

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

MEETING OF THE BOARD OF DIRECTORS

February 20, 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 new Board Member
3. Introduction of Guests
4. Public Business from the Floor
5. Board Education Moment (10 minutes)
6. Approval of the Minutes for January 16, 2025
7. Approval of Financial Report as of February 6, 2025
8. New Business
 - a) Finanlize Board member committees & assignments
9. President's Report
10. Executive Director's Report
11. Committee Reports— (15 minutes)
 - a) **Finance (Jim)**
 - b) **Collections (Rich)**
 - c) **Native Gallery**
 - d) **Board Development (Gary)**
 - e) **Strategic Planning (Gary)**
 - f) **Policy Review Ad hoc Committee (Martha)**
12. Committee Business from the Floor or Board Member Discussion/Ideas
13. Adjournment

Next Meeting: March 20, 2025

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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.Meeting called to order at 12:10

Present are: Gary Minish, Rich Dunkin, Karen Allred, Dan Gilson, Michelle Cullen, Martha Barberio, April Vasher-Dean, Faith Revell, Amber Dennis as well as Jim Shirell and Linda Guthrie via Zoom.

2.There are no guests or public business.

3.Martha Barberio moves to approve November meeting minutes, Dan Gilson seconds, and minutes are unanimously approved.

4.Gary Minish confirms that the financial report was sent to attendees. Martha Barberio moves to approve. Michelle Cullen seconds. Jim Shirell states that finance committee is tracking some changes they will address at next finance committee meeting. Faith reports that city grant payment has been received.

Finance reports are unanimously approved.

5.New Business

Rick Dunkin moves to approve cash donations. Karen Allred seconds. Martha begins a discussion by questioning the purpose and content of having acceptance of cash donations as an agenda item and whether we should be sharing individual donor information in our board packets. Gary Minish is okay with removing this as an agenda item. Jim Shirell points out that it is appropriate to know who donors and members are and suggests not listing the dollar amount. Michelle Cullen says it's important for the board to know who is renewing. Linda suggests these questions are posed to Sheri Pierce at the city. Martha Barberio suggests this should be under a committee rather than new business.

Martha Barberio moves to amend the motion to remove “approval of cash donations” as an agenda item. Rich Dunkin points out that these will be reported within the financials report. Jim seconds. Amendment unanimously approved. Original motion with amendment is also unanimously approved.

6.Gary Minish introduces a new discussion of board committees and assignments. He states that the former executive director search committee has been replaced by a policy review committee. Policy Review Committee is: Gary, Martha, Linda, Jim. Jim Shirell points out that the executive director would participate and choose when to invite other staff, but that since we are in a transition, both Faith and April should attend. April

agrees. Amber Dennis reads through the last updated committees and board assignments.

Standing Committees according to Bylaws: Finance, Board Development, Collections
Ad Hoc: Building, Native Gallery, Fundraising, Membership, Strategic Planning, Advocacy, Policy Review

Jim Shirell will remain as Chair of Finance. Other members: Gary Minish, Martha Barberio
Board Development will be Chaired by Dan Gilson. Other members: Karen Allred, Rich Dunkin, Linda Guthrie.

Collections: Rich Dunkin, Linda Guthrie, Karen Allred, Elyce Sorenburg, Sharry from City, Caren Oberg, Faith Revell.

New Building (Inactive)

Native Gallery will be Chaired by Linda Guthrie. Other members: Jim Shirrell, Rick Dunkin, Faith Revell, Caren Oberg.

Fundraising Committee: Karen Allred, Rich Dunkin,

Membership Committee: Karen Allred, Rich Dunkin

Gary Minish moves endowment committee activity into Finance Committee.

Strategic Planning: ALL Board and Staff.

Martha Barberio puts forth that Karen Kirk facilitates planning retreats for city committees and that we may like to work with her when she comes to city.

Advocacy (Inactive) Karen Allred suggests we redefine the committee and learn more about what we need to do to protect our grants going forward as changes occur with NEA, etc.

7.Board vacancies and recruitment are discussed. There are two open positions currently advertised through city announcement and museum email news and social media.

8.The annual appeal will be addressed in Fundraising Committee. Faith has given April all of the information from last year.

9.There are no committee reports. Gary Minish asks if there is any new committee business. Martha Barberio points out that we don't need to have items under new business and that they can just be discussion items.

10.Gary Minish moves to adjourn. Martha Barberio seconds. Meeting is unanimously adjourned.

Signed:
VMHA Board Secretary

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, INC.

Executive Director's Report

February 20, 2025

Administration

- Meeting with staff weekly both individually and as a group
- Working to establish everyone's duties and better coordinate tasks so there isn't duplication of efforts
- Working on better communication between staff
- Working on Personnel Policies with BOD committee
- Working on unifying our public message
- Working on shop inventory and re-organization with Andrea and Amber
- Working on transferring over all the files/emails for memberships and billings from Patty and Faith to me
- Working on all the upcoming licenses and annual renewals
- Working on mini-marketing plans- targeting specific audience groups
- Assisting Andrea with the Audit (this is primarily Andrea)
- Attended Collections Committee meeting on February 3
- Attended COV meetings on January 21 and February 4 to listen as Pat Olson was added to the Museum's Board of Directors
- Attended Valdez United Way meeting with Faith to discuss most recent ask and answer any questions on February 8
- Changed Amber's position from hourly to salary with a slight increase in pay to better align with the other professional positions. She is now the Marketing and Communications Manager and will not be performing administrative assistance other than to the BOD. Her hours will remain Tuesday- Saturday 8:30- 5:30

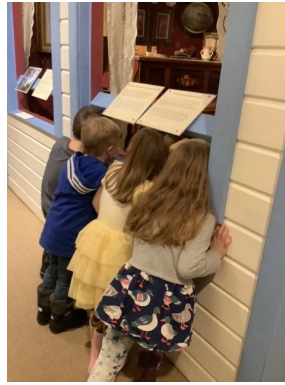
Education and Programming

Reporting period: January 9 through February 12, 2025 **Total contacts: 201**

Overview: In January, the Museum planned for and outlined a calendar of educational programs through May. Welcomed school groups on field trips and launched the first TNHT of the year.

Education:

- Welcomed 38 Valdez Preschool students, teachers and parents under Molly Dibbs' direction on a field trip to learn about Alaska. Popular with the preschoolers were scavenger hunts, the Victoria parlor, *A Moving Experience* earthquake exhibit, the fish wheel and leaf rubbings activity.



- Planned for USGS scientist Rob Witter's visit to Valdez on April 2 and 3 to give a public talk at the Civic Center with Kyle Anderson, Solomon Gulch Chief Plant Operator, on the *Allison Lake Project* and those discoveries made during field work in the last two years. Witter will also teach local students about underwater landslides as revealed in bathymetry and engage them in an exercise on earthquake magnitude.

Community Collaborations

- Partnered with Valdez Avalanche Center on a Frosty Fever event on March 1st from 2-4 pm at the Museum composed of avalanche history, tutorials, live rescue demonstrations by experts and hands-on practice by program participants.

Programs

- Launched first Tuesday Nite History Talk of the year, *When Grandpa Drove the Trail*, given by 4th generation Alaskan Beverley Colapietro. Scheduled next three TNHT's of 2025. Topics featured are the history of hypothermia in Valdez by Dr John Cullen, the history of Edwardian dress by Dr Caren Oberg, and stories of cutting fish and records of his family's impact on shaping Valdez by Pat Olson.



- Designed the concept for a multi-faceted *Spring Experiment* in Egan Commons that mixes collections, storytelling, play, talks, writing, making, exploring and hands-on learning. Both the steam and pumper fire engines, Hinchinbrook Lighthouse lens and aviation history will be featured. Natural history expressions linked to the arrival of Spring will compliment these activities.
- Prepared refreshments for opening of *In a Time of Change: Boreal Forest Stories* which 23 people attended.

- Crafted *Boreal Forest Stories* art/science/writing classes slated for March 14 and 15 and designed for spring break “staycationers” that include making “Walk in the Woods” collages and “Story Cards.”

Administration, Planning and Institutional Teamwork

- Made Valdez United Way Grant presentation to the VUW BOD on February 8th with an ask of \$2500 to support 2025 Museum educational programs.
- Collaborated with VMHA curator, Caren Oberg, on GIA AK Native consultant interviews and photographically documented them identifying Indigenous collections.
- Advised new Executive Director on Museum budget and QuickBooks, BOD packet reports, insurance, audit, gaming permits, grants and more.

Exhibitions and Collections

Exhibitions

- Installed and opened *Boreal Forest Stories* (Caren lead, Emma assisting)



- Continued project management of *Rarefied Light* (summer exhibition) (Caren lead, but passing project management of RL to Emma, installation of that will be Emma lead, Caren assisting)
- Drafted 2 exhibition proposals for Fall 2025 exhibition, for discussion with staff

Collections

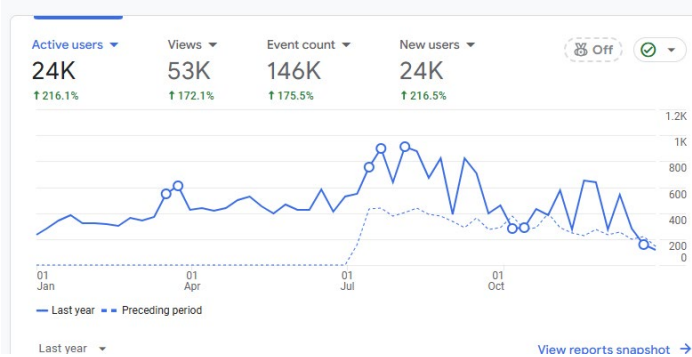
- Collections committee meeting, building list of questions to guide deaccessioning decisions
- Four new acquisitions, including letter from Owen Meals written in June 1964 and a set of slides of images of the first tankard coming into Port of Valdez in 1977
- Provided scans of newspaper articles of Exxon Valdez Oil Spill to support student National History Day Project
- Met with DL Womble, Head Librarian at Library, to discuss newspaper holdings at Library
- Met with 4 local Alaska Natives to better identify Alaska Native artifacts in the collection, will meet with 4 more at end of Feb (this is part of the GIA grant)



- Continued work on Dan Lawn 2010 loan (Emma only)
- Researched and wrote article on Boreal Forest for Inside View (Emma only)

Marketing and Communications

- **Website:**
General site: Updated calendar, home page slides with events as they come up
Square Online: Needs attention
 New Museum Project section of website is now unpublished.



- **Advertising:**

Fresnel Lens

Experience the history and culture of Prince William Sound and the Copper River Basin. Learn about Alaskan First Peoples, the 1898 Gold Rush, Pioneering Aviators, the 1964 Great Alaskan Earthquake, Old Town Valdez, the Trans Alaska Pipeline and the 1989 Exxon Valdez Oil Spill.

1907 Ahrens Steamer

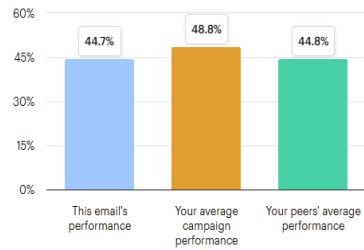
Robert Campbell Reeve

Alutiq Hunting Visor

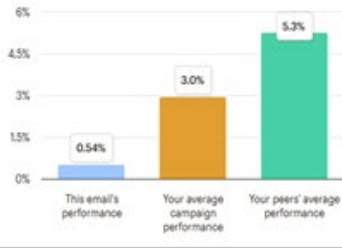
VALDEZ MUSEUM
HISTORICAL ARCHIVE

- Designed and placed 2025 advertising. Here is a representation of the ads placed in Bearfoot, Alaska & Alaska Highways, KOA. Some of the ad packages include map listings and digital assets as well.
- **Email News** – three campaigns up from one.

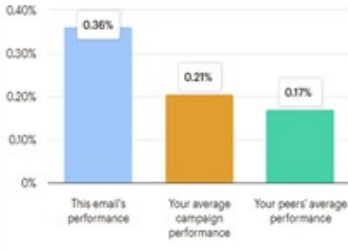
Open rate | Click rate | Unsubscribe rate



Open rate | Click rate | Unsubscribe rate



Open rate | Click rate | Unsubscribe rate



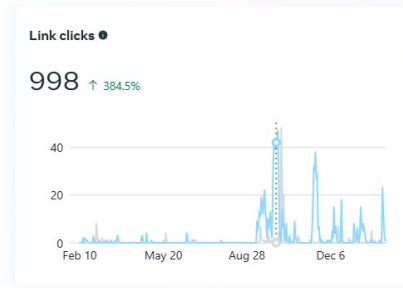
Public Relations

- **Social Media:**

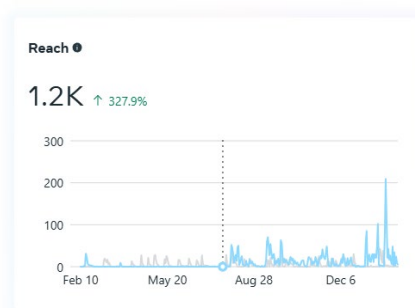
- Took photos
- Published Content
- Post regularly to Valdez Online Bulletin Board and other groups about museum offerings

Following are performance comparisons of February 2024 -2025 vs. 2023 -2024

FACEBOOK



INSTAGRAM



Membership, Fundraising & Development

- Design, print, laminate and cut membership cards

Store Sales & Visitor Services (60 hrs)

Gross sales

May 01, 2024 - Feb 01, 2025

vs May 01, 2023 - Feb 01, 2024

Metrics 1 selected

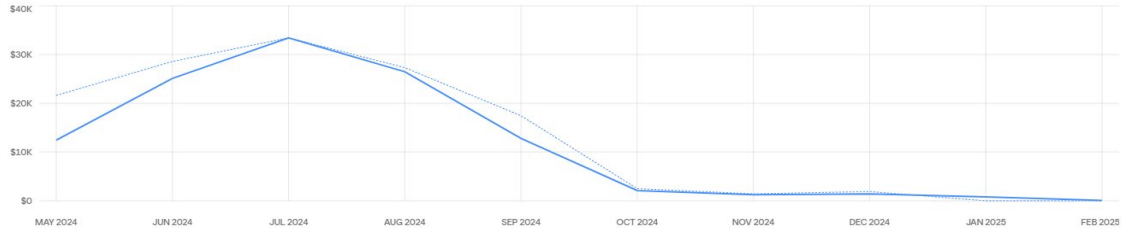
View Line

GROSS SALES

May 01, 2024 - Feb 01, 2025 \$115,930.87

May 01, 2023 - Feb 01, 2024 \$134,230.54

▼ 13.63%



- Stock store with new inventory, invite and inform visitors, take admissions.
- Staffed Opening and helped with TNHT

Administrative Support

- 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

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

Current Board Committees

	RD	GM	JS	DG	PO	MB	KA	LG	
Finance		X	C			X			
Board Development	X			C			X	X	
Collections	C	X					X	X	
Native Gallery	X		X					C	
Advocacy (Inactive)									
New Bldg (Inactive)									
Fundraising	X						X		
Membership	X						X		
Strategic Planning	X	C	X			X	X		
Policy Review		X	X			C			

RD = Richard Dunkin

GM = Gary Minish

JS = Jim Shirrell

MB = Martha Barberio

KA = Karen Allred

LG = Linda Guthrie

DG = Dan Gilson

PO = Pat Olson

C = Chair

X = On Committee

Standing Committees

Committee	Members	Description
<p style="text-align: center;">Finance Committee</p>		<p>The role of the Finance Committee is to provide financial oversight of the Valdez Museum & Historical Archive Association, Inc. Tasks include budgeting and financial planning; monitoring adherence to the budget; financial reporting; and the creation and monitoring of internal controls and accountability policies.</p>
<p style="text-align: center;">Collections Committee</p>	<p>4 at large members (non-Board) Historical Collection _ Alaska Native Culture Archives Art Collection</p>	<p>The Collections Committee exists in accordance with the Valdez Museum & Historical Archive’s Lease Management Agreement with the City of Valdez as the stewards of the City’s historical collections. The Collections Committee’s role is to review and make recommendations to the VMHA Board of Directors regarding collection acquisitions, de-accessions, and collections policy revisions. The Collections Committee will meet at least four times a year.</p>
<p style="text-align: center;">Board Development Committee</p>		<ol style="list-style-type: none"> 1. Develop Board Job Descriptions and Committee Job Descriptions that clearly state the role and expectations of the Directors 2. Plan and implement an orientation program, including official briefings, printed materials, and individual mentorship to make new Director’s part of the Board culture. 3. Conduct an Annual Review of the Board Manual to ensure that the supplemental materials are up to date. 4. Review the talents and interests of current and new Directors and recommend to the Board President, committee assignments most appropriate for their involvement. 5. Recommend to the Board policies about expectations for Directors; reaching out to those whose commitment does not match expectations. 6. Encourage participation in special occasions which bond Directors to each other and to the organization.

Ad-Hoc Committees

Committee	Members	Description
Building Committee (Inactive)		The Building Committee shall, as requested by the Board of Directors, the President, the membership, or on its own initiative, lead and guide the process of expanding the museum facilities of the Valdez Museum & Historical Archive Association, Inc. so that we can effectively accomplish our mission, which is to preserve, present and interpret the heritage and culture of Valdez, the Copper River Basin and Prince William sound, Alaska. The Building Committee has been authorized by and is accountable to the VMHA Board of Director to coordinate all issues as it relates to the expansion of the facilities of the Valdez Museum.
Fundraising Committee	Supported by all Board & Staff.	<p>Working in tandem with Finance and Advocacy, the Fundraising Committee's job is not simply to raise money. Instead, the Fundraising Committee is responsible for overseeing the organization's overall fundraising, and particularly the fundraising done by the board. To accomplish this, its responsibilities are: To work with staff to establish a fundraising plan that incorporates a series of appropriate vehicles, such as special events, direct mail, product sales, etc.</p> <p>To work with fundraising staff in their efforts to raise money</p> <p>To take the lead in certain types of outreach efforts, such as chairing a dinner/dance committee or hosting fundraising parties, etc.</p> <p>To be responsible for involvement of all board members in fundraising, such as having board members make telephone calls to ask for support, and To monitor fundraising efforts to be sure that ethical practices are in place, that donors are acknowledged appropriately, and that fundraising efforts are cost-effective.</p>
Membership Committee		<p>To maintain, promote and grow Valdez Museum & Historical Archive memberships, based on an annual plan. Actions to achieve this include:</p> <p>Set a membership target for the year. The Chair and Committee will work with the Executive Director (ED) on the annual recruitment drive and on targeted markets and events, such as the Corporate Membership drive and the monthly program. Work with the ED to develop or maintain membership recruitment The role of the Native Gallery Committee is to: determine</p>

		priorities for Native Gallery improvements, to organize and arrange for Native culture-related programming, to review exhibit content for appropriateness and cultural sensitivity, and to express needs and desires for future Gallery improvements and programming.
Strategic Planning Committee	Supported by all Board & staff	
Native Gallery Committee	2 At-Large Members (non-Board) Alutiiq Culture Ahtna Culture	<ol style="list-style-type: none"> 1. The role of the Native Gallery Committee is to: determine priorities for Native Gallery improvements, to organize and arrange for Native culture-related programming, to review exhibit content for appropriateness and cultural sensitivity, and to express needs and desires for future Gallery improvements and programming. 2. The Native Gallery Committee will organize and implement fundraising for improvements and activities within the Native Gallery. 3. The Native Gallery Committee will meet at least three times a year. Native Gallery Committee activities will be incorporated into the monthly report to the Board of Directors.

Upcoming Events

Tuesday Nite History Talks Egan Commons

February 25, The History of Hypothermia in Valdez w/John Cullen, MD

March 25, Fish, Family and History w/Pat Olson

April 22, Edwardian Dress History w/Caren Oberg, PhD

5:30-6:30 pm

Free Admission Days Museum on Egan Drive

February 21, March 14, April 11, May 2

Activities included

9 am to 5pm

Winter Hours

Tuesday through Saturday 9 to 5 pm

Egan site

Open by appointment

Hazelet site

Museum Closed

March 31

Seward's Day holiday

Board Meetings

February 20, March 20, April 17, May 15

In person and via zoom

12 noon

COV Council Chambers

Meeting open to the public

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5:30-6:30 pm

Egan Commons

Free to members and w/admission OR

\$5 per person, \$10 per family

Free Admission Days

February 21, March 14, April 11, May 2

with activities

9 am to 5pm

Museum on Egan Drive

March Events

Frosty Fever

March 1

Frosty Fever, *Avalanches in Valdez*, w/ Valdez Avalanche Center
Valdez Museum
2-4 pm

March 7 and 8 (tentative)

Boreal Forest Stories art workshop(s)
With visiting artist Kristin Link

Details, TBD

March 14 and 15 (tentative)

Boreal Forest Stories art/science/writing workshops

Details, TBD

1964 Earthquake Anniversary and Memorial

March 27

5:30 pm
Kelsey Dock

Exhibit Openings and Closings

March 15

In a Time of Change: Boreal Forest Stories
Closes 5:00 pm

May 9

Rarefied Light 2024
Opens 9 am

May 16

Rarefied Light 2024 Opening celebration
5:30 pm
Egan Commons

March 21 through May 3

Spring Experiment

with activities, talks, art making, demonstrations, history and more
Featuring fire engines in Museum's collection, Hinchinbrook Lighthouse Lens and Airplanes

April Events

April 2

Allison Lake Project and Earthquake Geology w/USGS Scientist Rob Witter, PhD
7 pm

Civic Center Ballroom

April 2 and 3

Allison Lake Project and Earthquake Geology in Valdez classrooms, w/USGS Scientist Rob Witter, PhD