

Annual Report 2020



Valdez Museum & Historical Archive, Association, Inc.
www.valdezmuseum.org



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



Embracing Challenges: Excellent Stewardship

CREATIVITY AND HARD WORK

2020 has uniquely challenged operations of many Valdez businesses, including the Valdez Museum. Thankfully, with creativity and hard work, the Valdez Museum is strong and healthy in this chaotic time. Three major areas of effort include finance, educational programs and exhibits, and new museum facility.

We began the year financially ahead due to the excellent stewardship of our Executive Director and the active involvement of the Board's Finance Committee. This proved quite fortunate as the museum closed March 13 and did not open until July 1, losing 87% of the usual YTD entrance fees and store sales. However, staff researched and sent applications to twelve Federal and State stimulus relief grants as well as making additional loan and infrastructure grant applications. Successes recouped about 40% of the monies lost to the Museum, allowing all full-time staff to retain employment and other operational costs met. The annual appeal letter, penned by the Board of Directors, received very positive results with contributions continuing today.

Because of the closure, extra efforts were undertaken to provide outreach to the community. Given the public could not come to the Museum, the Museum came into people's lives at the touch of a few computer keys. No longer a static location, staff began reaching out with videos on the Museum website. Now workshops can be followed on line, items from the archives shown with accompanying research, and annotated tours of old town walks and exhibits in the Museum provided. When the Museum opened to allow exhibit viewing in person, it was with COVID safety measures in place which won the Valdez Business COVID consciousness award.

Involvement with the plan to build a new Museum facility has continued and much progress achieved. During this year the space requirements were refined, the RFQ for architectural firm interests devised and circulated, interviews held and a firm selected by Board of Directors and submitted to the City for approval. It's a most exciting point in time and we stand ready to launch the next step.

The 11-member Board of Directors began the year with only six. We now meet full capacity. Differing in age, background, employment and other traits, we are enthusiastic ambassadors of your collection. We have made 100% Board donations and are ready to advocate for funding and help to make the new facility a reality. Thank you for your support.

Donna Lane
Board President

Board of Directors

- President: Donna Lane
- Vice-President: Gary Minish
- Secretary: Rich Dunkin
- Treasurer: Martha Barberio
- Member: Felicia White
- Member: Spike Gilson
- Member: Amber Mehlberg
- Member: Anna Bateman
- Member: Tom McAlister
- Member: Jim Shirrell
- Member: Keenan Britt

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: Kyle Klause
- Museum Services Assistant: Judy Prevost



FINANCE COMMITTEE

Chairperson: Marth Barberio. 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: Gary Minish. In addition to actively recruiting new Directors as positions became available, the Committee met with new Board Members as they came on board and organized a full Board Foraker training to bring both old and new together.

COLLECTIONS COMMITTEE

Chairperson: Tom McAlister. As the Museum plans for a new museum facility, the Committee met to discuss and recommend deaccessioning items that were duplicates or out of scope, as well as found in collection. The committee made recommendations to the Board, which in turn presented the findings City Council for final approval.



ADVOCACY COMMITTEE: Keenan Britt, 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 state-wide calls to action regarding AK CARES funding.
- Federal - supported national calls to action regarding federal stimulus and relief funding.

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

2020 started off with the Committee, in conjunction with City of Valdez Capital Facilities in finalizing the site selection process. Upon completion and support of the City Council, the Committee worked once again with Capital Facilities to draft a RFQ for architect selection. Seven firms responded; four were interviewed; two finalists presented to the Board; and one was selected as the preferred firm. More information on the back page with full new museum planning update.

FUNDRAISING COMMITTEE: Amber Mehlberg, Chairperson

Given the "new normal" whereby in person events are no longer safe, the Roadhouse Committee became the Fundraising Committee. Working in tandem with the Finance and Advocacy Committees, the Fundraising Committee's job is not simply to raise money. Instead, the Fundraising Committee is responsible for overseeing the organization's overall fundraising and, in particular, the fundraising done by the board.

MEMBERSHIP COMMITTEE: Donna Lane, Chairperson

In the first quarter of 2020, prior to COVID-19, the Committee launched a "You Belong" campaign. As a result of the campaign, we increased membership by ten new members and sustained existing members. Renewals have not only grown, but members are joining at a higher level.

NATIVE GALLERY COMMITTEE: Anna Bateman, Chairperson

Given the "new normal", the engaging interactives previously offered in the Native Gallery have been eliminated for health and safety concerns. Staff are still sustaining a strong partnership with Chugachmiut by networking and collaborating on future opportunities.

STRATEGIC PLANNING COMMITTEE: Gary Minish, Chairperson

The Museum is now on year three of our 2018 – 2022 Strategic Plan. Given that the Board and Staff are actively planning for a new museum facility, Goal IV, which addresses this area is closely monitored and updated as needed. Additionally, Staff use the Plan when developing an annual scope of work.

2020 Budget v Actual Summary

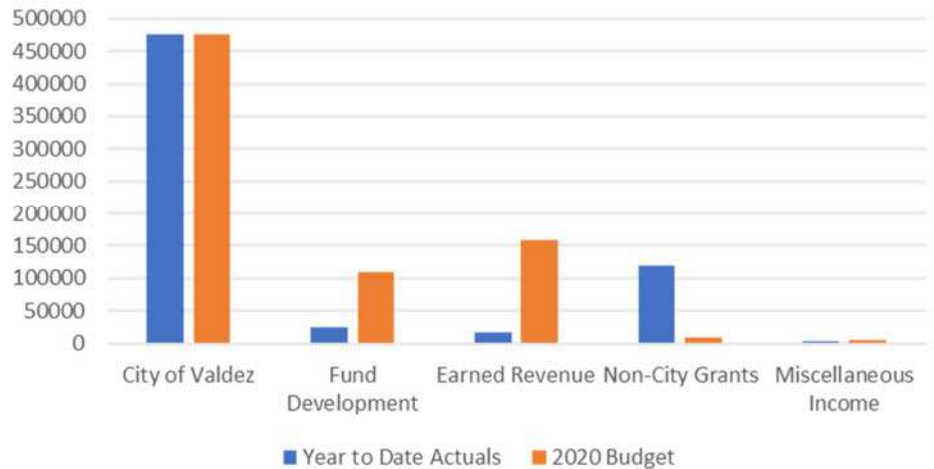
Overall, the 2020 Budget has performed as well as can be expected. As summer ends and fall settles in, the typical transition from a hectic summer to post Labor Day is not upon us. Given that we have been operating at 25% capacity, it has felt like fall all summer long. With visitation down by 90% and it is unlikely that we will meet our Earned Revenue, and for that matter Fundraising goals for the year.

Although alarming, the good news is that Staff embraced the challenged and applied for every relief grant available, securing \$117,500 in awards. The AK CARES funding of \$100,000 has stabilized cash flows. As we enter the fall and fourth quarter, we are in good shape to close out the year and have enough in reserve to start the new year off.

With all the uncertainty, the philosophy of reduce, reuse and recycle was instituted. As such, we can now fully implement our Creative Connections initiative and expand the Museum's program of work outside the confines of the Museum (more information in department reports.)

Net Income: \$220,408

2020 Income Budget v. Actual

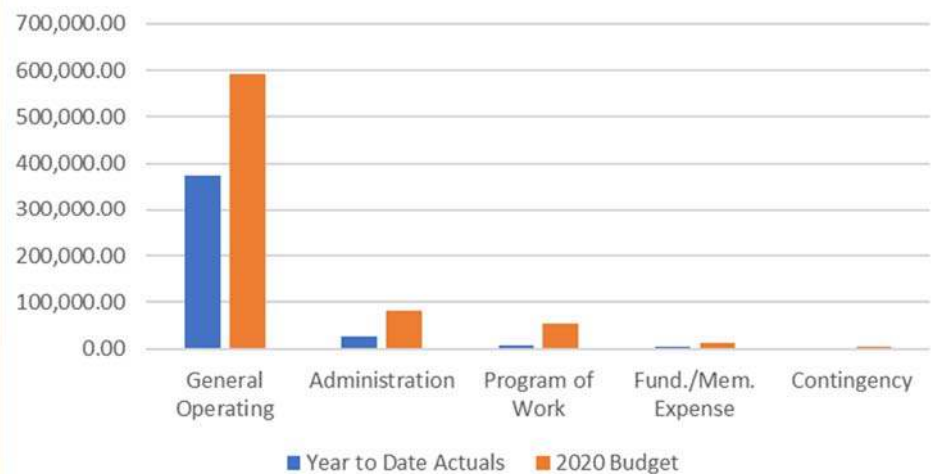


Fund Development: 22% Without a live Roadhouse, there will be a \$64,000 loss (Event, Corporate Support and In-kind).

Earned Revenue: 10% As summer comes to a close, we are 90% down on visitors. Projections indicate we will not exceed 3,000 visitors, making it difficult to hit the mark.

Non-City Grants: 2,837% At the time of this report, we have received \$109,758 in relief funding, with an additional \$75,000 pending.

2020 Expense Budget v. Actual



General Operating: 63% With no seasonal staff and conservative spending, this account will remain under assumption

Administration: 33% With the uncertainty of cash flows, reduce, reuse and repurpose was instituted

Mission Related Expenses: 14% Funded by non-city grants, all accounts are performing as anticipated.

2020 P&L Previous Year Comparison

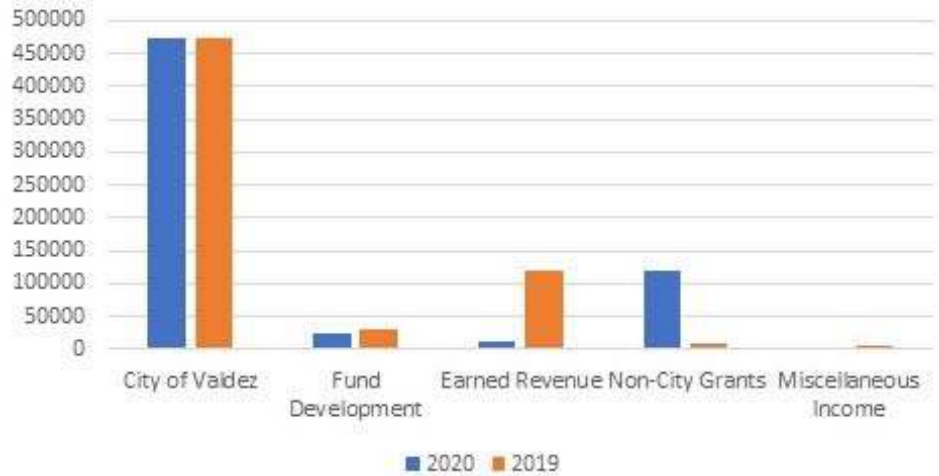
The analysis for this report is based on Financial Statements generated on September 11, 2020. At the time of this report, we have decreased revenues by 1% and decreased expenses by 10%.

While 2019 was a year for the record books, 2020 has been a different kind of a year. With alarming losses in Earned Revenue and equally grim losses in Contributed Income, Board and Staff embraced the challenge and began applying for every economic relief opportunity available. As a result, the AK CARES funding stabilized the Museum's cash flows.

With the stabilization funding, the Museum was able to sustain six of our seven year around employees. We were able to open the doors to the public by instituting safe and healthy protocols, allowing the community to come in and enjoy our offerings. As we settle into the end of the year, staff have sufficient resources to continue with program of work.



2020 v. 2019 Income Comparison



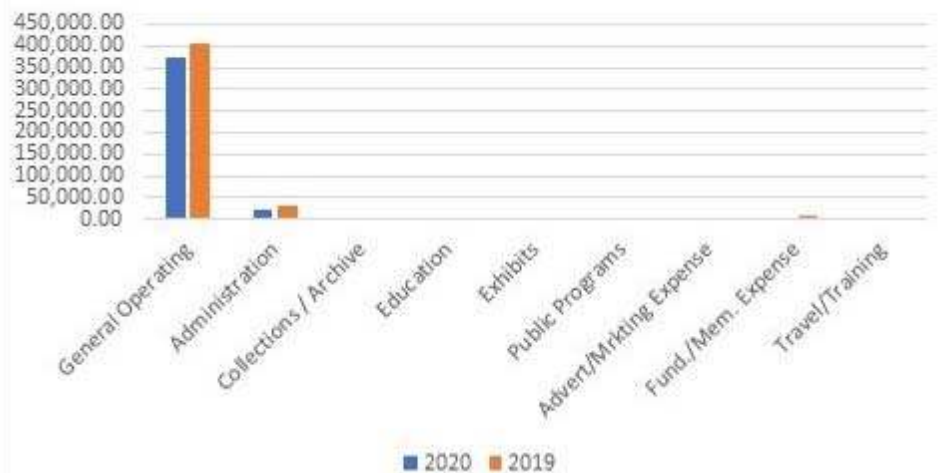
Year To Date Income Previous Year Comparison

Fund Development: 17% decrease over last year. Attributed to no Roadhouse dinner, reducing Corporate, Event and In-Kind donations.

Earned Revenue: 88% decrease over last year. With travel restrictions, 90% fewer visitors

Non-City Grants: 247% increase over last year. Due to successful CARES and Stimulus applications.

2020 v. 2019 Expense Comparison



Year To Date Expense Previous Year Comparison

General Operating: 8% decrease over last year. While an increase for professional fees, all other areas are down, notable payroll with a \$31,171 reduction.

Administration: 24% decrease over last year. With continued uncertainty, conservative spending measures have been in place

Mission Related Expenses: 50% decrease over last year. The primary reason for the decrease: no in-person internship.

2020 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

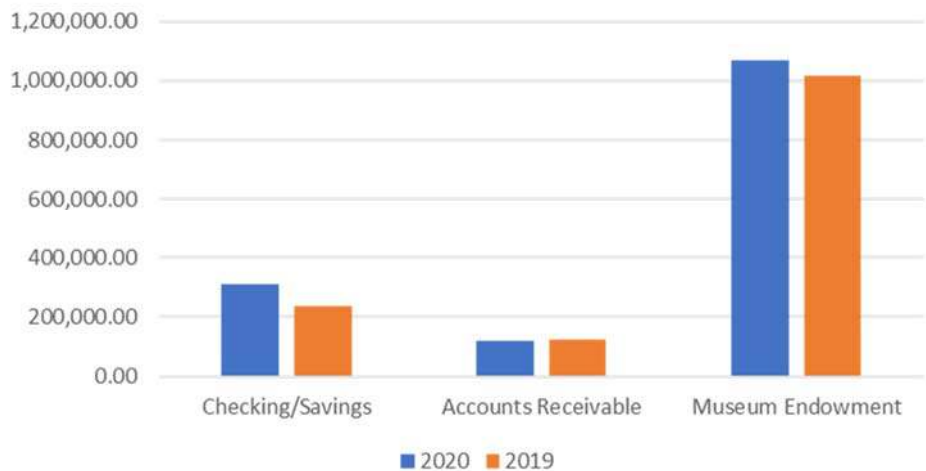
Given the timing of this report, Checking & Saving up due to various pots of stimulus funds, especially, the AK CARES for \$100,000. City Funds are recognized in Accounts Receivable. The Endowment reflects through Q2 2020 earnings.

Liabilities

2020 was supposed to be another year for the record books. Compared to 2019, the Museum has operated very conservatively. With all the uncertainty of the pandemic and financial crisis, only essentials are being prioritized.



2020 v. 2019 Assets Comparison



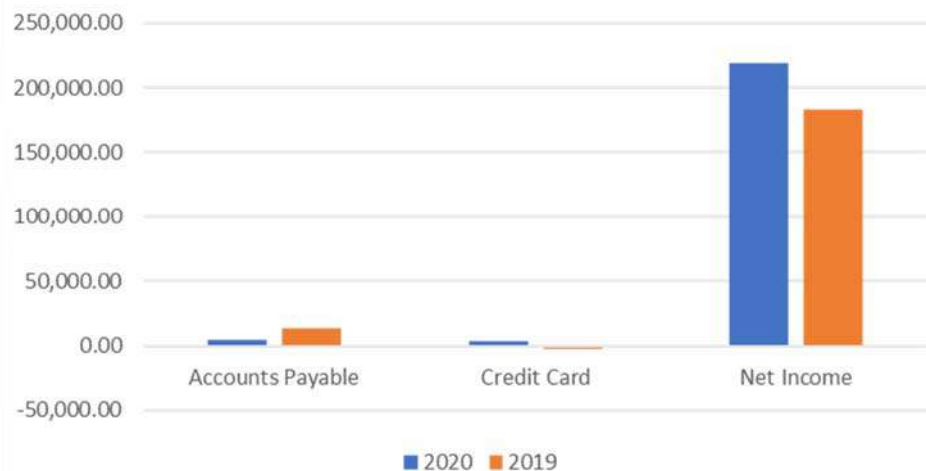
Year To Date Assets Compared To 2019

Checking & Savings: 32% increase over last year. AK CARES and no seasonal staff.

Accounts Receivable: 4% decrease over last year. 2019 included Viking invoices

Museum Endowment: 5% increase over last year. Q2 2020 rebounded

2020 v. 2019 Liabilities Comparison



Year To Date Liabilities Compared To 2019

Accounts Payable: 70% decrease over last year. Due to timing of the Credit Card.

Credit Card: 233% increase over last year. The increase is directly attributed to the timing of the credit card payment. There are no extraordinary purchases.

Net Income: 20% increase. Due to no seasonal staff costs in 2020.

2021 Budget Summary

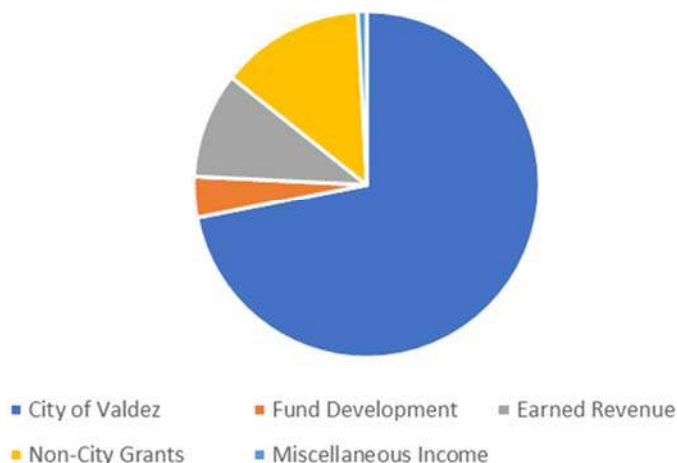
In the past we could use historical data to craft a budget. Although 2020 started off exceptional, everything changed in mid-March when the global pandemic hit. With earned and contributed revenues greatly reduced, the Museum projected over \$200,000 in losses. The good news is that Staff stepped up to the challenge and secured roughly \$117,000 in stimulus funding to fill in the gaps. The bad news is that we do not have a crystal ball to forecast how 2021 will perform.

The Museum continues to operate. Based on Current performance we believe that it would be likely the Earned and Contributed revenue would see a 50% reduction in performance. As prescribed by Non-Profit Generally Accepted Accounting Principles, the 2021 Operating Budget is balanced, rendering a net zero bottom line. The 2021 Museum Operating Budget reflects an 8% decrease in operations, \$687,610.

Therefore, the Museum respectfully will request sustained funding of \$475,000.00, 69% of overall budget, a 5% increase from the previous year. City Funding will support 84% of General Operating Expenses, which include: Personnel Expenses, Professional Fees, Janitorial, Utilities, Telephone/Internet, IT Services/Website, Rent and Insurance - Corporate Liability, totaling \$575,219.

The following graphs highlight notable Income and Expense assumptions.

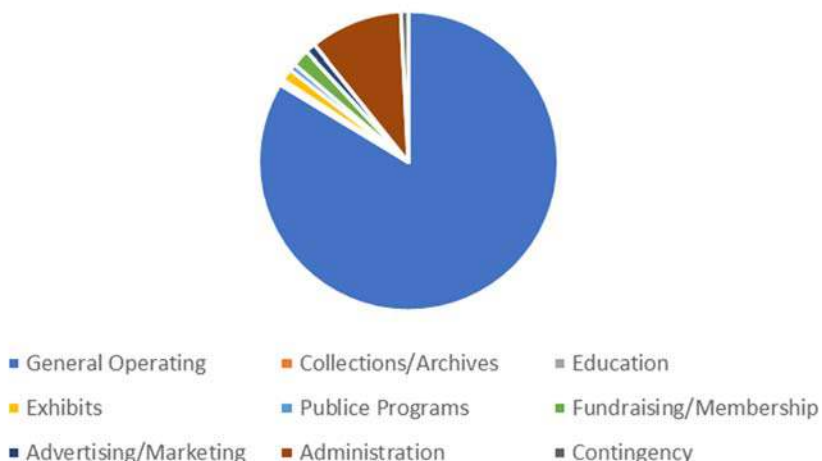
2021 Revenues



Income Highlights

With the challenges of the global pandemic and the loss of visitor in 2020, the coming year is difficult to forecast. Given the 88% loss in Earned Revenue to date, earned revenues will decrease by 48%. Similarly, Fund Development will decrease by 48%. On the flip side, Non-City grants will increase by \$74,000 to make up the losses of Contributed and Earned.

2021 Expenses



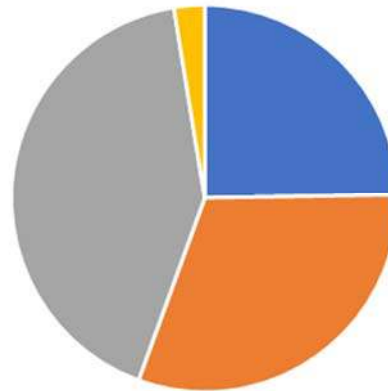
Expense Highlights

While the majority of expense accounts remain stable, there are a couple of notable exceptions, Personnel expenses decreased 5%, supported in part by the City of Valdez funding and Supplies increased 52%, supported by IMLS CARES funding. If the non-city grant is not fully funded, these expenses will be eliminated. Overall, the expenses maintain operations and if additional funds come in, more programmatic offerings will occur.



Fund Development Report

2021 Fund Development



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

VMHA Board and Staff will work closely to develop a dynamic Fundraising Plan. With the global pandemic, financial crisis and social unrest, the Plan will be nimble and pivot when needed. It 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 during this time of uncertainty. Therefore, to be successful at raising money from all groups the plan will need to be about storytelling and impact statements

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.

Without a full-scale Roadhouse Dinner, the plan will include additional efforts with appeals, membership recruitment and non-City grant efforts.

The updated Fund Development Plan will include strategies to stabilize earned revenue by continuing efforts to promote the Valdez Museum as a safe place to visit, as well as maintaining campaigns, and growing non-City grants. The following are a few highlights of 2021 assumptions, projecting an overall 8% decrease given the current climate of instability and uncertainty.

FUND DEVELOPMENT 48% Decrease

Corporate Sponsorships & Individual Giving: 2021 Total: \$25,600.00

Membership & Roadhouse: 2021 Total: \$23,000.00

Annual Appeal & Raffle: 2021 Total: \$4,000.00

EARNED REVENUE 47% Decrease

General Admission & Tour Bus Revenue: 2021 Total: \$44,975.00

Enrollment, Guide Income & Archive Fees: 2021 Total: \$5,325.00

Store Sales & Space Rental: 2021 Total: \$25,000.00

NON-CITY GRANTS 593% Increase

Federal: 2021 Total \$75,000. IMLS CARES multi year award.

State: 2020 Total \$9,000. ASCA for Exhibits and State Museum for Collections

Foundation: 2021 Total \$5,000. United Way of Valdez and CVEA Community Foundation.



Reframing The Museum Experience

EMBRACING UNCERTAINTY AND MOVING FORWARD

2020 has been a very different kind of a year at the Valdez Museum & Historical Archive. 2019 was a year for the record books. We broke all kinds of sales records with cruise ships return and successful programmatic offerings. There was much to promote and celebrate. As the Museum team transitioned into 2020 we started off with a bang. The first quarter saw continued growth and we were poised for another exceptional year. Then everything came to a halt. . .

On March 13, 2020 Governor Dunleavy, in response to the global pandemic, closed all museums around the State. Board and Staff had to adapt and figure out how to move forward. We had to navigate remote work, secure emergency relief funding, and craft health and safety precautions in preparation for when we eventually would reopen. This was a time of confusion and uncertainty.

On May 22, 2020, Governor Dunleavy launched "Reopen Alaska Responsibly." This provided the Museum with guidelines to conduct business safely. Responding to the guidelines, Museum Board of Directors approved a COVID -19 Mitigation Plan. The Plan outlined steps the Museum took prior to reopening on July 1, 2020. In addition to the Plan, to serve safely, the Valdez Museum was certified as a COVID Conscious Business with the City of Valdez.

While the majority of our visitors this summer are our Alaskan friends and family from around the State, we continued to welcome visitors from out of State as well. Cealy Westerly of Wyoming, Rhode Island shared,

"I loved your museum and think it's even better than the one in Fairbanks, especially the miner's cabin exhibit which clearly explains how all the old tools were used."

As summer comes to a close and fall settles in, the typical transition from a hectic summer to post Labor Day is now upon us. Given that we have been operating at 25% capacity, it has felt like fall all summer long. Although visitation is down by 90% we keep moving forward by offering new and creative programs through our Creative Connections Initiative whereby we are creating new online programs that teach, entertain and stimulate creative energy.

Although this current situation is scary and unsettling, the Valdez Museum remains your trusted source of information for sustaining a healthy community.

Patricia Relay
Executive Director

Although 2020 has been a different kind of year, the Museum remains 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

From 2008 to 2018, the Museum employed summer interns in re-cataloging its collection item by item. In 2019, VMHA instead received funding for a 4th quarter intern, hiring Megan Murray (image to left) through Museums Alaska's Collection Management Fund grant. The museum benefited from this timing to perform work that would not be possible when the Annex is open to the public, reconfiguring and refurbishing the museum's upper-floor collection storage and the comprehensive cleaning, cataloguing, and rehousing of the artifacts stored there. Extending Murray's employment beyond the limit of her internship as a temporary contractor, enabled her and museum staff to see the project through to completion. From September 21, 2019, through September 14, 2020, the Valdez Museum added 279 individual items to its collections and updated over 967 existing records.

Additionally, museum closure due to COVID-19 encouraged the utilization of online platforms to provide content, resulting in the launch of new programs. Two weekly web broadcasts per week via Facebook Live:

- "Tales from the Archive" broadcasts focus on "behind the scenes" previews of upcoming and in-progress projects, virtual tours of collection and exhibit spaces, and discussion of museum-related topics.
- "What is it Wednesday" broadcasts highlights from the collection, focusing on items that are unusual, puzzling, or have compelling backstories.

Continued and increased use of social media to generate public interest, includes daily "Puzzle A Day" postings using a virtual jigsaw-puzzle generator application to showcase photographs from the museum collection.

Archives

The Museum's archives are a valuable resource for researchers. Approximately 100 reference questions were fielded between September 31, 2019 and September 15, 2020. Questions were received via email, telephone, and in person. Typical research questions involve genealogical research, fact checking for reporters on historical topics, and research assistance for professional historians seeking to publish books or papers. Significant research projects this past year include: student interviews on the Exxon Valdez Oil Spill; use of historic aviation footage for an independent film; photograph reproduction for Valdez Fisheries programming; and research assistance on pre-1898 settlement of Valdez by Native peoples.

The Museum has continued its outreach and accessibility by updating its PastPerfect Online collections database, now numbering nearly 30,000 item records. Digitization of VMHA's photographic images continues.

Acquisition Highlights

- ◆ Painting by renowned artist James Everett Stuart, *Chugach Mountains and Valdez Glacier*, 1905, oil on canvas (image below.)
- ◆ Collection of 118 small photographs from the 1930s, taken by Clyde Peck, featuring Valdez street scenes, hunting, logging, and transportation.
- ◆ Silver, fringed hand purse, 1890s-1930, believed to have been used in Valdez at the Tillicum Club.
- ◆ Collection of antique dolls, documents, jewelry and photographs formerly belonging to Lillian Amanda Wulff in the 1900s. Lillian Wulff was the daughter of eminent ninety-eighter Charles Wulff.
- ◆ Articles and cruise ship and Coast Guard memorabilia owned by Prinsendam cruise ship fire survivor Jeannie Gilmore. The collection includes a fur hat worn by Bennett during the rescue.



2020 Temporary Exhibits

- ◆ Sharlene Cline, *Spirited: Birds and Flowers of the Copper River Delta* (see right image)
January 17 - March 8, 2020 Ms. Cline is a Homer artist whose work includes collages of watercolor, Asian papers, Copper River Delta maps, and acrylic on canvas, depicting the flora and fauna of the Copper River.
- ◆ *Spring into Art 2020: annual Student Art Show*
March 20 – September 27 Featuring over 300 creations works by Valdez students. Extended through summer due to COVID-19 closure.
- ◆ Kevin Crowley, *Raptora Borealis: Alaska's Birds of Prey* (see bottom image)
Online August 1 – December 31 An online exhibit of artwork by Anchorage-based artist Kevin Crowley. Prior to COVID closures, Crowley was scheduled for the Museum's summer exhibition.
- ◆ Sharry Miller, *Color + Heat = Magic: Glass* by Sharry Miller
Oct. 9, 2020 - Jan. 3, 2021 An eclectic display of fused glass creations inspired by nature, created by local artist Sharry Miller. Exhibit development currently in progress.



Temporary Exhibits

The Valdez Museum displayed three temporary exhibitions in 2020 with one pending for an October opening (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 2022.

Permanent Exhibits

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 2020 has been primarily limited to upkeep and repair to maintain its existing historical exhibits. Prior to the museum's reopening, VMHA staff reconfigured permanent exhibits for a safer environment by covering high-touch areas, removing hands-on interactives and items, and configuring floor space to maximize social distancing. Some of the exhibit interactives have been reformatted into a take-home option.

Native Gallery

The VMHA continues partnerships with Chugachmiut and the VNT through collaborative programming and planning. With the new COVID Conscious mitigation efforts some of the Native Gallery interactives have been reformatted into a take home option.





BRINGING INNOVATION INTO PLAY

In March of 2020 when both Valdez schools and the Museum closed to the public, new innovative approaches to educating and staying connected were embraced and applied. The Museum interfaced with students, teachers and community via digital offerings and the virtual realm. Walk, Talk and See, a series of short films that feature Old Town Valdez launched on the Museum's website and social media. On-line art lessons inspired by student work displayed at the Museum were created and posted on Facebook. New educational resources were developed and made accessible to learners of all ages on the updated Education, Learning and Experience section of the VMHA's website.

The public responded favorably to the Museum's inventive ways to connect people with content. Our audience grew along with our methods for purposeful teaching in a new age. Viewers shared our posts and films, added personal stories of their own on social media and chose to use the art lessons to make something creative and cool at home with their own families.

Education

CREATIVELY CONNECTING WITH COMMUNITY

Education lies at the heart of the Valdez Museum program. We exist to ignite and support learning in a variety of fun and fundamental ways. Our intent is to foster understanding of and appreciation for the region's heritage, culture and people.

The VMHA educator creates lessons that dovetail with curriculum and teaches in public school classrooms and at the Museum, at old and new Valdez, and in the wild wonderful Alaskan landscape. Local students examine originals in the Museum's collection and view examples created by visiting artists. They probe the details of the Old Town model and walk with Museum staff at the original town site to uncover clues to its past and citizenry.

In late 2019 and early 2020, long practiced educational methods were followed and teaching took place in person. Data from October through February reflects that the Museum educator made a total of 2192 contacts through education, public programs, community events, collaborations and outreach. 763 were attributed to education and 279 to public programs. With the advent of the Coronavirus, collecting contact data ceased. Old instruction methods were tested and yielded to changes initiated by the Pandemic. Innovation, adaptation and implementation of creative new ways to connect with students and community began. Nimbleness triumphed.

TRADITIONAL TEACHING IN VALDEZ

In fall and early spring of 2020, the Museum educator crafted new lessons, traveled to classrooms and transported Museum collections to support learning. The latter gave students the opportunity to examine authentic items of historic import and see the value in that unique experience.

Fourth graders studied Alaskan history with the Museum educator at Hermon Hutchens Elementary in the fall of 2019. They learned about the evolution of fishing in Prince William Sound, the immigration of people to Alaska, the design of the Trans Alaska Pipeline and the impact of the Exxon Valdez Oil Spill. Middle school students conferred with Museum staff to write scripts that formed the basis for new films they were developing that featured EVOS. In January of 2020 high school students gathered at the VHS library to study Native culture and heritage and consider how traditional people of the region used plants to heal. Ninth graders subsequently engaged in visual literacy discussions and primary source activities that featured Museum collections.

PUBLIC PROGRAM HIGHLIGHTS

The Museum collaborated with Parks & Rec to celebrate the winter holidays and town tree lighting with caroling, cocoa and cookies for 100 plus in November. In December 100 family members gathered over a four day period to craft and socialize within the warmth of Museum walls. They remarked how enjoyable it was to take time to slow down and create during the busy holiday season, then thanked the VMHA for this longstanding free program.

Valdez Storytellers led by Dawson Moore at Prince William Sound College captivated a standing room only crowd at the close of last year. Serendipity Supper Club provided delicious refreshments for this fundraiser where lively talk abounded along with good food and company.

Sharlene Cline, Homer-based artist and student of Chinese painting, taught a class on brushwork at the Museum in early 2020 to a group of students who filled Egan Commons to capacity. Her beautiful paintings of birds and flowers exhibited nearby transformed the class setting. February's Tuesday Nite History Talk featured the decennial census. Remote field representative Jeri Devens shared her history of traveling throughout Alaska and stressed the importance of being counted.



PUBLIC PROGRAMS

Programs flourished at the Museum in the last quarter of 2019 and the first of 2020. Community members often visited 217 Egan Drive to listen and learn. Valdez storytellers spun true tales of life in the north and visiting subject experts expounded on a range of topics. Artists generously taught workshops for free. Tuesday Nite History Talks continued to bring out a crowd. And ultimately, Museum collaborations yielded results.

Many different sources give rise to public programs. Educational events flow out of changing exhibits; artifacts with great stories; Alaskan art; traditional Native knowledge; regional history and culture, and the natural world. A presentation by Wrangell-St. Elias Park Ranger Carrie Wittmer is a good example of a program with a purpose. Wittmer traveled down to the coast and VMHA in the fall, then spoke about the fascinating history and geology of "Wrangell-St. Elias" and the workings of the National Park system. A group of adventuresome millennials attended.

PROGRAM ADAPTATION

A robust slate of public talks scheduled for March and beyond have been tabled for now in the wake of the Coronavirus Pandemic. Many in person programs have temporarily shifted to on-line offerings. Participation in these is growing along with the Museum's audience. People from all over the U.S. attended the virtual Raptora Borealis launch party to see examples of Anchorage artist Kevin Crowley's work and tour his printmaking studio. The event was captured on video and published on YouTube.

A robust collaboration with the Cordova Historical Museum currently playing out on-line via Zoom, will likely result in future joint Museum programs and exhibits about historical narrative. Despite the challenges the Pandemic has brought, the Museum continues to show its true mettle, to be resilient and forward thinking with the goal of engaging all we serve in learning.





2020 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 the Building Committee, the Collections 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, 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?

"There's always an opportunity to do something for someone. Sometimes you're the one doing the cooking and other times all you need to do is sit at the table, enjoy the food, have a conversation, and listen to the people you are serving. I was raised to think of other people and help out where we could." Anna Bateman

"I have worked for over twenty years as a diversity consultant, with people from all types of professions. It is my pleasure to bring whatever I can to your discussions on inclusion and anti-racism. There is no more appropriate time for such as discussion as right now." Dr. William Foster

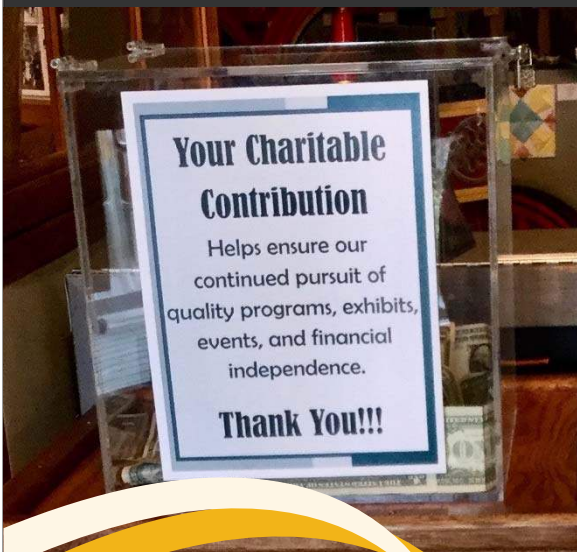


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Overview

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.



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	Tom and Gloria McAlister	Karen Weiner

Museum Planning Update

The dream of an expanded and consolidated museum is one step closer to reality with the Museum Board's choice to hire Wolf Architecture / Henneberry Eddy Architects to do engineering and design work for a new museum facility. This decision followed an RFQ process coordinated by the Museum Board and COV Capital Facilities Department. Seven proposals were submitted, four firms were interviewed by a committee of VMHA Board and Staff plus City representatives. Two finalists were asked to do a presentation for the full Board at its August 20, 2020 regular meeting. This talented team brings us a wealth of design and museum experience.



WHAT VISITORS ARE SAYING

WORDS OFTEN USED

SUPER EXPERIENCE, INTERESTING, NEAT,
GROOVY PLACE, VERY INFORMATIVE, AMAZING,
UNBELIEVABLE, BEAUTIFUL EXHIBITS

COMMENTS

"Like a gold mine without all of the hard work. Lovely!"

Mike O'Leary, Drogheda, Ireland

"Beautiful pieces of Valdez history."

Jason and Barb White, Eagle River, AK

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

Andy and Alisha Janes, Denver, CO

"Very detailed, interesting and amazing. Well worth the visit."

Dylan and April Caddy, Christiansburg, VA

"We really enjoyed this!"

The Kozovas, Anchorage, AK

"Very informative, especially learning about the 1989 oil spill."

Diana Guerin, Fullerton, CA