

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

MEETING OF THE BOARD OF DIRECTORS

May 18, 2023- Meeting Time 12:00 pm

Valdez City Council Chambers– 212 Chenega Ave. & Zoom

Mission Statement

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

1. Call to Order/Roll Call
2. Introduction of Guests
3. Public Business from the Floor
4. Board Education Moment (10 minutes) - Meeting Agreements
5. Mission Educational Moment (10 minutes)
6. Approval of the Minutes for April 20, 2023, pp. 3- 5
7. Approval of Financial Report as of April 30, 2023, pp. 6 - 9
 - a) April Financial Statements
8. New Business
 - a) Accept Recent Cash Donation for their donor-intended purposes pp. 10
 - b) Recent member/donor assignments pp. 12
 - c) Approve Executive Session – Executive Director Evaluation pp. 14
9. President’s Report pp. 15
10. Staff Reports pp. 16
11. Committees
 - a) Committee Reports— (15 minutes)
Finance (Martha), Collections (Rich), Board Development (Gary) **Fundraising (Michelle / Donna)** Membership (Michelle), **Strategic Planning (Gary)**, Advocacy Committee (?), Building Committee (?), Native Gallery (?) and Endowment (Inactive)
12. Committee Business from the Floor or Board Member Discussion/Ideas
13. Executive Session
14. Return from Executive

Next Meeting: June 15, 2023– 6:30 p.m.

15. Adjournment

Upcoming Committee Meetings

Fundraising Committee – Continue Roadhouse Planning

Strategic Planning Committee – May 19, 2023 Council Chambers Goals Discussion

Dates to add to your Calendars.

Summer Operations May 7 – September 7, 2023
Main Open Daily 9:00 am – 5:00 pm
Annex Open Daily 9:00 am – 5:00 pm
Rarefied Light, April 21 – September 27, 2023, Main Museum
Tuesday Nite History Talk – May 23, 2023, TBD
Patty Out – May 22 – June 8, 2023, Vacation
Ports of Call May 28, 30, 31, June 1 (double ship day), 13, 14, 15, 17, 2023

Core Purpose

Preserve Regional Culture

Core Values

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

Meeting Agreements

W.A.I.T. - Why Am I Talking, Why Am I Not Talking
Shared airtime
Practice active listening
Focus on ideas, not people.
Use “I” statements
Assume positive intent.
What’s learned here leaves here, what’s said here stays here
Embrace discomfort.
Shared responsibility for a good meeting
Raise hands.
Be present and on time.



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

MEETING OF THE BOARD OF DIRECTORS

April 20, 2023 - 12:00 p.m.

Valdez City Council Chambers– 212 Chenega Ave. & Zoom

1. **Call to Order/Roll Call:** Felicia Wolfenden called the meeting to order at 12:06pm
Members present: - Gary Minish, Jim Shirrell, Karen Allred, Felicia Wolfenden, Michelle Cullen, Richard Dunkin, Nanci Hill
Members excused: - Donna Lane, Martha Barberio
Guests: - Sheri Peirce
Staff present: - Danny Tapp, Patricia Relay, Caren Oberg,
2. **Introduction of Guests:** None
3. **Public Business from the Floor:** None
4. **Board Educational Moment:** Review Code of Ethics: With the new Code of Ethics approved by the Corporation Members, Sheri Peirce shared that the VMHA board of directors need to go to the city clerk's office and sign the affidavit that they have read the code of ethics. If any Directors of the Board are unable to do so they may contact Elise Sorum and plan to do so. The Code of Ethics is available to read in advance. Ms. Pierce shares that the Corporation has no control over the staff and employees, it is up to the Board of Directors if they wish to change the personnel policy. Jim Shirrell states that he wants VMHA staff to be on a similar policy to the Board. Felicia Wolfenden says that they can discuss that subject at a later date.
5. **Mission Educational Moment:** Caren Oberg shared a presentation that details information about the upcoming Rarefied Light 2022 exhibition from April 21st - September 24th. Rarefied Light is sponsored by the Alaska Photography Center and funded by Alaska State Council of the Arts, and National Endowment of the Arts, Alyeska, and the CVEA Community Foundation. The opening Celebration is on April 28th at 5:30pm. Ms. Oberg shared some highlights of the juried exhibition and spoke about the mediums and processes used. She invited everyone to join the grand debut and celebration on April 28, 2023, at the Main Museum. Oberg closed with special thanks to Richard Dunkin and Glenn Sodergren for assisting with the assembly of the temporary walls.
6. **Approval of the Minutes for March 21, 2023: Motion:** Richard Dunkin motioned to approve the March 21, 2023, minutes, seconded by Nanci Hill **Discussion:** Richard Dunkin noted that the March 21, 2023, minutes stated Jim Shirrell as present however he was not. Further, Dunkin noted that in item seven the voted should have been to approve the finance report, not the minutes. **Vote:** All Members Present voted to approve the amended minutes. None Opposed. Motion carried.

7. **Approval of Financial Report as of March 31, 2023: Motion:** Michelle Cullen motioned to approve the March 31, 2023, financial report, seconded by Gary Minish. **Discussion:** Patricia Relay shared that the VMHA has received a grant from Museums Alaska Collections Management Fund for upgrading the fine art storage. The VMHA also received \$750 from the net proceeds from hosting the Museums Alaska conference in September. Further, all other areas of revenue generation are performing as expected for this time frame. Jim Shirell requested to be added to the Finance Committee. Richard Dunkin inquired about the fine arts storage grant and asked to be included on the project. Jim Shirell inquired about if that project is budgeted. Patricia Relay states that it is an unexpected fund, it would be a two-year project, and will not expend more than what has been previously budgeted for collections. It will be included in the upcoming year. **Vote:** All members present voted to approve the discussed financial report. None opposed. Motion carried.
8. **New Business**
- a. **Accept Recent Cash Donations for their donor-intended purposes: Motion:** Gary motioned to approve recent cash donations for their donor-intended purposes, seconded by Karen Allred. **Discussion:** Patricia Relay reads the cash donations with their names and their intended donation purposes. Jim Shirell asked what a “Test donation” was. Patricia Relay stated that they were testing if the donation button on the square online store. **Vote:** All members present voted to approve the discussed recent cash donation. None Opposed. Motion carried.
- b. **Recent member/ donor assignments:** Thirteen Member/ Donor Thank You cards have been signed and distributed.
- c. **Approve 2022 Museum Financial Audit: Motion:** Gary Minish motioned to approve the 2022 Museum Financial Audit, seconded by Jim Shirrell **Discussion:** Patricia Relay shares that the Finance Committee met with Chaz Lyons, lead auditor for Newhouse and Vogler on April 13, 2023. Felicia Wolfenden and Martha Barberio were in attendance. Relay reported that Lyons stated this was an exceptional audit with no red flags. Felicia Wolfenden confirmed that this year was excellent. Jim Shirrell expressed concerns about the audit process and that the Board should approve the audit letter. Relay stated the letter is in the attached audit. For now, the motion is to approve the Audit as presented and Wolfenden stated that a discussion about process can happen at another time. **Vote:** All members present voted to approve the 2022 Museum Financial Audit, none opposed. Motion carried.
- d. **Approve Executive Session – Executive Director Evaluation: Motion:** Richard Dunkin motioned to approve the Executive Director Evaluation seconded by Gary Minsh **Discussion:** None. **Vote:** All members present voted to approve an executive session to discuss the Executive Director’s evaluation, none opposed. Motion carried.
9. **President’s Report:** - Felicia Wolfenden thanks everyone for attending the BOD meeting. She reported that she is meeting Patricia Relay once a week on Wednesdays.
10. **Staff Reports:** Patricia Relay started off by sharing a note from the Pioneers of Alaska, Jim Gifford, Secretary of the group expressed gratitude to the Museum for allowing the Pioneers to use the annex for a reception directly following the annual earthquake remembrance gathering on the Kelsey Dock. Further, Relay reports that the team is getting ready for summer by working on tours and getting facilities ready. Expanding tour options, the museum is working with local business owner Magdalena McCay to create trolley tours on non-cruise ship days. Additionally,

the Museum is also working with Martha Barberio on updating the Old Town Walking Tour signs. And Relay is working with a capital facility to make sure any damage from the winter is being repaired. Finally, Raffle tickets are ready to be sold as well.

11. Committee Reports:

Finance Committee: The finance committee met on April 13, 2023, to review the 2022 Financial Audit and to review the Q1 2023 Financial Statements and report.

Fundraising Committee: Michelle Cullen reported that the Committee met on April 5, 2023. The focus of the meeting was to discuss Roadhouse. The Committee is bringing forward a couple of different themes and wants the Board to decide which direction we should take this year. Some examples were “*Doghouse*” and “*Emergency Services*”. Richard Dunkin suggested celebrating explorers and adventure. Roadhouse will be October 14, 2023. Karen Allred shared that the Doghouse theme has many possibilities to explore and has a diverse probability for fundraising. Gary Minish suggested including the animal shelter, veterinary service, and history of Valdez. It was decided that Doghouse would be the theme and Michelle Cullen suggested having the *Fire and Police* for next year's Roadhouse theme.

Strategic Planning Committee: Gary Minish reported that the strategic planning work session is a continuation of the two-day retreat. Jim Shirrell inquired about outcomes regarding redirection to the new museum project. Minish shares that there is resistance to the new museum and maintaining upkeep with the current infrastructure. He states that alternate options need to be considered. Patricia Relay stated that the new infrastructure is all about being sustainable, having a robust program of work and community engagement. Karen Allred shared that this is a 40,000-foot goal. Michelle Cullen stated she felt as if nothing was set in stone in the strategic planning two-day retreat.

12. Committee Business from the Floor or Board Member Discussion/Ideas: Michelle Cullen would like to have a membership committee about new signage for membership recruitment. She stated the memberships should clearly state the difference between NARM memberships and general memberships. Promotion for benefits of higher levels should be marketed more clearly. She would also like to explore having a membership promotional script for the museum attendants.

13. Executive Session: Board Members went into Executive Session at 12:58 PM

14. Return From Executive: 1:20 PM

Next Meeting VMHA Board of Directors: May 18, 2023 – 12:00 p.m. at the Valdez City Council Chambers
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15. Adjournment: Motion: With no further business before the Board, Michelle Cullen moved to adjourn the meeting at 1:22 PM AKST and seconded by Karen Allred. **Discussion:** None. **Vote:** All members present voted to adjourn, none opposed. Motion Carried.

Signed _____ Date _____
Michelle Cullen, Secretary, VMHA

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

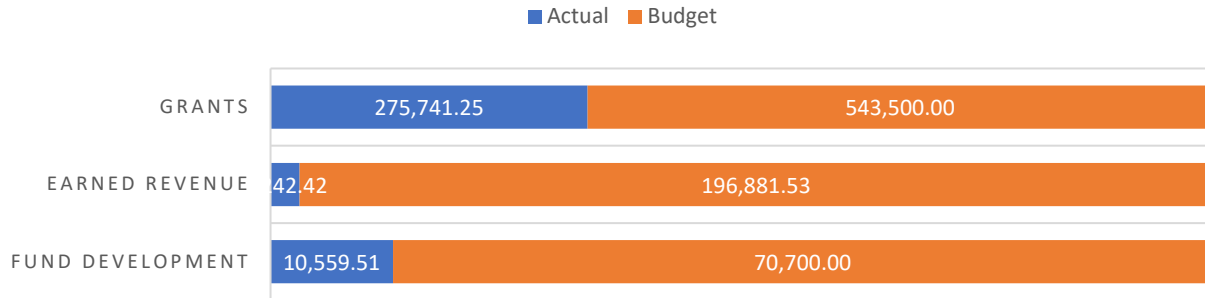
**Financial Report
Submitted by Patricia Relay, Executive Director**

As of April 30, 223

Summary: For your review, I have provided three statements: Budget v. Actual for 2023, Statement of Activities Previous Year Comparison as of April 30, 223, and Statement of Financial Position Previous Year Comparison as of April 30, 223

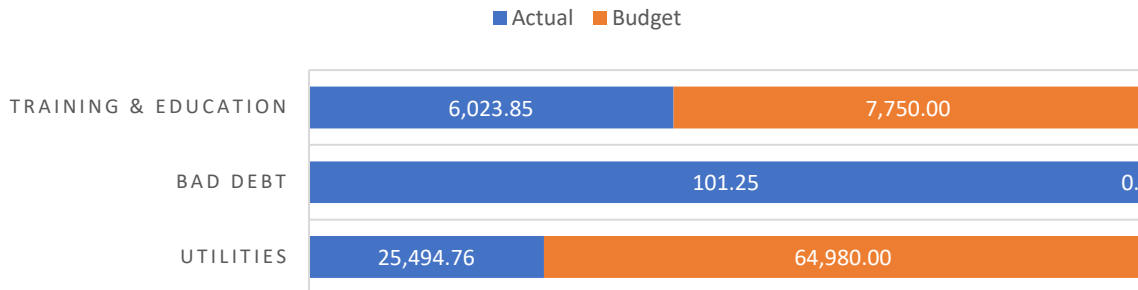
Budget vs. Actuals: FY2023 (Report generated on May 8, 2023) At the time of this report we generated 37% of revenues for the year and expended 35% of projected costs for the year.

NOTABLE INCOME AS OF MAY 8, 2023



Entering the second quarter of operations, City of Valdez Grant, a museums Alaska Grant for collections, and the United Way have been received. With Corporate Sponsorship from Alyeska for the Summer exhibit; 86% of the Annual appeal received along with 38% of membership, Fund Development has positive momentum as well. The Museum began summer operations on May 7, 2023. Both sites are slow but steady. Earned Revenues will not have major activity until mid-May.

NOTABLE EXPENSES AS OF MAY 8, 2023

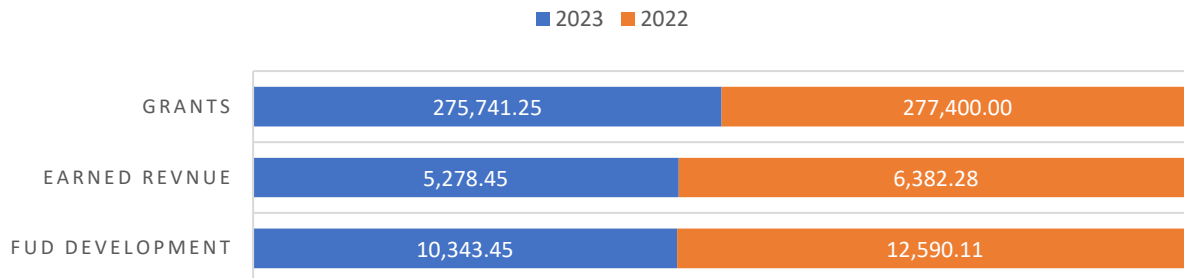


Overall, Q2 2023 is performing as expected. For this reporting period, I would like to highlight three areas, Utilities, Train & Education and Bad Debt.

- While Utilities are on track for this reporting period, Utilities are 10% of our budget and impact our environmental controls. The good news is that Electricity is on track. Heating oil is near the 6-month mark. Hopefully summer will reduce usage.
- Training and Education is tracking higher due to the costs for the Strategic Planning Consultant. We should be on track for remaining registration fees for ATIA and AASLH.
- Bad Debt is a new expense. To close out the 2022 Accounts Receivable, Chaz Lyons suggested that we journaled out the two invoices that we could not receive payment on. This is a yearend clean up task. The two invoices were for shipping paid by a customer when the credit card processing system was not working properly.

Statement of Activity Comparison At the time of this report we are down by 1% on revenues and up by 4% on Expenses. The income variance is attributed to no relief funding this year. The increase in expenses is a result of cost for strategic planning and increased Liability Insurance.

INCOME COMPARISON AS OF APRIL 30, 2023

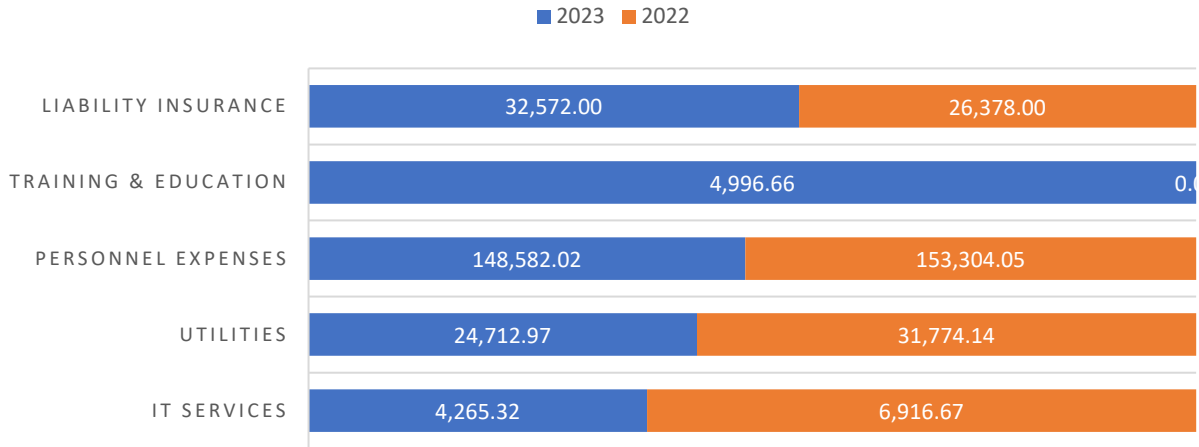


Grants: While the City Grant has increased by \$11,250 per quarter, combined with a \$2,500 grant from United Way, and a Collections Management Fund grant for \$5,741.25, last year there was \$32,400 in COVID Relief funding.

Earned Revenue: Although Store Sales are down 45%, admissions are up 51%. The primary reason for the Store variance is attributed to the WESC poster sale during the White Gold Exhibit.

Fund Development: The difference is attributed to a late disbursement of 2021 Gold Rush donation of \$1,000 in unrestricted donations.

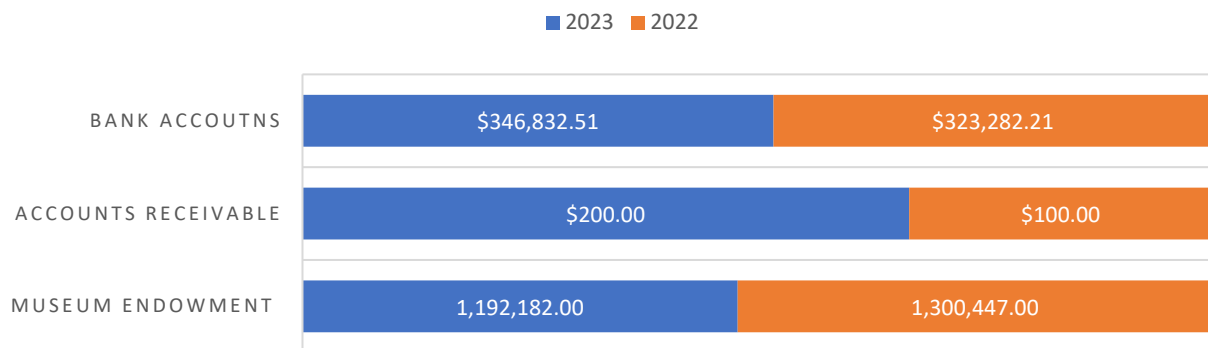
EXPENSE COMPARISON AS OF APRIL 30, 2023



Although the budget reflects a 4 % increase over last year, due to increased liability insurance premium and cost for strategic planning, there are notable decrease in personnel, utilities, and IT Services. With the upgrade to the Arctic Care platform, monthly IT costs have reduced by 40%. Even though Heating oil is up, electricity is by 37%, reducing Utilities by 22%. Finally, Personnel is down for this period because last year we had a grant for front line workers increased compensation. Pay is back to standard levels.

Statement of Financial Position Previous Year Comparison as of April 30, 2023.

CHANGE OF ASSETS AS OF APRIL 30, 2023



Compared to last year, assets are down 5%, which can be attributed to the notable losses in the Museum Endowment (-\$108,265). Q4 2022 ended the year with a \$60,442 increase, reducing the gap. Q1 2023 is not available currently, hopefully by the end of May.

CHANGE OF LIABILITIES AS OF APRIL 30, 2023

■ 2023 ■ 2022

NET INCOME	35,796.51	28,485.30
ACCOUNTS PAYABLE	\$6,942.28	\$12,348.83
-\$558.98 CREDIT CARD	\$356.71	

Both Accounts Payable and the Credit Card are impacted by the timing of the credit card payment of \$7,027.85, increasing 2022 payables and 2022 register balance. Net Income indicates that we are operating within our means for this reporting period.

And... **Equity:** As a result of the findings in the 2021 Audit, I am reporting monthly on the Equity Balance. Chaz Lyons indicated that it should not fluctuate from month to month. Equity should stay the same. The Opening equity Balance is \$11,429.62 There has been no change from last month.

See attached Financial Statements for reference. The three red tabs are the Statements that this report is based on.

Valdez Museum & Historical Archive Association Inc.

Item 8a Accept Recent Cash Donations

Description:

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

Board Action to Be Taken:

Accept cash donations for their donor-intended purposes.

Director/Committee Recommendation:

The Executive Director recommends approving all the donations shown.

Agenda Item Submitted by: Patricia Relay, Executive Director

Date: May 11, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN
Transaction Report
 April 2023

	Date	Name	Memo/Description	Amount
Fund Development				
Donations Income				
Unrestricted				
	04/05/2023	Andrea Searles	Test Donation	5.00
	04/18/2023	Alyeska Pipeline Service Co.	Alyeska Match for Lester Greene	100.00
	04/18/2023	Alyeska Pipeline Service Co.	Alyeska Match for Johnathan Goold	100.00
Total for Unrestricted				\$ 205.00

Valdez Museum & Historical Archive Association Inc.

Item 8b Recent Donor/ Member Assignments

Description:

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

Board Action to Be Taken:

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

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Patricia Relay, Executive Director

Date: May 11, 2023

Valdez Museum & Historical Archive Association Inc.

April Memberships 2023

APRIL RENEWALS

Greeting	Level
Gigi Obren + Larry Kelone	Associate
Naomi Young	Senior
Jon + Amy Goold	Family
Gillian Smythe	Associate
Mary Jo Evans	Senior
Donna + Jim Gifford	Senior
Steve + Sara Goudreau	Associate
William Brasic	Sustainer
Diane + Tatyana Selanoff	Contributor

Valdez Museum & Historical Archive Association Inc.

Item 8C

Approve going into Executive Session to Discuss Executive Director Annual Evaluation

Board Action to Be Taken:

Approve going into Executive Session to discuss Executive Director Annual Evaluation

Director/Committee Recommendation:

NA

Agenda Item Submitted by: Felicia Wolfenden, Board President

Date: May 11, 2023

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Presidents Report

Submitted by: Felicia Wolfenden

May 2023

- Weekly meetings with Patty
- Visit to the Annex: Issues that need to be addressed.
- Reminder: sign code of ethics

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Executive Director's Report Submitted by Patricia Relay, Executive Director

May 2023

Summertime is here! As of May 7, 2023, the Museum is operating at full capacity with summer hours in effect. Over the last month staff with the support of our dedicated volunteers, Rich Dunkin and Glen Sodergren, have cleaned and reinstalled summer signage. Both the Main Museum and the Annex are ready to welcome eager summer visitors.

The first cruise ships start on Mother's Day weekend. We are ready and looking forward to showcase this wonderful place we call home.

In addition to summer operations and cruise ships, here are a few other highlights.

At the Museum

Operations

- **Program of Work**
 - Supervising staff on collections, archives, development of programs, events, and offerings.
 - Meeting weekly with Staff
 - Daily accounting matters
 - Exhibit Planning
 - Public Programs
 - Marketing and Advertising
 - Summer Readiness
 - Cruise Ship Readiness
- **Technology**
 - Fingers crossed; at the time of this report all systems are in good working order.
- **Facilities**
 - Met with Project Manager Brad Sontag who gave an update on the heating and HVAC upgrades in the first quarter of 2024. I expressed concern as the city is using the same contractor, they are using for the Library project which has gone on for two years. I stated that the Museum cannot experience the same service as we need to generate revenue. Sontag stated that he would put a clause in the contract that every day over would cost them up to \$1,000. Hopefully that is an incentive to get the job done on time.
 - I gave Board President, Felicia Wolfenden, a tour of the Annex last week and was made aware that the emergency lights in the collection's storage are inadequate and frankly do not work at all. They are cheap domestic nightlights do not function. The city also installed two motion sensor lights in the main gallery that need to be redirected as they are blinding.

Which, for me, also begs the question, do they work when the power goes out. This was supposed to be rectified and I contacted City Maintenance. I am most concerned about the lack of emergency lights in the Collection's storage. This NEEDS to be properly taken care of. As you are aware we have many power outages and when that happens, it is dangerous if a person is in the collection's storage.

- The good news is the emergency exit at the Annex has been repaired.
- Main Museum front plaza – In response to safety issues related to the uneven cement a section has been replaced in the front. Frankly, the west section is worse off and is where elderly cruisers tumble and trip. But for now, until the renovation is completed a new section of cement has been replaced.

- **Finance Matters**

- As the Finance Committee is now meeting on a quarterly basis, unless an important matter needs to be discussed, I shared the monthly financial report with Treasurer Barberio and President Wolfenden.
- Now that the Board has approved the 2022 Finance Audit, the draft is going through the final stages at Newhouse and Vogler. I have contacted Chaz Lyons to find out what the ETA is in the final version.

- **Fundraising**

- 2023 Annual Appeal Update. To date, the letter has generated \$3,625. We only have \$575 to meet our \$4,200 goal. Please encourage your friends and family to donate.
- Met with the Fundraising Committee on May 3, 2023, to continue Roadhouse planning.
 - Date October 14, 2023, at the Civic Center.
 - Theme/Honoree – Doghouse Roadhouse / Shana Anderson
 - Reviewed committee tasks and began delegation.
 - More information in the forthcoming Committee Report.
- Raffle – Split the Pot – Dates May 12 – July 4, 2023. Tickets are ready to sell, sell, sell. Danny will have them at the BOD meeting, and you can always pick some up at the Museum.
- Planned Giving – Have you ever noticed the box on the annual appeal donation card that there is a box to check about planned giving. For the first time in 13 years someone has checked the box and as a result I needed to create a [planned giving pledge form](#). If you know someone who might be interested in a Planned Gift, please share the form that is linked above. The following are who want to make legacy gifts.
 - Myron Gittell spent the summer hitch hiking around Alaska in the summer of 1963. By the time he reached Valdez he had run out of money. He was so taken with Valdez because Bill Wyatt gave him a job at Valdez Cold Storage, gave him clothes for the job, a place to live and food. A couple of years ago he ran across a story about Valdez, and it took him back to 1963 and from that moment on he has been a good friend of the Valdez Museum, making unsolicited gifts and becoming a member. So, he decided to check the Planned Giving box on the donation card. I sent him a letter, the commitment form and encouraged him to call. At this point I am not sure what his commitment is, but I know he loves the idea of a new Museum.

- Mary Joe Evans, a long-time supporter of the Museum took an interest in the planned giving box this year as well. She wants to include the Museum in her will by donating pieces of her prestigious Alaskan Art collection.
- **Grants**
 - Preparing for the Alaska State Council on the Arts Annual Grant and the CVEA Community Foundation Grant. Before writing the grants, upcoming offerings need to be in place.
- **Human Resources**
 - While summer staffing is adequate, we continue to look for individuals for late August into September. That is the period that seasonal staff go back to work or school.
- **Professional Development**
 - Attending Alaska Travel Industry Association – October 2023 in Fairbanks. This is a time to reconnect with our cruise and tour operators.

Committees

- **Finance Committee:** See Finance Matters above.
- **Fundraising Committee:** See Fundraising above.
- **Board Development Committee:** Now that we have a new code of ethics and new board members, the committee needs to work with the Clerk's office to implement the steps in acknowledging receipt of the Bylaws.
- **Membership Committee:** Still pending...new signage be included at the front counter. The goal is to increase non-local members.
- **Strategic Planning Committee:** Coordinated and attended April 20, 2023, Work Session. With Danny, prepared the post meeting notes and from that updated our Values. Coordinated and prepared meeting document for May 19, 2023, Work Session. The focus of this meeting is to focus on Goals and Objectives. We need to finish this step to stay on track to reconvene with Alli in June. At that point, Alli and her team will create a one-page final document.

In the Community

Relationship Building

- Advocacy:
 - **Local:** Attended the April 18, 2023, city council meeting to make a short presentation during public appearance. This time, in addition to the great things that are going on at the Museum, I include time to discuss on going issues with the facilities. This landed on deaf ears. I believe every time we speak with the Council about the goods, we need to include the challenges as well.
Sent Congratulation letters to the winners of the local election. Advocacy is all about relationship building. Whether the official is re-elected or new, a simple letter sets the tone for future interactions.

- **State:** With the Museum Alaska Advocacy Committee planning for 2024 Juneau Fly in the week of February 5, 2024. The following are the current list of legislative priorities (more information to come as the issue brief is developed):
 - Infrastructure Matching Grant Funding
 - Grant in Aid funding
 - Found in Collection Statute Amendment
- **Federal:** Nothing new to report currently.
- Professional Networks –
 - Museums Alaska - Attending regular museum leadership meetings.
- Local Organizations/Businesses
 - Beautification Commission – Position Chair Pro Tempore:
 - No meetings for this reporting period.
 - Valdez Stay & Play – Trolley Tour Partner on non-Cruise Ship Day. The tour will go something like this: Jump on board a vintage trolley and travel to the Valdez Museum, Old Town Valdez and Crooked Creek for a two-hour heritage and wildlife tour. Discover the unique nature of this remarkable place and the elemental forces that have shaped it.
 - We will receive compensation for the tour guide and a portion of the fees after the minimum has been reached.

Pending Strategic Planning Outcomes

New Museum

Next Steps are: We need the City of Valdez to embrace this project since it is their facility. The project is barely a footnote on any plan or document.

- We need to engage with all members of the Council.
- We need to be present at Council meetings.

Without this engagement we will never be able to raise funds for the project.

If the owner of the facility does not put any skin in the game (dollars not MOU) we cannot expect foundations, the NEH or major donors to come to the table.

If a New Museum is NOT the direction, the facilities will need roughly 2 – 3 million in upgrades (this is just a rough ballpark), including:

- New carpet through Main Museum
- New wall treatments in the Egan Commons.
- New Lighting through the Main Museum
- Update bathrooms in main museum, including hot water in restrooms.
- New exhibit furnishings main and annex
- New front entry at Main Museum
- New doors between library and Museum
- New HVAC at Main and Annex
- And this is just the priority items.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Collections & Exhibits Report

Submitted by Caren S. Oberg, Curator of Collections & Exhibitions

Apr-May 2023

Exhibition development and summer readiness have been at the heart of our work since the last board meeting. *Girl Made of Light and Dust* was deinstalled and *Rarefied Light 2022* installed. We dusted and polished exhibit cases and artifacts at the Main building and the Annex and are already welcoming summer tourists.

At the Museum

Exhibitions

- Our summer exhibition, *Rarefied Light 2022*, opened on April 21 with the Opening Celebration on April 28. This exhibit is Alaska's largest juried fine art photography show and there are currently 53 photographs hanging in Egan Commons. There is not a specific theme to *Rarefied Light* and because of the number and variety of works, I hope our members and locals will come back multiple times to revisit the exhibition.
- Special thank you to Rich Dunkin and Glenn Sodergren for their assistance with the MILA movable walls.
- There is still a hole in the Temporary Exhibition calendar for Summer 2024. Summer is a very popular time to have an exhibition because of the rise in tourism so it should be relatively easy to fill. We are continuing conversations with local artists while also reaching out beyond Valdez for an exhibition.
- We completed Summer Readiness for the Main Building and the Annex. Many thanks to Emma Villareal, Curatorial Assistant, for heading those efforts and our museum attendants Tyler Sorum and Max Brainerd for all of the careful dusting and polishing of casework and artifacts. Also thank you to Rich Dunkin for assisting with reinstalling the Prinsendam signage on the outside of the Main building. Our first summer visitors have already started arriving.

Collections and Research Requests

- The updates for PastPerfect Public Access is in the works. If you are new to the Board you may not be aware that the public can view and learn about objects and archives in our collection through our website: <https://www.valdezmuseum.org/collections/online-collections/>. This is a great resource for researchers and casual virtual visitors.

- Research requests fulfilled in the past month include:
 - Genealogy research related to the Leavell family – which, according to the researcher “helped solve a five-year mystery!”.
 - Images and mining information for Landlocked Bay
 - Information about a set of Trans-Alaskan Pipeline commemorative coins presented to Thomas V. Malcolm for his work on the Pipeline in 1973.
 - Information on Theodore Cook (brother of Frederick Cook, who may or may not have been the first person to the North Pole) and an order of sleds from Valdez for a 1911 mail run between Valdez and Fairbanks

- Worked with *Seed Media* to video capture images of Alaskan Native tools for a video series for K-1 students in the Chugach School District.

In the Community

Community Collaborations

- 4-15 attended all Staff Summer Training and presented a short training on best methods to interact with out-of-town visitors who want to donate objects to the Museum.
- 4-21 Attended Valdez High School Career Day – showed a newspaper page from 1907 newspaper and engaged students and adults about primary sources and what the newspaper tells us about life in Valdez in 1907. Answer: There were a lot of restaurants.
- 5-1 Valdez Native Tribe delivered a red dress and earrings to be displayed in the Native Gallery through 6-2. This temporary display serves to bring awareness of murdered and missing Indigenous people across the United States and Canada.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Curator of Education & Public Programs' Report Submitted by Faith Revell, Curator of Education & Public Programs April 2023

Reporting period: April 13 through May 10, 2023 Total contacts: 870

Overview: This reporting period focuses upon preparing for the summer tourist season, training VMHA staff and teaching locals about regional history and birds.

Education

April marked the beginning of **Faith collaborating with 7th grade science teacher Ann Norris to teach GMS students about birds and citizen science.** This is the second year of the partnership and the first, with the support of a grant that allowed students and teachers to travel to Cordova for the shorebird festival. The outing included activities with PWSCC and the Cordova Historical Museum; treks round the Copper River Delta with ornithologists and scientist/artists; intertidal exploration and bird scavenger hunts. It combined a remarkable series of place-based experiences that wed natural history with history, culture, geography and science.

In May **3rd graders began their study of Valdez history** through a series of three field trips to the Museum and Old Town. They returned to their classrooms with large copies of photographs from the Museum's collection and a "historic figure" game created by the Museum educator. Both are used to extend students' learning about local history and picture the place and people significant to it.

Public Programs and Exhibits

April's Tuesday Nite History Talk featured Dorothy Moore's family and Old Town history as visualized through photographs. Dorothy volunteered her time and brought out a lively crowd who stayed long past the traditional hour-long presentation time to identify details in the imagery and share stories.

Rarefied Light opened to the public and a gathering of about 20 people who spent considerable time looking at the photographs on display and choosing their favorites. It was a very pleasant evening.

Outreach and Collaboration

Faith continues to work with the City of Valdez to provide content for **new signs at Old Town** that will be used for a walking and driving tour of the original town site.

Museum staff participated in the **Career Fair** at the VHS and connected with potential summer hires and students exploring their moneymaking options.

Administration, Planning and Institutional Teamwork

In late April, **communication with Premier Shore Excursion Mgr Chris Herman** about the summer cruise ship operations took place in person via a series of meetings with local Valdez people, such as Valdez

Ports rep and 1st student bus owner. Both will play a role in cruise ship port of calls this summer. All scheduled POCs and tours are regularly updated by Faith and posted on the Museum calendar.

<u>DATE/PROGRAM</u>	<u>E</u>	<u>ED</u>	<u>PP</u>	<u>OR</u>	<u>R</u>	<u>V or IP</u>	<u>#PART</u>	<u>VOL</u>
April								
15 Summer staff training	x					x	13	
15 Tour training	x					x	4	
18 OT sign meeting	x					x	2	1
19 POC cruise ship mtng	x					x	2	
20 Strat planning meeting	x					x	3	4
21 Career Fair	x					x	100	
21 Attendant interview x						x	1	
24 POC at VCVB meeting	x					x	20	
24 Premier meeting	x					x	4	
24 Ports and bus meeting	x					x	6	
25 TNHT D Moore mtng	x					x	1	
25 TNHT Moore family pics			x			x	20	1
27 GMS Teaching birding		x				x	29	
28 GMS Birding meeting	x					x	2	
28 Opening Rarefied Light			x			x	17	
May								
1 GMS Teaching birding		x				x	42	
2 GMS Teaching birding		x				x	42	
4 Shorebird festival Museum events				x		x	120	
5 Free Friday at Museum			x			x	20	
5 Shorebird festival teaching				x		x	44	
5 Shorebird festival events				x		x	120	
6 Shorebird festival teaching				x		x	44	
6 Shorebird festival talks				x		x	120	
7 Shorebird class w/JM Laws				x		x	15	
7 Shorebird ornithology tour				x		x	15	
10 GMS Teaching birding		x				x	43	
10 3 rd grade Mus field trip		x				x	17	
E, meetings, events	=		156					
ED, education	=		173					
PP, public programs	=		59					
OR, outreach	=		478					
R, rentals	=		0					
VOL, volunteers	=		6					
Total contacts	=		870					

Explanation of CATEGORIES: x

E, museum events, meetings; ED, education: PP, public program; R, rental; RO, outreach, includes cruise ship guided tours; V, virtual; IP, in person.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Communications & Marketing Report Submitted by Danielle Tapp, Administrative Marketing Coordinator April 2023

Marketing and Communications

- **Website:** Update *Board Portal* information, *General site*, and *square online store*. Landing page: Create several new banner images- related to all April/May events. Board portal: Updated with new Board member information. News Tab: Promote *Rarefied Light 2022* and *Blue Star Museums*. Square Online: Providing new items with images to match. Updated Featured Artist. Online Collections: Started process of designing and implementing new past perfect website. Website goal: keep our website attractive and current, promote it as a primary source of information about the Museum.
- **Mail Chimp:** Distribute an *May 2023 Valdez Museum Happenings*.
- **Press Releases:** *The Valdez Museum is a Blue Star Museum*.
- **Facebook:** Promoted Museum temporary exhibit, updated to summer hours, Free Friday, TNHT and generated posts advertising museum events.
- **Twitter:** Promoted Museum temporary exhibit, updated to summer hours, Free Friday, TNHT and generated posts advertising museum events.
- **Instagram:** Promoted Museum temporary exhibit, updated to summer hours, Free Friday, TNHT and generated posts advertising museum events.
- **Inside View Magazine:** Designing Q2 magazine. Still receiving content.
- **Outreach:** Community interaction, post events and announcements on KCHU Billboard and KVAK and Copper River Record outreach for Rarefied Light and summer hours.
- **Advertising:** KCHU Billboard, E-News ad, VMHA website, and social media for Rarefied Light 2022 and museum events.

Public Relations

- Greet, inform, and welcome visitors to the Museum, oversee facility rentals, serve as a community liaison.

Administrative Support

- General office duties, proofread and edit documents, print membership badges, update affinity list, compile monthly board packets, assist with mailing, order stationery and other office supplies. Assist with new staff.

Visitor Services

- Work at the front counter, introduce visitors to the Museum, assist visitors and answer questions, conduct Museum Store sales, and monitor museum activity throughout the day.

Board Support

- Attend regular and special VMHA Board meetings, record and transcribe minutes, print minutes for signing by Board Secretary, keep Board Minutes file up to date, prepare membership Thank You notes, send email reminders for card pick-ups.

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

April 2023

Admissions

Monthly 2022		Monthly 2023		+/-	
Free	182	Free	132	Free	-50
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	149	Paid	128	Paid	-21
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i>	0
Total	331	Total	260	Total	-71

Store Sales

YTD 2022	YTD 2023	+/-
\$2,268.43	\$830.11	-\$1,438.32

* Blue Star included in Free count

** Tours included in Paid count

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

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

**Year to Date
January 1 – December 31, 2023**

Admissions

Monthly 2022		Monthly 2023		+/-	
Free	355	Free	380	Free	+25
<i>*Bluestar</i>	0	<i>*Bluestar</i>	0	<i>*Bluestar</i>	0
Paid	272	Paid	266	Paid	-6
<i>**Tours</i>	0	<i>**Tours</i>	0	<i>**Tours</i>	0
Total	627	Total	646	Total	+19

Store Sales

YTD 2022	YTD 2023	+/-
\$4,215.02	\$2,288.50	-\$1,926.52

* Blue Star included in Free count
** Tours included in Paid count

2023 Roadhouse Planning

May 3, 2023

Main Goals:

Secure theme dates and place

Write donation request letter, Patty will help write, and date to send Mid June- Send post card to box holder when tickets are going to launch Give smart

Assign sub committee and find volunteers

Brainstorm new donors

NOW, Princess, Holland, Ravn, Norwegian, Viking, Alaska Rail Road

Current Ridge, concert, Anchorage concert, Anchorage hotels, Restaurants, movie tickets.....

Peter Pan, Silver Bay, Princess Lodge

	People	Month	To do	Notes
Theme				Dog House Road House: Celebrating animals and their owners
Honoree:		May	Michelle Contact Shana	Shana Anderson, Have plaque, award ordered in June
Civic Center date: Oct. 14, 2023	Nanci / Donna	May	contact Jennifer James	144 seats for 2023, two ballrooms 8 seat tables, 18 tables, check on catering In 2022 116 people 2 Ball Rooms /stage with podium, 1 Bar, Tables for Dessert Dash Table for Live auction Items
Master of Ceremony	Dwight open to new person			
Auctioneer	Dwight			Dwight in the past

Auction committee	Michelle, Donna, Rich, Felicia	NOW	Google Link of items	2022 https://docs.google.com/spreadsheets/d/18j6We90qxflVLCmoq49mcx9cU9POuaGj/edit#gid=473459779	
Give Smart.com	Patty	Online start date	Online Ends night of event	design campaign web site,	
Live auction		September	10 items		
Coast Guard spotters		August		contact the Coast Guard to see if 4 will come to volunteer.	
Raffle	Felicia			Procure items and have tickets printed. Volunteers to sell tickets at event. Fishing Lure to attach to ticket? Poster of the items?	
Corporate Sponsors	Patty Relay/ Michelle	June	Link to list of sponsors		
Entertainment	Rich, Mary, Karen A			2022 Mary Melberg wants to help, song, jokes, and	
Music		September		Spotify dinner music play list?	
Decorations		August		Center piece for table and decorations for room, Table Numbers, ...	
Slide show/ movie about Dogs		August			
Catering		Send letter in June		Send letter to approved caterers	

Bar		Send letter in June		Full service Bar and wine Ask Susan Gilpatrick/ Fat Mermaid	
Posters	Danny	September		Distribute with QR code	
Dessert Dash	Karen Allred			She already has three donors	