

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

## MEETING OF THE BOARD OF DIRECTORS

January 16, 2025- 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)
5. Mission Educational Moment (10 minutes)
6. Approval of the Minutes for: November 21, 2024, p. 3
7. Approval of Financial Report as of January 16, 2024 p. 5
  - a) November Financial Statements
8. New Business p. 29
  - a) Accept Recent Cash Donation for their donor-intended purposes
  - b) Recent member/donor assignments
  - c) Review of Board member committee assignments
  - d) Board vacancies discussion
  - e) Advocacy Day in Washington D.C. discussion
  - f) Annual appeal discussion
9. President's Report
10. Staff Reports p. 36
11. Committees
  - a) Committee Reports— (15 minutes)  
**Finance (Jim), Collections (Rich),** Board Development (Gary) **Fundraising (Michelle)** Membership (Michelle), **Strategic Planning (Gary),** Advocacy (?), Building (?), **Native Gallery (?)** Endowment (Inactive) By-Laws Committee and **ED Search Committee, Personnel Policy Review Ad hoc Committee (Martha)**
12. Committee Business from the Floor or Board Member Discussion/Ideas
13. Adjournment

### Upcoming Committee Meetings

Collections Committee, Finance Committee, Fundraising Committee, Personnel Policy Review Ad hoc Committee

**Next Meeting: February 20, 2025**

## **Dates to add to your Calendars**

Museum on Hazelet open by appointment

Museum on Egan, open 9 to 5, Tues through Sat

January 17, Free Admission Day at the Museum

January 17, opening of new exhibition

*In a Time of Change: Boreal Forest Stories*

January 20, MLK Day, holiday, Museum closed

January 28, Tuesday Nite History Talk

## **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 is learned here leaves here. Embrace

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

**MEETING MINUTES OF THE BOARD OF DIRECTORS**

**November 21, 2024- 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.*

Meeting Called to Order at 12:01. Present are: Gary Minish, Rich Dunkin, Linda Guthrie, Martha Barberio, Jim Shirell, Michelle Cullen, Faith Revell, Dan Gilson, Karen Allred, Amber Dennis

There were no guests and no public business from the floor.

Faith says thank you to the board for their support.

Rich Dunkin moves to approve Minutes for: October 17, 2024, Jim Shirell seconds, Michelle Cullen points out a typo for correction, minutes are unanimously approved.

Jim Shirell moves to approve of Financial Report as of November 21, 2024, Michelle Cullen seconds. Faith states that 990 tax forms and submitted an updated net revenue projection for the end of the year, at this point proposed net revenue for conclusion of the year is 101, 303.00. Report is unanimously approved.

Jim Shirell moves to Accept Recent Cash Donation for their donor-intended purposes, Rich Dunkin seconds, motion is unanimously approved. Michelle Cullen points out that all board members should be keeping up with their annual unrestricted donations.

Gary Minish reports that the search committee has negotiated with and made a verbal agreement with April Vasher-Dean for Executive Director position pending board approval. Jim Shirell, having reviewed the contract moves to approve offering a contract to April Vasher-Dean for Executive Director position. Rich Dunkin seconds. Motion is unanimously approved and her start date will be January 6<sup>th</sup>, 2025.

Jim Shirell reports that the finance committee reviewed policy and money for staff bonuses and agreed on an across the board 3% for permanent and permanent part-time employees. Rich Dunkin asks for clarification on difference between permanent part time and temporary part time. Faith points out that we have one limited part time employee, and that they traditionally did not receive a bonus, but that there is precedent for offering bonus under the existing policy. Martha Barberio points out that we should standardize our regulations, rather than setting a precedent of making exceptions. Jim moves to award a bonus of 3% to permanent part time and limited part time employees. Rich Dunkin seconds. Motion carries with all in favor.

Martha Barberio moves to approve staff cost of living adjustments of 2.5 %(COLA). Michelle Cullen seconds. Jim Shirell points out that this will not apply to one of our staff. Faith points out that she put personnel policy on the agenda so that they might make changes as soon as January. Michelle Cullen asks about the ED's role in adjusting salaries. Martha points out that there was a meeting where they decided on the 2.5% and that they will put something in the regulations so that they don't need to have this discussion annually. Gary Minish points out that according to the current policy, the board will need to decide on whether we will include our one limited part time employee in the COLA increase. Jim moves to amend the motion to include the limited part

time employee in this year's COLA. Martha seconds and then raises concern about why this employee isn't permanent part time and that because of her qualification, she is technically a temporary employee. Gary points out that we are making a decision only for 2025 and this does not set policy or precedent. Michelle Cullen asks again about the ED's role in pay raises stating that if the employee doesn't qualify for COLA or bonuses, they may qualify for a step increase. Gary Minish points out that the board approves a budget including pay ranges, but it is exclusively up to the ED to decide salary and step increases. Gary Minish calls for a vote to amend the motion. Jim Shirell, Rich Dunkin, Gary Minish, Dan Gilson, Karen Allred vote in favor. Michelle Cullen, Martha Barberio, and Lind Guthrie are opposed. The motion carries. Then the amended motion is voted on again, vote is the same and motion carries.

Gary Minish opens short discussion of personnel policy changes. Jim Shirell suggests we form an ad hoc committee to review personnel policy. He asks for volunteers and Martha, Rich Dunkin and Jim Shirell volunteer to meet, review and bring recommendations to the board. Martha suggests the committee redo the regulations and bring a new draft for the board to review. Linda Guthrie volunteers to work on committee as well. The Policy Review Committee decided to meet at the same time that the search committee was meeting.

Faith reviews board committee assignments. After some discussion she suggests that we revisit this discussion in January following some homework to make for an easier discussion. Faith mentions that there is information in the Board Portal. Gary Minish points to the difficulty of logging in. Amber Dennis questions whether the information the board accesses in the "portal" needs to be private. After some discussion it is determined that the board portal need not be private and it is decided that Amber will attempt to make it public and easily accessible, apart from phone numbers. Gary Minish suggests making portal content public on website and that Amber Dennis provide board contact list to board members via email.

Nanci Hill joins the meeting via Zoom.

Gary moves the meeting onto a board vacancies discussion. Michelle Cullen's board position expires January 31<sup>st</sup> and will create a vacancy on the board. Rich Dunkin and Nanci Hill's positions also expire January 31<sup>st</sup>.

The annual membership party has been scheduled for December 19<sup>th</sup>. Michelle Cullen offers to work with Amber Dennis to coordinate.

Gary Minish calls for adjournment. Rich Dunkin motions to adjourn. All in favor.  
Meeting is adjourned at 1:50 PM

**Next Meeting: January 16, 2025 12:00 PM in Council Chambers**

**Signed:**

**Date:**

**Michelle Cullen, Secretary  
VMHA**



# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

## Financial Report Submitted by Faith Revell Interim Executive Director though 2024 Curator of Education and Public Programs

November and December 2024

**Summary:** This report reflects the financial position of the Museum. It addresses year-end status of 2024 and key aspects of the following: Budget v. Actual; Statement of Activities Previous Year Comparison; and Statement of Financial Position Previous Year Comparison. Two 2025 reports are also included that reflect early Q1 expenses and revenue. All reports were run on January 7 or 8.

### Budget vs. Actuals: FY2024

**Budget vs. Actuals compares totals for the full year, from January through December.**

The **Net operating revenue** at years' end is \$100,228 compared to a budgeted amount of \$97,063. Projections were off by a little more than \$3000 and 3.26%. **Gross profit** closed at \$799,803 and 91% of the overall budgeted amount. **Total expenditures** as of December 31st stood at \$697,503 and 90% of the annual budget.

As of December 31st, 2024 **earned revenue**, stood at \$198,430 and 92% of budget. The operating budget for earned revenue in 2024 was \$214,765, so the Museum fell slightly short of its annual goal.

**Earned revenue from store sales for the year** totaled \$26,359 with a very slight increase in the last two months compared to the previous reporting period. Store sales closed at one half of what was budgeted in 2024.

**Grants.** The Museum received the last quarter grant from the COV, totaling \$535,000 for the year. The COV will support the Museum in 2025 with the same amount of money.

**Donations income as of December 31st** totaled \$21,182 and 126% of budget.

**Fund Development** closed at \$66,835 and 92% of budget.

### EXPENDITURES

**The highest expenses for the year** remain linked to personnel and utilities. **Personnel expenses** totaled \$445,343. This figure is 90% of budget. To date, \$103,509 has been paid for health insurance premiums for four staff members. This total is 92% of what was budgeted for benefits in 2024.

**ED Recruitment.** \$11,837 of the budgeted \$10,000 allotted for ED recruitment was spent, exceeding the annual target by a little more than \$1800.

**Utilities** are tracking in total at 74% of what was budgeted for 2024. Electric costs came in at \$24,803 and 66% of budget. Heating oil costs sit at \$20,767 and 84% of budget. Of note is that in the past two months of November and December, the Museum has spent \$7712 on electric compared to \$4521 in 2023. \$3584 was spent on fuel oil compared to \$3666 in 2023. The increases in electric costs at the Egan site and fuel at the annex are now being tracked monthly and the information sent to Nate Duvall and his crew as per their request. They are exploring why electric costs are higher than expected after the installation of the new HVAC system.

**Janitorial costs** closed at \$15,212 in December of 2024. A new contract with a new vendor was signed in early January of 2025. It is higher than budgeted and as a result may call for an adjustment in the 2025 budget in Q1.

**Supplies**, in particular office supplies, closed at \$5327 in 2024, exceeding a budget of \$2250. Small office equipment was purchased with these funds as well as supplies. The 2025 budget should be adjusted to more accurately reflect this line item's targeted expenses.

## Statement of Activity Comparison

**This report compares totals as of December 31<sup>st</sup>, 2024** to the same period in 2023.

Net operating revenue closed at \$100,299 compared to \$97,535 in 2023. Expenditures closed out at \$697,503 compared to last year's total of \$704,182. Personnel expenses are \$445,344 in 2024 compared to \$453,731 in 2023. Utilities stand at \$45,847 as of this year compared to \$55,022 in 2023.

**Fund Development:** Fund development as of December 31st totaled \$66,935 compared to \$74,380 in 2023. We ran shy of our goal of \$4000 for the annual appeal. Fund development includes Corporate sponsorship, Annual appeal, Raffle, Roadhouse, Membership and Fundraising.

**Admissions: General admission fees** are approximately \$10,000 less this year compared to last. They amount to \$79,391 compared to \$89,764 in 2023.

**Store Sales** are significantly lower this year than last. Year-to-date totals in 2024 are \$26,359 compared to last year's yield of \$45,132.

**Janitorial Services** are higher this year than last and closing at \$15,212 compared to \$13,934. The Museum's janitorial contract concluded at the end of 2024 and a new company contracted for 2025. The new contract exceeds the budgeted amount of \$16,777 for 2025. It reflects an increase in costs for services rendered. Both the Museum on Egan and Hazelet are now being cleaned year round. In previous years, the annex was cleaned only during peak season when it was open to the public.

## Statement of Financial Position Previous Year Comparison as of

December 31st, 2024

As of December 31st, 2024, **total liabilities and equity** for the Museum stand at \$1,960,491 compared to 2023, where totals amounted to \$1,859,047. This amounts to a difference of \$101,444 in 2024.

**Bank accounts** total \$503,383 as of December 31<sup>st</sup>, 2024 compared to \$411,071 in 2023. \$163,641 is in the Wells Fargo account and \$225,210 is in 1<sup>st</sup> National Operating.

**Phyllis Irish Fund** remains at \$70,970 compared to \$68,901 in 2023.

**The Museum Endowment equity** in 2024 closed at \$1,322,350 compared to \$1,228,038 in 2023.

**Equity:** Due to 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.

## 2025 Reports that include Budget vs. Actual and Statement of Activity

These two reports were included in the packet to visibly show that expenses exceed revenue in the very first part of Q1 prior to the receipt of the COV grant. What is not reflected in the reports is the most recent invoice for Liability insurance. It is approximately \$33,000 and will be paid prior to receipt of the COV grant as well.

Lastly, a copy of the 2025 budget is included in the packet.

*See attached Financial Statements for reference.*



# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## A/P Aging Summary

As of December 31, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Audit Adjustment.1					0.00	\$0.00
Copper Valley Electric Assoc., Inc.	3,496.30					\$3,496.30
Dorothy M Moore	13.00					\$13.00
Kevin Crowley	16.25					\$16.25
Lincoln National Life Insurance	690.00					\$690.00
Minuteman Press	620.03					\$620.03
North Pacific Fuel					89.91	\$89.91
Other Vender					0.00	\$0.00
South Central Hardware	13.27					\$13.27
USI Insurance Services NW	1,220.00					\$1,220.00
Valdez Museum Store					0.00	\$0.00
Wells Fargo Bank					0.00	\$0.00
Xerox Financial Services	297.41					\$297.41
<b>TOTAL</b>	<b>\$6,366.26</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$89.91</b>	<b>\$6,456.17</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## A/R Aging Summary

As of December 31, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
City of Valdez - Grant Income					0.00	\$0.00
Crowley Alaska Tankers, LLC				500.00		\$500.00
Margaret Holm					0.00	\$0.00
Matt Orr					0.00	\$0.00
Other Customer					0.00	\$0.00
QuickBooks Customer					0.00	\$0.00
Steven Diaz					0.00	\$0.00
Wells Fargo					0.00	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$500.00</b>	<b>\$0.00</b>	<b>\$500.00</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Budget vs. Actuals: Budget\_FY25\_P&L\_1 - FY24 P&L

January - December 2025

	TOTAL					
	ACTUAL	BUDGET	OVER BUDGET	REMAINING	% OF BUDGET	% REMAINING
<b>Revenue</b>						
4200 Grants	0.00	549,600.00	-549,600.00	549,600.00	0.00 %	100.00 %
4320 Funds Transfer Income		0.00	0.00	0.00		
8003 Fund Development	1,140.00	69,775.00	-68,635.00	68,635.00	1.63 %	98.37 %
8008 Miscellaneous Income		0.00	0.00	0.00		
8011 Freight paid by customer		1,000.00	-1,000.00	1,000.00		100.00 %
8024 Earned Revenue	30.00	252,231.00	-252,201.00	252,201.00	0.01 %	99.99 %
8501 7015 Interest Income		70,970.00	-70,970.00	70,970.00		100.00 %
Billable Expenditure Revenue		0.00	0.00	0.00		
Billable Expenditure Revenue ( 280 )		0.00	0.00	0.00		
Billable Expenditure Revenue ( 281 )		0.00	0.00	0.00		
Billable Expenditure Revenue-1		0.00	0.00	0.00		
Billable Expense Income		0.00	0.00	0.00		
Markup		0.00	0.00	0.00		
Shipping Income		0.00	0.00	0.00		
Unapplied Cash Payment Income		0.00	0.00	0.00		
Uncategorized Income		0.00	0.00	0.00		
Unrestrictedde		0.00	0.00	0.00		
<b>Total Revenue</b>	<b>\$1,170.00</b>	<b>\$943,576.00</b>	<b>\$ -942,406.00</b>	<b>\$942,406.00</b>	<b>0.12 %</b>	<b>99.88 %</b>
<b>Cost of Goods Sold</b>						
53500 Subcontracted Services		0.00	0.00	0.00		
8035 Purchases - Resale Items		0.00	0.00	0.00		
8101 Cost of Goods Sold		20,000.00	-20,000.00	20,000.00		100.00 %
8102 Gallery Commission		6,500.00	-6,500.00	6,500.00		100.00 %
Inventory Shrinkage		0.00	0.00	0.00		
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$26,500.00</b>	<b>\$ -26,500.00</b>	<b>\$26,500.00</b>	<b>0.00%</b>	<b>100.00 %</b>
<b>GROSS PROFIT</b>	<b>\$1,170.00</b>	<b>\$917,076.00</b>	<b>\$ -915,906.00</b>	<b>\$915,906.00</b>	<b>0.13 %</b>	<b>99.87 %</b>
<b>Expenditures</b>						
6185 Insurance		35,000.00	-35,000.00	35,000.00		100.00 %
6205 Interest Expense	0.00	0.00	0.00	0.00		
66100 Condensed Item Adj. Expense		0.00	0.00	0.00		
8036 Fundraising Expenses		13,000.00	-13,000.00	13,000.00		100.00 %
8036.1 Membership		2,500.00	-2,500.00	2,500.00		100.00 %
8036.2 Volunteer Expense		0.00	0.00	0.00		
8036.3 Facility Planning		0.00	0.00	0.00		
8037 IT Services	174.00	15,250.00	-15,076.00	15,076.00	1.14 %	98.86 %
8039 Education		1,500.00	-1,500.00	1,500.00		100.00 %
8040 Collections		1,650.00	-1,650.00	1,650.00		100.00 %
8044 Contract Labor		1,000.00	-1,000.00	1,000.00		100.00 %
8047 Janitorial Services		16,775.00	-16,775.00	16,775.00		100.00 %
8048 Utilities	851.15	51,872.00	-51,020.85	51,020.85	1.64 %	98.36 %
8049 Supplies		20,000.00	-20,000.00	20,000.00		100.00 %
8053 Advertising/Marketing		8,000.00	-8,000.00	8,000.00		100.00 %

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Budget vs. Actuals: Budget\_FY25\_P&L\_1 - FY24 P&L

January - December 2025

	TOTAL					
	ACTUAL	BUDGET	OVER BUDGET	REMAINING	% OF BUDGET	% REMAINING
8056 Travel		12,000.00	-12,000.00	12,000.00		100.00 %
8058 Public Programs		3,000.00	-3,000.00	3,000.00		100.00 %
8059 Contingency		0.00	0.00	0.00		
8103 Personnel Expenses	12,774.95	601,195.00	-588,420.05	588,420.05	2.12 %	97.88 %
8110 Professional Fees		23,000.00	-23,000.00	23,000.00		100.00 %
8113 Vehicle Expense		2,000.00	-2,000.00	2,000.00		100.00 %
8118 Telephone	286.74	7,725.00	-7,438.26	7,438.26	3.71 %	96.29 %
8123 Postage and Delivery		700.00	-700.00	700.00		100.00 %
8130 Dues and Subscriptions	314.99	12,500.00	-12,185.01	12,185.01	2.52 %	97.48 %
8131 Printing and Reproduction		4,500.00	-4,500.00	4,500.00		100.00 %
8133 Board Expense		0.00	0.00	0.00		
8134 Rent	1,200.00	1,210.00	-10.00	10.00	99.17 %	0.83 %
8135 ED Recruitment		0.00	0.00	0.00		
8138 Credit Card Fees	0.85	7,500.00	-7,499.15	7,499.15	0.01 %	99.99 %
8139 Bank Service Charges		263.00	-263.00	263.00		100.00 %
8140 Equipment		0.00	0.00	0.00		
8144 Training & Education		5,000.00	-5,000.00	5,000.00		100.00 %
8145 Licenses and Permits		750.00	-750.00	750.00		100.00 %
8148 Contributions		10,000.00	-10,000.00	10,000.00		100.00 %
8150 Depreciation Expense		0.00	0.00	0.00		
9000 Reconciliation Discrepancies		0.00	0.00	0.00		
9001 POS Inventory Adjustments		0.00	0.00	0.00		
9002 Freight and Shipping Costs		1,500.00	-1,500.00	1,500.00		100.00 %
9003 Cash Drawer Payouts		0.00	0.00	0.00		
Bad Debts		0.00	0.00	0.00		
Exhibits		18,100.00	-18,100.00	18,100.00		100.00 %
Funds Transfer Expense		0.00	0.00	0.00		
Purchases		0.00	0.00	0.00		
Unapplied Cash Bill Payment Expense		0.00	0.00	0.00		
Uncategorized Expense		0.00	0.00	0.00		
<b>Total Expenditures</b>	<b>\$15,602.68</b>	<b>\$877,490.00</b>	<b>\$ -861,887.32</b>	<b>\$861,887.32</b>	<b>1.78 %</b>	<b>98.22 %</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -14,432.68</b>	<b>\$39,586.00</b>	<b>\$ -54,018.68</b>	<b>\$54,018.68</b>	<b>-36.46 %</b>	<b>136.46 %</b>
Other Expenditures						
8149 Other Expenses		0.00	0.00	0.00		
8180 Balancing Adjustments		0.00	0.00	0.00		
Reconciliation Discrepancies-1		0.00	0.00	0.00		
<b>Total Other Expenditures</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>0.00%</b>
<b>NET OTHER REVENUE</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>0.00%</b>
<b>NET REVENUE</b>	<b>\$ -14,432.68</b>	<b>\$39,586.00</b>	<b>\$ -54,018.68</b>	<b>\$54,018.68</b>	<b>-36.46 %</b>	<b>136.46 %</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Budget vs. Actuals: Budget\_FY24\_P&L - FY24 P&L

January - December 2024

	TOTAL					
	ACTUAL	BUDGET	OVER BUDGET	REMAINING	% OF BUDGET	% REMAINING
<b>Revenue</b>						
4200 Grants	549,573.00	549,500.00	73.00	-73.00	100.01 %	-0.01 %
4320 Funds Transfer Income	0.00		0.00	0.00		
8003 Fund Development	66,935.48	72,275.00	-5,339.52	5,339.52	92.61 %	7.39 %
8011 Freight paid by customer	1,293.98	3,000.00	-1,706.02	1,706.02	43.13 %	56.87 %
8024 Earned Revenue	198,430.03	214,764.86	-16,334.83	16,334.83	92.39 %	7.61 %
8501 7015 Interest Income	2,069.16	68,901.50	-66,832.34	66,832.34	3.00 %	97.00 %
<b>Total Revenue</b>	<b>\$818,301.65</b>	<b>\$908,441.36</b>	<b>\$ -90,139.71</b>	<b>\$90,139.71</b>	<b>90.08 %</b>	<b>9.92 %</b>
<b>Cost of Goods Sold</b>						
8101 Cost of Goods Sold	16,501.26	25,000.00	-8,498.74	8,498.74	66.01 %	33.99 %
8102 Gallery Commission	3,997.17	5,000.00	-1,002.83	1,002.83	79.94 %	20.06 %
<b>Total Cost of Goods Sold</b>	<b>\$20,498.43</b>	<b>\$30,000.00</b>	<b>\$ -9,501.57</b>	<b>\$9,501.57</b>	<b>68.33 %</b>	<b>31.67 %</b>
<b>GROSS PROFIT</b>	<b>\$797,803.22</b>	<b>\$878,441.36</b>	<b>\$ -80,638.14</b>	<b>\$80,638.14</b>	<b>90.82 %</b>	<b>9.18 %</b>
<b>Expenditures</b>						
6185 Insurance	39,633.12	35,000.00	4,633.12	-4,633.12	113.24 %	-13.24 %
6205 Interest Expense	9.54		9.54	-9.54		
8036 Fundraising Expenses	12,260.76	13,000.00	-739.24	739.24	94.31 %	5.69 %
8036.1 Membership	2,564.26	2,500.00	64.26	-64.26	102.57 %	-2.57 %
8037 IT Services	10,492.37	15,250.00	-4,757.63	4,757.63	68.80 %	31.20 %
8039 Education	1,365.99	1,500.00	-134.01	134.01	91.07 %	8.93 %
8040 Collections	2,060.25	1,650.00	410.25	-410.25	124.86 %	-24.86 %
8044 Contract Labor	856.67		856.67	-856.67		
8047 Janitorial Services	15,212.04	15,250.00	-37.96	37.96	99.75 %	0.25 %
8048 Utilities	45,847.31	62,272.00	-16,424.69	16,424.69	73.62 %	26.38 %
8049 Supplies	14,185.09	17,250.00	-3,064.91	3,064.91	82.23 %	17.77 %
8053 Advertising/Marketing	5,285.59	8,000.00	-2,714.41	2,714.41	66.07 %	33.93 %
8056 Travel	6,019.26	9,000.00	-2,980.74	2,980.74	66.88 %	33.12 %
8058 Public Programs	3,337.89	3,000.00	337.89	-337.89	111.26 %	-11.26 %
8103 Personnel Expenses	445,343.75	494,757.80	-49,414.05	49,414.05	90.01 %	9.99 %
8110 Professional Fees	19,450.00	19,000.00	450.00	-450.00	102.37 %	-2.37 %
8113 Vehicle Expense	1,280.50	2,000.00	-719.50	719.50	64.03 %	35.98 %
8118 Telephone	5,005.50	7,725.00	-2,719.50	2,719.50	64.80 %	35.20 %
8123 Postage and Delivery	824.46	2,250.00	-1,425.54	1,425.54	36.64 %	63.36 %
8130 Dues and Subscriptions	12,843.75	12,500.00	343.75	-343.75	102.75 %	-2.75 %
8131 Printing and Reproduction	4,622.97	6,000.00	-1,377.03	1,377.03	77.05 %	22.95 %
8134 Rent	1,210.00	1,210.00	0.00	0.00	100.00 %	0.00 %
8135 ED Recruitment	11,837.19		11,837.19	-11,837.19		
8138 Credit Card Fees	4,356.91	8,000.00	-3,643.09	3,643.09	54.46 %	45.54 %
8139 Bank Service Charges	108.00	263.00	-155.00	155.00	41.06 %	58.94 %
8140 Equipment	588.95		588.95	-588.95		
8144 Training & Education	472.98	5,000.00	-4,527.02	4,527.02	9.46 %	90.54 %
8145 Licenses and Permits	555.00	750.00	-195.00	195.00	74.00 %	26.00 %
8148 Contributions	17,120.00	10,000.00	7,120.00	-7,120.00	171.20 %	-71.20 %

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Budget vs. Actuals: Budget\_FY24\_P&L - FY24 P&L

January - December 2024

	TOTAL					
	ACTUAL	BUDGET	OVER BUDGET	REMAINING	% OF BUDGET	% REMAINING
9002 Freight and Shipping Costs	2,151.62	3,250.00	-1,098.38	1,098.38	66.20 %	33.80 %
Exhibits	10,602.04	15,000.00	-4,397.96	4,397.96	70.68 %	29.32 %
Funds Transfer Expense	0.00		0.00	0.00		
<b>Total Expenditures</b>	<b>\$697,503.76</b>	<b>\$771,377.80</b>	<b>\$ -73,874.04</b>	<b>\$73,874.04</b>	<b>90.42 %</b>	<b>9.58 %</b>
<b>NET OPERATING REVENUE</b>	<b>\$100,299.46</b>	<b>\$107,063.56</b>	<b>\$ -6,764.10</b>	<b>\$6,764.10</b>	<b>93.68 %</b>	<b>6.32 %</b>
Other Expenditures						
8149 Other Expenses	70.51	10,000.00	-9,929.49	9,929.49	0.71 %	99.29 %
Reconciliation Discrepancies-1	0.00		0.00	0.00		
<b>Total Other Expenditures</b>	<b>\$70.51</b>	<b>\$10,000.00</b>	<b>\$ -9,929.49</b>	<b>\$9,929.49</b>	<b>0.71 %</b>	<b>99.29 %</b>
<b>NET OTHER REVENUE</b>	<b>\$ -70.51</b>	<b>\$ -10,000.00</b>	<b>\$9,929.49</b>	<b>\$ -9,929.49</b>	<b>0.71 %</b>	<b>99.29 %</b>
<b>NET REVENUE</b>	<b>\$100,228.95</b>	<b>\$97,063.56</b>	<b>\$3,165.39</b>	<b>\$ -3,165.39</b>	<b>103.26 %</b>	<b>-3.26 %</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Budget vs. Actuals: Budget\_FY25\_P&L\_1 - FY24 P&L

January - December 2025

	TOTAL					
	ACTUAL	BUDGET	OVER BUDGET	REMAINING	% OF BUDGET	% REMAINING
<b>Revenue</b>						
4200 Grants	0.00	549,600.00	-549,600.00	549,600.00	0.00 %	100.00 %
4320 Funds Transfer Income		0.00	0.00	0.00		
8003 Fund Development	1,140.00	69,775.00	-68,635.00	68,635.00	1.63 %	98.37 %
8008 Miscellaneous Income		0.00	0.00	0.00		
8011 Freight paid by customer		1,000.00	-1,000.00	1,000.00		100.00 %
8024 Earned Revenue	30.00	252,231.00	-252,201.00	252,201.00	0.01 %	99.99 %
8501 7015 Interest Income		70,970.00	-70,970.00	70,970.00		100.00 %
Billable Expenditure Revenue		0.00	0.00	0.00		
Billable Expenditure Revenue ( 280 )		0.00	0.00	0.00		
Billable Expenditure Revenue ( 281 )		0.00	0.00	0.00		
Billable Expenditure Revenue-1		0.00	0.00	0.00		
Billable Expense Income		0.00	0.00	0.00		
Markup		0.00	0.00	0.00		
Shipping Income		0.00	0.00	0.00		
Unapplied Cash Payment Income		0.00	0.00	0.00		
Uncategorized Income		0.00	0.00	0.00		
Unrestrictedde		0.00	0.00	0.00		
<b>Total Revenue</b>	<b>\$1,170.00</b>	<b>\$943,576.00</b>	<b>\$ -942,406.00</b>	<b>\$942,406.00</b>	<b>0.12 %</b>	<b>99.88 %</b>
<b>Cost of Goods Sold</b>						
53500 Subcontracted Services		0.00	0.00	0.00		
8035 Purchases - Resale Items		0.00	0.00	0.00		
8101 Cost of Goods Sold		20,000.00	-20,000.00	20,000.00		100.00 %
8102 Gallery Commission		6,500.00	-6,500.00	6,500.00		100.00 %
Inventory Shrinkage		0.00	0.00	0.00		
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$26,500.00</b>	<b>\$ -26,500.00</b>	<b>\$26,500.00</b>	<b>0.00%</b>	<b>100.00 %</b>
<b>GROSS PROFIT</b>	<b>\$1,170.00</b>	<b>\$917,076.00</b>	<b>\$ -915,906.00</b>	<b>\$915,906.00</b>	<b>0.13 %</b>	<b>99.87 %</b>
<b>Expenditures</b>						
6185 Insurance		35,000.00	-35,000.00	35,000.00		100.00 %
6205 Interest Expense	0.00	0.00	0.00	0.00		
66100 Condensed Item Adj. Expense		0.00	0.00	0.00		
8036 Fundraising Expenses		13,000.00	-13,000.00	13,000.00		100.00 %
8036.1 Membership		2,500.00	-2,500.00	2,500.00		100.00 %
8036.2 Volunteer Expense		0.00	0.00	0.00		
8036.3 Facility Planning		0.00	0.00	0.00		
8037 IT Services	174.00	15,250.00	-15,076.00	15,076.00	1.14 %	98.86 %
8039 Education		1,500.00	-1,500.00	1,500.00		100.00 %
8040 Collections		1,650.00	-1,650.00	1,650.00		100.00 %
8044 Contract Labor		1,000.00	-1,000.00	1,000.00		100.00 %
8047 Janitorial Services		16,775.00	-16,775.00	16,775.00		100.00 %
8048 Utilities	851.15	51,872.00	-51,020.85	51,020.85	1.64 %	98.36 %
8049 Supplies		20,000.00	-20,000.00	20,000.00		100.00 %
8053 Advertising/Marketing		8,000.00	-8,000.00	8,000.00		100.00 %

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Budget vs. Actuals: Budget\_FY25\_P&L\_1 - FY24 P&L

January - December 2025

	TOTAL					
	ACTUAL	BUDGET	OVER BUDGET	REMAINING	% OF BUDGET	% REMAINING
8056 Travel		12,000.00	-12,000.00	12,000.00		100.00 %
8058 Public Programs		3,000.00	-3,000.00	3,000.00		100.00 %
8059 Contingency		0.00	0.00	0.00		
8103 Personnel Expenses	12,774.95	601,195.00	-588,420.05	588,420.05	2.12 %	97.88 %
8110 Professional Fees		23,000.00	-23,000.00	23,000.00		100.00 %
8113 Vehicle Expense		2,000.00	-2,000.00	2,000.00		100.00 %
8118 Telephone	286.74	7,725.00	-7,438.26	7,438.26	3.71 %	96.29 %
8123 Postage and Delivery		700.00	-700.00	700.00		100.00 %
8130 Dues and Subscriptions	314.99	12,500.00	-12,185.01	12,185.01	2.52 %	97.48 %
8131 Printing and Reproduction		4,500.00	-4,500.00	4,500.00		100.00 %
8133 Board Expense		0.00	0.00	0.00		
8134 Rent	1,200.00	1,210.00	-10.00	10.00	99.17 %	0.83 %
8135 ED Recruitment		0.00	0.00	0.00		
8138 Credit Card Fees	0.85	7,500.00	-7,499.15	7,499.15	0.01 %	99.99 %
8139 Bank Service Charges		263.00	-263.00	263.00		100.00 %
8140 Equipment		0.00	0.00	0.00		
8144 Training & Education		5,000.00	-5,000.00	5,000.00		100.00 %
8145 Licenses and Permits		750.00	-750.00	750.00		100.00 %
8148 Contributions		10,000.00	-10,000.00	10,000.00		100.00 %
8150 Depreciation Expense		0.00	0.00	0.00		
9000 Reconciliation Discrepancies		0.00	0.00	0.00		
9001 POS Inventory Adjustments		0.00	0.00	0.00		
9002 Freight and Shipping Costs		1,500.00	-1,500.00	1,500.00		100.00 %
9003 Cash Drawer Payouts		0.00	0.00	0.00		
Bad Debts		0.00	0.00	0.00		
Exhibits		18,100.00	-18,100.00	18,100.00		100.00 %
Funds Transfer Expense		0.00	0.00	0.00		
Purchases		0.00	0.00	0.00		
Unapplied Cash Bill Payment Expense		0.00	0.00	0.00		
Uncategorized Expense		0.00	0.00	0.00		
<b>Total Expenditures</b>	<b>\$15,602.68</b>	<b>\$877,490.00</b>	<b>\$ -861,887.32</b>	<b>\$861,887.32</b>	<b>1.78 %</b>	<b>98.22 %</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -14,432.68</b>	<b>\$39,586.00</b>	<b>\$ -54,018.68</b>	<b>\$54,018.68</b>	<b>-36.46 %</b>	<b>136.46 %</b>
Other Expenditures						
8149 Other Expenses		0.00	0.00	0.00		
8180 Balancing Adjustments		0.00	0.00	0.00		
Reconciliation Discrepancies-1		0.00	0.00	0.00		
<b>Total Other Expenditures</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>0.00%</b>
<b>NET OTHER REVENUE</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>	<b>0.00%</b>
<b>NET REVENUE</b>	<b>\$ -14,432.68</b>	<b>\$39,586.00</b>	<b>\$ -54,018.68</b>	<b>\$54,018.68</b>	<b>-36.46 %</b>	<b>136.46 %</b>



# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Statement of Activity Comparison

January - December 2024

	TOTAL	
	JAN - DEC 2024	JAN - DEC 2023 (PY)
<b>Revenue</b>		
4200 Grants	549,573.00	544,841.25
4320 Funds Transfer Income	0.00	
8003 Fund Development	66,935.48	74,380.32
8011 Freight paid by customer	1,293.98	2,504.19
8024 Earned Revenue	198,430.03	206,038.25
8501 7015 Interest Income	2,069.16	225.96
<b>Total Revenue</b>	<b>\$818,301.65</b>	<b>\$827,989.97</b>
<b>Cost of Goods Sold</b>		
8101 Cost of Goods Sold	16,501.26	19,456.19
8102 Gallery Commission	3,997.17	6,815.55
<b>Total Cost of Goods Sold</b>	<b>\$20,498.43</b>	<b>\$26,271.74</b>
<b>GROSS PROFIT</b>	<b>\$797,803.22</b>	<b>\$801,718.23</b>
<b>Expenditures</b>		
6185 Insurance	39,633.12	32,572.00
6205 Interest Expense	9.54	
8036 Fundraising Expenses	12,260.76	11,655.12
8036.1 Membership	2,564.26	1,875.58
8037 IT Services	10,492.37	13,527.70
8039 Education	1,365.99	1,275.10
8040 Collections	2,060.25	5,185.37
8044 Contract Labor	856.67	
8047 Janitorial Services	15,212.04	13,944.37
8048 Utilities	45,847.31	55,022.07
8049 Supplies	14,185.09	14,469.43
8053 Advertising/Marketing	5,285.59	6,068.85
8056 Travel	6,019.26	8,377.01
8058 Public Programs	3,337.89	3,185.05
8103 Personnel Expenses	445,343.75	453,731.13
8110 Professional Fees	19,450.00	18,360.00
8113 Vehicle Expense	1,280.50	1,664.42
8118 Telephone	5,005.50	7,487.95
8123 Postage and Delivery	824.46	1,451.99
8130 Dues and Subscriptions	12,843.75	12,518.78
8131 Printing and Reproduction	4,622.97	4,833.51
8134 Rent	1,210.00	1,220.00
8135 ED Recruitment	11,837.19	
8138 Credit Card Fees	4,356.91	5,727.58
8139 Bank Service Charges	108.00	166.00
8140 Equipment	588.95	
8144 Training & Education	472.98	6,874.85

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Statement of Activity Comparison

January - December 2024

	TOTAL	
	JAN - DEC 2024	JAN - DEC 2023 (PY)
8145 Licenses and Permits	555.00	544.00
8148 Contributions	17,120.00	9,796.00
9002 Freight and Shipping Costs	2,151.62	2,988.30
Bad Debts		101.25
Exhibits	10,602.04	4,430.50
Funds Transfer Expense	0.00	
Uncategorized Expense		5,128.59
<b>Total Expenditures</b>	<b>\$697,503.76</b>	<b>\$704,182.50</b>
<b>NET OPERATING REVENUE</b>	<b>\$100,299.46</b>	<b>\$97,535.73</b>
Other Expenditures		
8149 Other Expenses	70.51	
Reconciliation Discrepancies-1	0.00	
<b>Total Other Expenditures</b>	<b>\$70.51</b>	<b>\$0.00</b>
<b>NET OTHER REVENUE</b>	<b>\$ -70.51</b>	<b>\$0.00</b>
<b>NET REVENUE</b>	<b>\$100,228.95</b>	<b>\$97,535.73</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Statement of Activity

January 1-7, 2025

	TOTAL
Revenue	
4200 Grants	
8032 4110 City of Valdez	0.00
<b>Total 4200 Grants</b>	<b>0.00</b>
8003 Fund Development	
8061 Membership	1,140.00
<b>Total 8003 Fund Development</b>	<b>1,140.00</b>
8024 Earned Revenue	
48600 Service Sales	
Services	20.00
<b>Total 48600 Service Sales</b>	<b>20.00</b>
8027 Store Sales	
8167 Plush/Puppets	10.00
<b>Total 8027 Store Sales</b>	<b>10.00</b>
<b>Total 8024 Earned Revenue</b>	<b>30.00</b>
<b>Total Revenue</b>	<b>\$1,170.00</b>
<b>GROSS PROFIT</b>	<b>\$1,170.00</b>
Expenditures	
6205 Interest Expense	0.00
8037 IT Services	174.00
8048 Utilities	
8116 Heating Oil	781.79
8117 Water	69.36
<b>Total 8048 Utilities</b>	<b>851.15</b>
8103 Personnel Expenses	
8104 Salaries & Wages	11,392.68
8106 FICA Payroll Tax	1,037.27
8107 403(b) - Employer	345.00
<b>Total 8103 Personnel Expenses</b>	<b>12,774.95</b>
8118 Telephone	
8120 Internet	111.31
8121 Local Service	175.43
8122 Long Distance	0.00
<b>Total 8118 Telephone</b>	<b>286.74</b>
8130 Dues and Subscriptions	314.99
8134 Rent	
8056.1 Storage Rent	1,200.00
<b>Total 8134 Rent</b>	<b>1,200.00</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Statement of Activity

January 1-7, 2025

	TOTAL
8138 Credit Card Fees	
Square Fees	0.85
<b>Total 8138 Credit Card Fees</b>	<b>0.85</b>
<b>Total Expenditures</b>	<b>\$15,602.68</b>
NET OPERATING REVENUE	<b>\$ -14,432.68</b>
NET REVENUE	<b>\$ -14,432.68</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Statement of Financial Position Comparison

As of December 31, 2024

	TOTAL		
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)	CHANGE
<b>ASSETS</b>			
Current Assets			
Bank Accounts			
1003 WF Merchant Services Account	163,640.75	15,326.34	148,314.41
1021 CD 61215021 -Phyllis Irish	70,970.66	68,901.50	2,069.16
1022 10950 Cash in Drawer	741.78	793.87	-52.09
1024 1st National Savings	42,713.20	42,713.20	0.00
1025 1st National Operating	225,210.07	281,177.52	-55,967.45
1026 1st National Gaming	106.27	2,159.03	-2,052.76
<b>Total Bank Accounts</b>	<b>\$503,382.73</b>	<b>\$411,071.46</b>	<b>\$92,311.27</b>
Accounts Receivable			
102 Accounts Receivable (AR)	601.25	401.25	200.00
1501 Accounts Receivable	-101.25	-101.25	0.00
<b>Total Accounts Receivable</b>	<b>\$500.00</b>	<b>\$300.00</b>	<b>\$200.00</b>
Other Current Assets			
1017 Undeposited Funds	14,289.97	5,357.97	8,932.00
1502 Museum Endowment Fund	1,322,350.00	1,322,350.00	0.00
2002 1120 Inventory Asset	19,637.42	19,637.42	0.00
2501 Prepaid Insurance	0.00	0.00	0.00
8132 Cash Reserves	600.00	600.00	0.00
Cash on Hand			
1013 Cash for Drawers	0.00	0.00	0.00
1016 Petty Cash	9.31	9.31	0.00
<b>Total Cash on Hand</b>	<b>9.31</b>	<b>9.31</b>	<b>0.00</b>
Uncategorized Asset	0.00	0.00	0.00
<b>Total Other Current Assets</b>	<b>\$1,356,886.70</b>	<b>\$1,347,954.70</b>	<b>\$8,932.00</b>
<b>Total Current Assets</b>	<b>\$1,860,769.43</b>	<b>\$1,759,326.16</b>	<b>\$101,443.27</b>
Fixed Assets			
4000 Construction in Progress	74,227.00	74,227.00	0.00
4001 Fixed Assets	52,133.80	52,133.80	0.00
4001.1 Office Equipment	127,839.64	127,839.64	0.00
4003 Accumulated Depreciation-Assets	-127,839.64	-127,839.64	0.00
4004 Accumulated Depreciation Shelter	-18,223.41	-18,223.41	0.00
4005 Accumulated Deprec - Vehic/Othe	-32,383.80	-32,383.80	0.00
<b>Total 4001 Fixed Assets</b>	<b>1,526.59</b>	<b>1,526.59</b>	<b>0.00</b>
4002 Lifeboat Shelter Asset	22,684.64	22,684.64	0.00
<b>Total Fixed Assets</b>	<b>\$98,438.23</b>	<b>\$98,438.23</b>	<b>\$0.00</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Statement of Financial Position Comparison

As of December 31, 2024

	TOTAL		
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)	CHANGE
Other Assets			
Merchandise Inventory	1,283.09	1,283.09	0.00
<b>Total Other Assets</b>	<b>\$1,283.09</b>	<b>\$1,283.09</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$1,960,490.75</b>	<b>\$1,859,047.48</b>	<b>\$101,443.27</b>
<b>LIABILITIES AND EQUITY</b>			
Liabilities			
Current Liabilities			
Accounts Payable			
5501 2000 Accounts Payable	-18.85	-18.85	0.00
Raffle Proceeds Payable	6,475.02	5,049.74	1,425.28
<b>Total 5501 2000 Accounts Payable</b>	<b>6,456.17</b>	<b>5,030.89</b>	<b>1,425.28</b>
<b>Total Accounts Payable</b>	<b>\$6,456.17</b>	<b>\$5,030.89</b>	<b>\$1,425.28</b>
Credit Cards			
5505 Bank of America Business Card	5,094.53	6,598.87	-1,504.34
<b>Total Credit Cards</b>	<b>\$5,094.53</b>	<b>\$6,598.87</b>	<b>\$ -1,504.34</b>
Other Current Liabilities			
25100 Employee Tips Payable	13.50	13.50	0.00
5503 Loss on Disposal of Assets	0.00	0.00	0.00
5504 24700 Customer Deposits	34.00	34.00	0.00
6002 Leave Payable	20,400.20	20,400.20	0.00
6003 2100 Payroll Liabilities	-4,674.00	-4,674.00	0.00
403(b) Payable	-6,950.46	-15,889.46	8,939.00
6004 ESC Tax Payable	1,460.26	1,460.26	0.00
6005 Accrued Payroll	12,402.82	12,402.82	0.00
6006 Federal Withholding Payable	-1,196.04	-1,196.04	0.00
6007 Health Insurance Payable	-56,136.84	-56,136.84	0.00
6008 FICA Payable	-170.55	-170.55	0.00
<b>Total 6003 2100 Payroll Liabilities</b>	<b>-55,264.81</b>	<b>-64,203.81</b>	<b>8,939.00</b>
6601 Deferred Revenue	24,114.00	24,114.00	0.00
Direct Deposit Payable	0.00	0.00	0.00
Payroll Liabilities			
403(b) Employee	8,092.25	15,682.25	-7,590.00
AK Unemployment Tax	2,678.15	2,733.77	-55.62
Federal Taxes (941/944)	0.00	0.00	0.00
Health Insurance	58,007.42	58,007.42	0.00
Health Insurance-Employee	477.42	477.42	0.00
<b>Total Payroll Liabilities</b>	<b>69,255.24</b>	<b>76,900.86</b>	<b>-7,645.62</b>
<b>Total Other Current Liabilities</b>	<b>\$58,552.13</b>	<b>\$57,258.75</b>	<b>\$1,293.38</b>
<b>Total Current Liabilities</b>	<b>\$70,102.83</b>	<b>\$68,888.51</b>	<b>\$1,214.32</b>
<b>Total Liabilities</b>	<b>\$70,102.83</b>	<b>\$68,888.51</b>	<b>\$1,214.32</b>

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

## Statement of Financial Position Comparison

As of December 31, 2024

	TOTAL		
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)	CHANGE
Equity			
3000 Opening Bal Equity	11,429.62	11,429.62	0.00
7502 3900 Retained Earnings	364,743.17	267,207.44	97,535.73
7503 Museum Endowment Fund Equity	1,322,350.00	1,322,350.00	0.00
8079 Contributed Capital	91,636.18	91,636.18	0.00
Net Revenue	100,228.95	97,535.73	2,693.22
<b>Total Equity</b>	<b>\$1,890,387.92</b>	<b>\$1,790,158.97</b>	<b>\$100,228.95</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,960,490.75</b>	<b>\$1,859,047.48</b>	<b>\$101,443.27</b>

Company name: VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

Budget name: Budget\_FY25\_P&L\_1

Budget type: Profit and loss

Period: FY 2024 (Jan 2024 - Dec 2024)

Consolidated

Accounts	Budget totals
<b>Income</b>	
4200 Grants	\$0.00
4220 Federal Grants	\$0.00
8006 State of Alaska	\$9000.00
8032 4110 City of Valdez	\$535000.00
8033 Foundation	\$5600.00
<b>Total 4200 Grants</b>	<b>\$549600.00</b>
4320 Funds Transfer Income	\$0.00
8003 Fund Development	\$0.00
4030 Donations Income	\$0.00
8001 Restricted	\$0.00
8002 Unrestricted	\$6750.00
8062 6145 In-Kind Income	\$10000.00
In-Kind	\$0.00
<b>Total 4030 Donations Income</b>	<b>\$16750.00</b>
8004 Corporate Sponsorship	\$10000.00
8021 Annual Appeal	\$4000.00
8022 Raffle	\$4000.00
8060 Roadhouse Dinner	\$25000.00
8061 Membership	\$10000.00
8152 Fundraising	\$0.00
8005 Undesignated	\$0.00
8023 Designated	\$25.00
<b>Total 8152 Fundraising</b>	<b>\$25.00</b>
<b>Total 8003 Fund Development</b>	<b>\$69775.00</b>
8008 Miscellaneous Income	\$0.00
8011 Freight paid by customer	\$1000.00
8024 Earned Revenue	\$0.00
4110 Shipping and Delivery Income	\$75.00
4120 Museum Fees	\$0.00
4126 Other	\$0.00
80011 Presenter & Guide Income	\$41500.00
8009 Admission Fees - Tour/Bulk	\$86000.00
8010 Archival Fees	\$1500.00
8026 Admissions - General	\$85000.00
8159 Space Rental	\$1500.00
<b>Total 4120 Museum Fees</b>	<b>\$215500.00</b>
48600 Service Sales	\$0.00
486001 Shipping	\$0.00
Admissions - General	\$0.00
Memberships	\$0.00
Services	\$0.00
<b>Total 48600 Service Sales</b>	<b>\$0.00</b>
8025 Program Fees	\$0.00
8025.1 Enrollment Fees	\$700.00
8025.2 Supply Fees	\$0.00
<b>Total 8025 Program Fees</b>	<b>\$700.00</b>
8027 Store Sales	\$0.00
8007 Memberships	\$0.00
8012 Cards	\$350.00
8013 Books	\$5600.00



Accounts	Budget totals
8014 Childrens Books	\$1500.00
8015 Gallery Sales	\$5000.00
8017 Other Items	\$200.00
8018 Donations	\$0.00
8029 Fundraising	\$435.00
8063 Copies/Fax	\$1.00
8064 Galley Sales	\$0.00
8164 Miscellaneous	\$1200.00
8165 Audio/Video	\$1800.00
Video/Audio	\$0.00
<b>Total 8165 Audio/Video</b>	<b>\$1800.00</b>
8166 Post Cards	\$350.00
8167 Plush/Puppets	\$2000.00
Art	\$250.00
Art Supplies	\$100.00
Body & Bath Products	\$1350.00
Bookmark	\$50.00
Candy	\$1000.00
Childrens Toys	\$2600.00
Clothing	\$100.00
Discount Income	\$-750.00
Customer Refund	\$0.00
<b>Total Discount Income</b>	<b>\$-750.00</b>
Dog Toys& Treats	\$50.00
Dolls	\$150.00
Food	\$1000.00
Gold Vials	\$100.00
Jewelry	\$5000.00
Key Chain	\$100.00
Kitchen Items	\$400.00
Towel	\$0.00
<b>Total Kitchen Items</b>	<b>\$400.00</b>
Magnet	\$1200.00
Maps	\$75.00
Moosey Chews	\$300.00
Mugs	\$75.00
Ornament	\$500.00
Patterns	\$0.00
Playing cards	\$250.00
Plush	\$300.00
Print	\$75.00
Sackeye Salmon	\$0.00
Sales of Product Income	\$0.00
Sales of Product Revenue	\$0.00
<b>Total Sales of Product Income</b>	<b>\$0.00</b>
Scarves	\$75.00
Seeds	\$100.00
Snow To Go	\$0.00
Spoons	\$0.00
Stickers	\$150.00
Suncatcher	\$200.00
Tote Bag	\$120.00
Ulu	\$500.00
Umbrella	\$100.00
Yo-YOs	\$0.00
Zipper Pulls	\$2000.00

Accounts	Budget totals
<b>Total 8027 Store Sales</b>	<b>\$35956.00</b>
<b>Total 8024 Earned Revenue</b>	<b>\$252231.00</b>
8501 7015 Interest Income	\$0.00
Capital Equip CD	\$0.00
Phyllis Irish Memorial Fund CD	\$70970.00
Reserve Acct. CD	\$0.00
<b>Total 8501 7015 Interest Income</b>	<b>\$70970.00</b>
Billable Expenditure Revenue	\$0.00
Billable Expenditure Revenue ( 280 )	\$0.00
Billable Expenditure Revenue ( 281 )	\$0.00
Billable Expenditure Revenue-1	\$0.00
Billable Expense Income	\$0.00
Markup	\$0.00
Shipping Income	\$0.00
Unapplied Cash Payment Income	\$0.00
Uncategorized Income	\$0.00
Unrestrictedde	\$0.00
<b>Total Income</b>	<b>\$943576.00</b>
Cost of Goods Sold	
53500 Subcontracted Services	\$0.00
8034 Galley Sales	\$0.00
Donations	\$0.00
<b>Total 53500 Subcontracted Services</b>	<b>\$0.00</b>
8035 Purchases - Resale Items	\$0.00
8101 Cost of Goods Sold	\$20000.00
8102 Gallery Commission	\$6500.00
Inventory Shrinkage	\$0.00
<b>Total Cost of Goods Sold</b>	<b>\$26500.00</b>
Expense	
6185 Insurance	\$0.00
8137 Liability Insurance	\$35000.00
<b>Total 6185 Insurance</b>	<b>\$35000.00</b>
6205 Interest Expense	\$0.00
6215 Finance Charge	\$0.00
<b>Total 6205 Interest Expense</b>	<b>\$0.00</b>
66100 Condensed Item Adj. Expense	\$0.00
8036 Fundraising Expenses	\$13000.00
8036.1 Membership	\$2500.00
8036.2 Volunteer Expense	\$0.00
8036.3 Facility Planning	\$0.00
8037 IT Services	\$15250.00
8039 Education	\$1500.00
8040 Collections	\$0.00
8041 Conservation	\$0.00
8042 Collections Supplies	\$1500.00
8043 Acquisitions	\$150.00
8043.1 Intern	\$0.00
<b>Total 8040 Collections</b>	<b>\$1650.00</b>
8044 Contract Labor	\$1000.00
8047 Janitorial Services	\$16775.00
8114 General Janitorial	\$0.00
<b>Total 8047 Janitorial Services</b>	<b>\$16775.00</b>
8048 Utilities	\$0.00
8115 Electric	\$27000.00
8116 Heating Oil	\$24592.00
8117 Water	\$280.00

Accounts	Budget totals
<b>Total 8048 Utilities</b>	<b>\$51872.00</b>
8049 Supplies	\$0.00
8125 Technology	\$6500.00
8126 Office Supplies	\$5000.00
8127 Operating	\$8500.00
<b>Total 8049 Supplies</b>	<b>\$20000.00</b>
8053 Advertising/Marketing	\$8000.00
8056 Travel	\$0.00
8142 Meals	\$2000.00
8143 Travel	\$10000.00
8146 Lodging / Travel	
8147 Mileage/ Travel costs	
<b>Total 8143 Travel</b>	<b>\$10000.00</b>
<b>Total 8056 Travel</b>	<b>\$12000.00</b>
8058 Public Programs	\$3000.00
8059 Contingency	\$0.00
8103 Personnel Expenses	\$0.00
8104 Salaries & Wages	\$359953.00
8105 ESC Payroll Tax	\$3902.00
8106 FICA Payroll Tax	\$33546.00
8107 403(b) - Employer	\$13573.00
8108 Health Insurance	\$190221.00
<b>Total 8103 Personnel Expenses</b>	<b>\$601195.00</b>
8110 Professional Fees	\$0.00
8045 Accounting	\$18000.00
8046 Consulting	\$5000.00
<b>Total 8110 Professional Fees</b>	<b>\$23000.00</b>
8113 Vehicle Expense	\$2000.00
8118 Telephone	\$0.00
8119 Fax	\$75.00
8120 Internet	\$2750.00
8121 Local Service	\$3500.00
8122 Long Distance	\$150.00
8124 Conference Line	\$50.00
Cell Phone	\$1200.00
<b>Total 8118 Telephone</b>	<b>\$7725.00</b>
8123 Postage and Delivery	\$700.00
8130 Dues and Subscriptions	\$12500.00
8131 Printing and Reproduction	\$4500.00
8133 Board Expense	\$0.00
8134 Rent	\$0.00
8055 Building Lease	\$10.00
8056.1 Storage Rent	\$1200.00
<b>Total 8134 Rent</b>	<b>\$1210.00</b>
8135 ED Recruitment	\$0.00
8138 Credit Card Fees	\$5000.00
QuickBooks Payments Fees	\$0.00
Square Fees	\$2500.00
<b>Total 8138 Credit Card Fees</b>	<b>\$7500.00</b>
8139 Bank Service Charges	\$263.00
8140 Equipment	\$0.00
8141 Operating Equipment	\$0.00
8170 Office Equipment	\$0.00
<b>Total 8140 Equipment</b>	<b>\$0.00</b>
8144 Training & Education	\$5000.00
8145 Licenses and Permits	\$750.00

Accounts	Budget totals
8148 Contributions	\$0.00
8057 In-Kind Expenses	\$10000.00
<b>Total 8148 Contributions</b>	<b>\$10000.00</b>
8150 Depreciation Expense	\$0.00
9000 Reconciliation Discrepancies	\$0.00
9001 POS Inventory Adjustments	\$0.00
9002 Freight and Shipping Costs	\$1500.00
9003 Cash Drawer Payouts	\$0.00
Bad Debts	\$0.00
Exhibits	\$0.00
8050 Special Projects	\$0.00
8051 Permanent Exhibits	\$12000.00
8052 Temporary Exhibits	\$6100.00
<b>Total Exhibits</b>	<b>\$18100.00</b>
Funds Transfer Expense	\$0.00
Purchases	\$0.00
Unapplied Cash Bill Payment Expense	\$0.00
Uncategorized Expense	\$0.00
<b>Total Expense</b>	<b>\$877490.00</b>
Other Income	
Other Expense	
8149 Other Expenses	\$0.00
8180 Balancing Adjustments	\$0.00
Reconciliation Discrepancies-1	\$0.00
<b>Total Other Expense</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$39586.00</b>

Wednesday, January 8, 2025 at 1:02 PM AKST

**Valdez Museum & Historical Archive Association Inc.**  
**Item 8a Accept Recent Cash Donations**

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**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** April Vasher-Dean, Executive Director

**Date:** January 16, 2025

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

**Donations**

**November 15<sup>th</sup> 2024 - January 8<sup>th</sup> 2025**

2024 Cash Box: \$494

AM Stedina: \$225

Valdez Gold Rush: \$500

Tim Lopez \$75

June Finfer \$100

Amber Mehlberg \$10

**Valdez Museum & Historical Archive Association Inc.**  
**8b Member Assignments**

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**Description:**

Each month, the Board of Directors tries 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:** April Vasher-Dean, Executive Director

**Date:** January 16, 2025

**Valdez Museum & Historical Archive Association Inc.**

**Item 8c**

**Review of Board Member Committee Assignments**

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**Board Action to Be Taken:**

Confirm with Board members what updates are needed with regards to their committee assignments, along with BOD information on the Museum's website and BOD portal.

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** April Vasher-Dean, Executive Director

**Date:** January 16, 2025



**Valdez Museum & Historical Archive Association Inc.**

**Item 8d**

**Board Vacancies and Officers Discussion**

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**Board Action to Be Taken:**

Discuss forthcoming BOD vacancies and a plan to solicit new BOD members.  
Consider who could assume the role of BOD Secretary.

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** Gary Minish, BOD President

**Date:** January 16, 2025

**Valdez Museum & Historical Archive Association Inc.**

**Item 8e**

**Museum Advocacy Day in Washington, D.C. Discussion**

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**Board Action to Be Taken:**

Discuss potential participation in Advocacy Day in Washington D.C. by Museum Executive Director and/or Board members

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** April Vasher-Dean, Executive Director

**Date:** January 16, 2025

**Valdez Museum & Historical Archive Association Inc.**

**Item 8f  
Annual Appeal Discussion**

---

**Board Action to Be Taken:**

Discuss and plan for spring annual appeal fundraiser for the Museum. Consider theme, ask and letter of appeal.

**Director/Committee Recommendation:**

NA

**Agenda Item Submitted by:** April Vasher-Dean, Executive Director

**Date:** January 16, 2025

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

## Executive Director's Report Submitted by Faith Revell, Interim Executive Director

November and December 2024

### Wrapping Up

#### Program of Work for the Reporting Period

**Operations Summary:** There was significant emphasis on the budget and the careful administration of year end spending with the goal of making thoughtful purchases that support programs and wrap up yearly expenses. It has also been a time to finish up projects and wrap up loose ends in preparation for handing off the role of ED to a new director come January.

#### Accomplishments:

- Closing out the year's budget with a net revenue that closely aligns with projections and is off by a little more than \$3000.
- Working with the BOD to find a promising new executive director for the Museum
- Building community and a solid working relationship with the COV council
- Welcoming old and new friends to the Museum for programs and events
- Writing grants that were successful and yielded support for the Museum
- Collaborating with the BOD to acknowledge and support Museum staff for their diligence and commitment with generous year-end bonuses and COLA.
- Upgrading all computer systems, equipment and technology for 2025 readiness
- Completing documents linked to taxes, retirement, insurance, foundational support and more
- Finishing up and sending off thank yous to all supporters of the Museum in 2024

#### Board Interface

The Executive Director with assistance from the admin, prepared the November BOD packet, including its many reports, and circulated it to BOD members in advance of meeting on the 21st. The BOD Search Committee interviewed a candidate for Museum ED and hired April Vasher-Dean for the job. The Interim ED supported the effort and coordinated of all aspects of the on-site visit.

#### With BOD:

- Reviewed the Personnel policy, made edits and updates
- Met weekly with the search committee and set up all via zoom
- Met monthly with the finance committee. Worked with FC and BOD to recognize and reward the work of Museum staff

## **Administration**

- The Philadelphia Insurance forms were completed and submitted
- The 990 tax return was carefully reviewed and submitted on November 15<sup>th</sup>.

## **Budget**

- Gaming funds were used to purchase new furniture for collections as well as a new flatbed scanner. Additionally, original “yaakw” examples crafted by AK Native artist Kaax Kseen were purchased with these same monies. Plans are now underway to replace the old furniture with the new later in January and thereafter install the “carved canoe models” in the Native Gallery. Note, gaming funds must be paid out by check from an exclusive gaming bank account. These funds must be used in a timely fashion and within the guidelines prescribed the tax code.
- Valdez United Way grant was applied for and sent off to the VUW on December 13<sup>th</sup>.
- Notification of ASCA grant monies was received.
- Received \$500 from Gold Rush Days along with a wonderful note award letter (see excerpt below)

## **IT**

- Worked with ArcticIT to review all IT needs at the Museum, make purchases of new equipment, update all computers with Windows 11 and hatch a plan to remove and recycle defunct models. The latter will reduce IT costs and streamline production

## **COV Collaboration**

- Regularly attended COV council meetings to say thank you, update members on Museum events and invite all to the annual members event
- Work with the COV to monitor and communicate about the new HVAC system
- Relay monthly utility costs to Nate Duvall in an effort to track the impact of the new HVAC system and be apprised of facility needs and operations.

## **Preparing for the Transition**

- Prepared and organized documents and digital files tied to the ED job and works in progress, and provided easy access to all
- Cleared out the ED office and prepared the Education office for use

Valdez Gold Rush Days Note from President Bridget Rich

*Attached you will find a check made payable . . . We admire your work in the community and your diligent efforts to improve the world around us. We are honored to present you with this contribution and hope that it will help provide you with the resources you need to continue your endeavors.*

*We know that your organization goes above and beyond the call of duty. You represent all that is good, wholesome, ethical, and moral in a community organization. You can be assured that your efforts are greatly appreciated not only by us, but by the community . . .*

*Thank you for all that you do.*

## F REVELL VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

### Curator of Education & Public Programs' Report Submitted by Faith Revell, Curator of Education & Public Programs November and December 2024

**Reporting period:** November 14, 2024 through January 8, 2025

**Total contacts: 465**

**Overview:** The Museum shifted into an active period during November and December. Community members visited for free days to holiday craft and at other times to attend events. Meetings were held frequently during the two months. Grants were written and education and public programs monies spent on final purchases for the year with the last of budget funds.

#### **Education, Outreach and Collaboration**

##### Education

Faith taught middle and high school students about Native culture and practice at the Valdez High School Library along with AK Native experts at an AK culture program designed by Pam Verfaillie and held on Flex Friday. The multi-faceted event was supported by a grant from Chugachmiut, Inc.

##### Outreach

The Museum partnered with COV Parks & Rec on the annual tree lighting ceremony held on December 5<sup>th</sup> at the Civic Center. Refreshments for 300 people were purchased. Approximately 150 people participated, down by nearly half compared to last year. The weather was rainy and cold.

#### **Programs**

The December calendar was populated by free days during which visitors engaged in holiday crafting and gaming. Eighty-nine people participated with painting birds and making pinecone blinged-out trees topping the charts for popularity. Faith decorated the Museum in keeping with the holidays and designed the crafts.

Visiting artist Cynthia Morelli will offer two workshops at the conclusion of her show at the Museum in January. Faith designed flyers and the workshop registration and collaborated with Amber to get the word out and solicit interest in print, via email and on social media.

#### **Administration, Planning and Institutional Teamwork**

Faith wrote two articles for the last quarterly publication of the Inside View and set the calendar of events through January.

She photographed staff for the Museum Christmas card and together with them, mailed out 440 plus to Museum friends and supporters. Faith with staff and BOD prepared for the annual members party that welcomed 30 participants to the Museum on December 19<sup>th</sup>.

A United Way Grant in the amount of \$2500 was applied for and notice received from ASCA the Museum was awarded \$1665 for changing exhibits, education and public programs in 2025.

<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>
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**November**

15 AK culture workshops		x				x	50	
15 Free Museum day w/activity			x			x	15	
18 Collections com mtng	x					x	3	6
19 Valdez Com Res training				x		x	35	
19 Personnel policy mtg	x					x	1	5
21 BOD meeting	x					x	2	7
21 Pioneers of AK rental					x	x	38	
23 Recipe Exchange			x			x	0	
25 Holiday Museum decorat			x			x		
26 Personnel policy mtng	x					x	1	5

**December**

3 Discover Valdez bus mtng	x					x	20	
4 Free holiday crafting			x			x	2	
5 Tree lighting set up				x		x	10	
5 Tree lighting ceremony				x		x	150	
6 Free holiday crafting			x			x	13	
10 Personnel policy mtng	x					x	1	5
10 IT meeting w/JAguilar	x					x	1	
12 Free holiday crafting			x			x	13	
14 Free holiday crafting			x			x	24	
17 COV council mtng	x					x	25	
19 Membership party	x					x	30	
20 Free holiday crafting			x			x	25	
28 Free game day			x			x	10	

**January**

7 Personnel policy mtng	x					x	2	4
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E, meetings, events	=	96
ED, education	=	50
PP, public programs	=	102
OR, outreach	=	185
R, rentals	=	
VOL, volunteers	=	32
<b>Total contacts</b>	<b>=</b>	<b>465</b>

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.

**Collections & Exhibitions Report**

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

December 2024 – January 2025

**I. EXHIBITIONS**

- *Stacked Extension* completed its run and will be deinstalled on January 11.
- *In Times of Change: Boreal Forest* will open on January 17. The opening celebration will be on January 17 from 5:30 to 6:30. This traveling exhibition from the University of Fairbanks brings artwork from some of Alaska's leading artists to Valdez. There are so many works that we have extended the exhibit past the Aviation exhibition and into space beyond.
- The 2025 exhibition schedule is solidifying and will include *In Times of Change: Boreal Forest*, *Rarefied Light 2024*, continuing refresh of the Native Gallery, updates to the Gold Rush and Mining exhibits, and revisiting the exhibitions currently at the VCVB and the Civic Center.

**II. COLLECTIONS.**

- Completed accessioning record-keeping and storage for items brought into the collection in 2024.
- Completed the FIC 2024 project by completing the record-keeping and storing about 20 items. All artifacts that had been stored without paperwork in the Annex Office since before 2022 are now stored in the Compact Storage room or the Mezzanine (Except extremely large objects such as the pinball machine and Wurlitzer jukebox).
- The Collections Committee met on November 21 and met the quota for meetings (4 annually) as outlined in the Collections Policy. Decisions were made regarding accessions, and advice was provided regarding Research Fees. **The next Collections Committee meeting will be held on Monday, Feb 3, 12-1 at the Annex.**
- The 2025 collections schedule is solidifying with a focus on cataloging (e.g., gathering more details) items brought into the collection between 2022 and 2024; Alaska Native artifact identification (GIA grant); continuing work on the Visual Arts collection; Deaccessioning discussions 2x/yr, Accessioning items every quarter as we started to do in 2024, and reboxing/cataloging the Lethcoe 2022 accession. Emma Villareal, curatorial assistant, will be working on reboxing/cataloging the Dan Lawn 2011 collection, digitizing the glass plate negative collection, and developing collections-based social media.
- **As always, if you are interested in visiting the Annex office and archives and seeing what Emma and I do, please call or email me at [coberg@valdezmuseum.org](mailto:coberg@valdezmuseum.org)**



### **III. RESEARCH**

- Abigail Ferrara with the Coast Guard used the archives to do research on the Coast Guard's impact in Valdez, with specific research on the Prinsendam.
- Steve Searles and Tom Gilson spent time in the archives searching for images of the TAPS statue to be used in preparation for the POA Annual Meeting in September 2025. Steve and Tom will be in the archives this summer to locate information for the POA welcoming booklet.
- Research requests have included information on the Exxon Valdez Oil Spill for 8<sup>th</sup> graders in Texas involved with National History Day and genealogy research on Bart Hettler, an 1898 prospector who died en route to the gold fields and was buried at 12 Mile Camp.

### **IV. ADDITIONAL INTERACTIONS**

- Assisted at the City of Valdez Community Holiday Party on December 6
- Attended VMHA Members Party on December 16, where drinks were served from the Pinzon Bar!

# VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

## Communications & Marketing Report

Submitted by Amber Dennis, Marketing & Administrative Coordinator

November 14<sup>th</sup> , 2024 – January 9<sup>th</sup> 2025

### Marketing and Communications

- **Website:**

General site: Updated calendar, home page slides with events as they come up

Square Online: Needs attention

**RECOMMEND:** 1. Immediately hide drop down pertaining to New Museum Project.

2. Website audit and redesign based on SEO principles and the museum's Strategic Plan in a newer platform with a more visually robust mobile friendly online presence and shopping experience. This is a project I am qualified to manage and mostly execute.

Board portal: The Board Portal is now a public webpage that can be accessed without a password.

- Promoted free days and free day activities with flyers and social media.
- Designed Boreal Forest Stories marketing assets
- Purchased 2025 advertising
- Produced Inside View Magazine
- Produced January Email Newsletter

### Public Relations

- **Staffed Christmas Tree Lighting and Member Appreciation Party**
- **Promoted and staffed Pioneers of Alaska gathering and Presentation**
- **Social Media:**
  - Created Facebook Events for all Free Day activities
  - Took photos
  - Published Content
  - Post regularly to Valdez Online Bulletin Board and other groups about museum offerings

### Fundraising & Development

- **Roadhouse 2024:** Researched Fundraising Platforms and recommended switching to Zeffy, a free platform.
- Created Thank You card for Roadhouse Sponsors
- Design, print, laminate and cut membership cards

### Visitor Services (60 hrs)

### **Visitor Services (60 Hours)**

- Invite and inform visitors, take admissions.

### **Gift Shop & Gallery Sales**

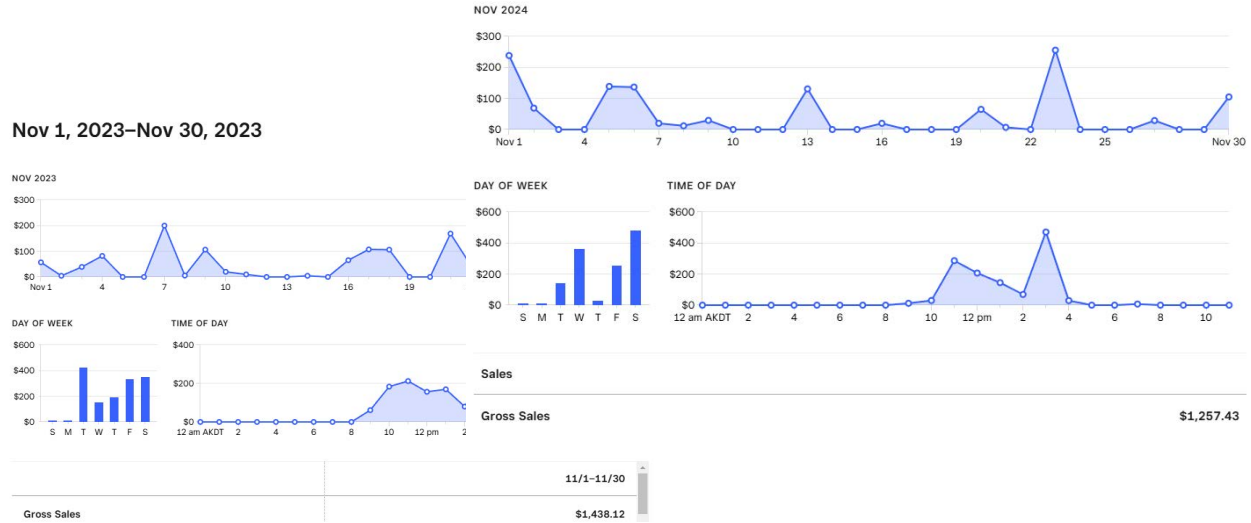
- Gift shop items and books were promoted in the centerfold of Inside View
- Photograph items for inventory
- Restocking/merchandizing

### **Administrative Support**

- Still evolving my work space.
- Compile monthly board packet
- Run Zoom and took minutes for BOD meeting
- 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.
- Updated board volunteer hours in Past Perfect

## Nov 1, 2024–Nov 30, 2024

## Nov 1, 2023–Nov 30, 2023



## Admissions

**November 2024**  
 Free 32  
 \*Bluestar 0  
 Paid 18  
**Total: 18**

**November 2023**  
 Free 34  
 \*Bluestar 0  
 Paid 37  
**Total: - 71**

+/-  
 Free -2  
 \*Bluestar 0  
 Paid -19  
**Total: - 53**

### Free Admissions Include:

- \* Blue Star
- Children, 13 and under
- Museum members
- NARM members
- Ticket purchased at the annex
- School field trips
- Attendees at free Museum event

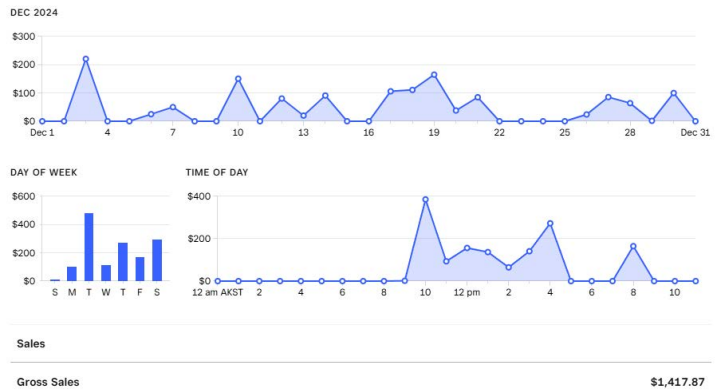
### Paid Admissions Include:

- Adults (\$12)
- Alaska residents \$(10)
- Military (\$9)
- Seniors (\$9)
- Youth (14 through 17) (\$7)
- Bulk Cruise & Tour (\$7)

**Dec 1, 2023–Dec 31, 2023**



**Dec 1, 2024–Dec 31, 2024**



**Admissions**

**December 2024**

Free 89  
 \*Bluestar 0  
 Paid 16  
**Total: 105**

**December 2023**

Free 78  
 \*Bluestar 0  
 Paid 4  
**Total: 82**

+/-  
 Free +9  
 \*Bluestar 0  
 Paid +12  
**Total: 21**

**Free Admissions Include:**

- \* Blue Star
- Children, 13 and under
- Museum members
- NARM members
- Ticket purchased at the annex
- School field trips
- Attendees at free Museum event

**Paid Admissions Include:**

- Adults (\$12)
- Alaska residents \$(10)
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