copper Valley Electric  
Copper Valley Telecom  
Corbin Creek Farms  
Crowley Alaska Tankers  
Currant Ridge Cabins  
Dr. Silveira, DDS  
Eagles Rest RV  
Edison Chouest Offshore

First National Bank Alaska  
Food Cache  
Foothills Dentistry  
Gilpatrick's Greenhouse  
Glacier Automotive  
H2Oasis Indoor Water Park  
Haltness Equipment, LLC.  
Harris Sand & Gravel  
Historic Anchorage Hotel  
Holland America Cruise Lines  
Hotel Chitina  
Legacy Portrait  
Lynden Transport  
Lu-Lu Belle Glacier & Wildlife Cruises  
Lynden Transport  
Moon Dog Woolies  
Napa Auto Parts  
Northwind Gifts  
Peter Pan Seafoods  
Petro Star  
Port Valdez Company  
Providence Valdez Medical Center

Radiant Wellness  
Radio Shack  
Robe River Lodge  
Safeway  
Salon Eclipse  
Seed Media  
Silver Bay Seafoods  
Solomon Falls Seafood  
South Central Hard Ware  
Stan Stephens Cruises  
Suite 100 Restaurant  
TC Corbin-Green  
The Prospector Outfitters  
The Stampmill Restaurant  
Totem Hotel and Suites  
Valdez Food Cache  
Valdez Medical Clinic  
Valdez Outfitters  
Valdez Rolfig  
Valdez U-Drive  
Valdez Veterinary Clinic  
Vertical Solutions  
Vixen Charters  
Wells Fargo

## Non-City Grant Donors

Alaska State Council on the Arts  
Copper Valley Electric Association Inc.  
Museums Alaska

National Endowment for the Arts  
Valdez United Way

## Collection Donors

Mike Beaudion  
Tom McAlister  
Linda Brandenburg  
Stephan Corcoran  
Donna Lane

Cooper Landing Historical Society and Museum  
Ketchikan Museums  
Paul May

Hunterdon County Historical Society  
Tim Lopez  
Petaluma Museum





## COMMUNITY OUTREACH

This summer the Valdez Museum Board and Staff launched a public awareness campaign and sponsored a Museum booth at the City's July 4th Celebration and the Gold Rush Days Open Air Market. We created a fun, interactive bean survey to quantify public sentiment for building a new museum facility and where it should be located. There is an online survey as well.

Survey results to date: 252 people have been surveyed and 245 say "Yes" while 7 say "No" to building a new museum facility—a 97% approval rating. Of the three possible sites—the hill north of Civic Center parking lot is ahead with 51% of the vote.



## WHAT VISITORS ARE SAYING

### WORDS OFTEN USED

OUTSTANDING, AWESOME, INTERESTING,  
GROOVY PLACE, VERY INFORMATIVE, AMAZING,  
UNBELIEVABLE, BEAUTIFULLY DISPLAYED

### COMMENTS

*"We were truly moved by the strength and spirit and endurance of the people of Valdez."*

Ondray and Erin Rudegear ~ Grand Rapids, MI

*"Very informative, I learned much about the 1989 oil spill."*

Diana Guerin ~ Fullerton, CA

*"Thanks for an enjoyable way to learn Alaska's history."*

Susie Graveley ~ Wasilla, AK

*"Love the Art Exhibition and so many interesting exhibits."*

David and Lyn Peters ~ London, England

*"This is a great museum! A must see for all visitors here."*

Paul and Christine Bryant ~ New Zealand

*"Best Alaska museum"*

Ken and Judy Vest ~ Lebanon, MO

*"Really awesome! Love the restored fire engines!"*

Andy & Alisha Janes ~ Denver CO

*"So thorough—a lot of care in preparation."*

Barbara & John Rogers ~ Jackson, MS