



## Agenda

### **Valdez Museum & Historical Archive Association, INC.**

August 21, 2025

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF MINUTES FROM JULY 2025 MEETING
- IV. PUBLIC BUSINESS FROM THE FLOOR
- V. NEW BUSINESS (vote)
  1. Approval of Financial Report
  2. 2026 Budget
- VI. VOTE ON ANY COMPLETED COMMITTEE RESOLUTIONS (see attached)
- VII. COMMITTEE AND STAFF REPORTS (see attached)
- VIII. EXECUTIVE DIRECTOR & PRESIDENT REPORTS (see attached)
- IX. BOARD OF DIRECTORS BUSINESS FROM THE FLOOR
- X. ADJOURNMENT

**Next meeting September 18, 2025**

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

July 17, 2025

**CALL TO ORDER**

II.ROLL CALL Gary Minish calls meeting to order at 12:08. Others Present: Margaret Nordstrom, Linda Guthrie, Rich Dunkin, Dan Gilson, Martha Barberio, Jim Shirell.

Staff: April Vasher-Dean , Amber Dennis

III. APPROVAL OF MINUTES: May 2025 meeting Minutes unanimously approved with updates to roll call.

IV. PUBLIC BUSINESS FROM THE FLOOR: Martha Barberio informs board that she has applied for a \$50,000 wayfinding grant for Old Town and collect oral histories to have imagery and storytelling throughout Valdez and the Museum is named as a partner. She's also submitted a \$35,000 grant to Rasmusson Foundation. She needs to find someone to video these interviews. Martha will be the lead on these projects. Rich Dunkin asks about staff and not taking up too much of the curator's time. Martha Barberio says all the Museum will need to do is provide guidance about who should be featured. Jim Shirrel states that it is the job of a curator to work on projects like this. Gary Minish concurs the Museum should provide as much support as possible. 19 Wayfinding signs are being installed at Old Town as we speak.

V. NEW BUSINESS: Amber Dennis asks board to make a decision about whether to do Roadhouse this year. Rich Dunkin states he doesn't believe we can pull off a Roadhouse like we did last year. Amber states that it seems possible to do a raffle and her perception that last year's event was more auction than social event and that a social event was what people were there for and suggests just have a small silent auction, that Roadhouse is a bridge to connect to our past sponsors. Martha asks who will put this on. Dan Gilson suggests we do an every other year Roadhouse, maybe every other year we do Roadhouse light at the Museum. Amber Dennis asks about keeping Roadhouse in people's minds by doing at least something under the name the first weekend in October like people expect. Without a vote, the board seems to agree to let marketing committee decide how to execute a scaled back Roadhouse.

**1. Approval of financial report**

Martha Barberio moves to approve. Dan Gilson seconds. Jim Shirrel asks if everyone has had a chance to see the work done by Carl Oberg that clearly tells us where we are. June is the first month of about 110 days when we have positive net income. April and finance committee are working with Carl to produce a document relative to income shows budget vs. actuals and moving the documentation into a format that will allow us to clearly see where we are and adjust as needed. Gary Minish agrees. Financial report is unanimously approved.

**VI. RESOLUTIONS (vote)**

1. Martha presented in May a generalized resolution for all committee, but we need a specific document for each committee, and was going to bring back a revised resolution, but didn't realize

and this did not make it into the packet, so this is pushed to the next meeting. It is a generic template to form a committee with an attachment. Martha volunteers to create these for our existing committees and will do one and then share with Linda Guthrie and Margaret Nordstrom to do others.

## VII. COMMITTEE AND STAFF REPORTS (see attached)

1. Strategic Planning Committee (Gary) Karen Kirk's report has been provided and asks that everyone review and notify of any changes. Jim asks if there is a series of meetings to start the process of moving forward with the strategic planning process. Gary states that the current plan moving forward is that staff is creating goals. Martha Barberio suggests staff provide first deliverables first of October. Jim asks for board to get together and agree that this is what we want them to move forward with. Gary Minish points out that we have the top 3 goals and next level down would be objectives that staff will create and bring to the board.
2. Policy Committee (Martha) Report was submitted. I have nothing to add.
3. Marketing Committee (Martha) Split the Pot Raffle and Annual Appeal numbers reported.

## VIII. EXECUTIVE DIRECTOR & PRESIDENT REPORTS

### 1. Executive Director Report (see attached)

April Vasher-Dean states that staff is currently covering programming and outreach before going out to hire a replacement for education, programming, tours. We are identifying overlap and gaps, and who best to provide more in tourism. Before I came on, Faith's role as educator had fallen away as she was interim director.

Gary states that the outreach to schools is important. Linda Guthrie asks about how much time she spent in the classroom and talks about how much Faith did in classrooms and questions whether staff has the training or experience to be in classrooms. Margaret Nordstrom states that it is appropriate for there to be a full reassessment of roles with a new Executive Director. Jim Shirrel states that we're working this before the plan is there. This is a major reorganization and staff is putting together their new plan and in the policy and procedures, this is a board review. Gary Minish states that he is concerned and it's important to him personally, there needs to be thought about the qualities and experience of people providing that outreach. April Vasher-Dean points out that she's spent 20 years in education and will not let it slide. Jim Shirrel is looking forward to April's proposed reorganization and asks when we will see it. April says certain aspects will come up sooner than others and guesses at October. Rich Dunkin expresses concern about the quality of the product without a dedicated educator role. Margaret Nordstrom points out that it will be clear to staff or the schools how things are going and they can adjust going forward.

### 2. President Report

## IX. BOARD OF DIRECTORS BUSINESS FROM THE FLOOR

## X. EXECUTIVE SESSION (when needed)

## XI. Return from executive session when we have one

XII. ADJOURNMENT Gary Minish calls for adjournment, Linda Guthrie seconds. Meeting is unanimously adjourned.

**Next Meeting August 21, 2025**

# Statement of Activity

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

January 1-August 18, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JAN 1 - AUG 18 2025	JAN 1 - AUG 18 2024 (PY)
Income		
4200 Grants	<b>\$403,915.00</b>	<b>\$409,850.00</b>
8003 Fund Development	<b>\$7,542.11</b>	<b>\$11,075.96</b>
8008 Miscellaneous Income	-20.00	
8011 Freight paid by customer	364.00	15.84
8024 Earned Revenue	0	\$5.00
4120 Museum Fees	0	0
80011 Presenter & Guide Income	30,735.00	21,150.00
8009 Admission Fees - Tour/Bulk	75,789.00	38,780.00
8010 Archival Fees	70.00	600.00
8026 Admissions - General	63,095.00	62,527.00
8159 Space Rental	600.00	900.00
<b>Total for 4120 Museum Fees</b>	<b>\$170,289.00</b>	<b>\$123,957.00</b>
48600 Service Sales	<b>\$23,959.25</b>	<b>\$7,907.50</b>
8025 Program Fees	<b>\$535.00</b>	<b>\$135.00</b>
8027 Store Sales	<b>\$14,653.87</b>	<b>\$19,953.12</b>
<b>Total for 8024 Earned Revenue</b>	<b>\$209,437.12</b>	<b>\$151,957.62</b>
8501 7015 Interest Income	2,831.05	2,096.82
4320 Funds Transfer Income		
<b>Total for Income</b>	<b>\$624,069.28</b>	<b>\$574,996.24</b>
Cost of Goods Sold	<b>\$17,675.00</b>	<b>\$13,078.80</b>
<b>Gross Profit</b>	<b>\$606,394.28</b>	<b>\$561,917.44</b>
Expenses		
6185 Insurance	<b>\$35,828.00</b>	<b>\$34,548.00</b>
8036.1 Membership	1,176.36	845.57
8036 Fundraising Expenses	257.75	3,670.15
8037 IT Services	5,298.99	6,392.99
8039 Education	293.53	34.77
8040 Collections	<b>\$292.60</b>	<b>\$742.02</b>
8044 Contract Labor	712.50	856.67
8047 Janitorial Services	<b>\$13,867.00</b>	<b>\$10,141.36</b>
8048 Utilities	<b>\$34,175.51</b>	<b>\$26,574.64</b>
8049 Supplies	<b>\$2,499.87</b>	<b>\$4,928.35</b>
8053 Advertising/Marketing	1,487.21	499.88
8056 Travel	<b>\$197.00</b>	<b>\$2,130.96</b>
8058 Public Programs	1,163.39	324.21

# Statement of Activity

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

January 1-August 18, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JAN 1 - AUG 18 2025	JAN 1 - AUG 18 2024 (PY)
8103 Personnel Expenses	0	0
8104 Salaries & Wages	244,210.59	180,158.19
8106 FICA Payroll Tax	21,365.16	16,221.94
8107 403(b) - Employer	5,175.00	6,493.00
8108 Health Insurance	105,458.90	46,993.12
<b>Total for 8103 Personnel Expenses</b>	<b>\$376,209.65</b>	<b>\$249,866.25</b>
8110 Professional Fees	<b>\$18,272.12</b>	<b>\$16,400.00</b>
8113 Vehicle Expense	569.57	290.42
8118 Telephone	<b>\$3,119.76</b>	<b>\$3,714.06</b>
8123 Postage and Delivery	414.58	337.31
8130 Dues and Subscriptions	7,982.37	8,873.06
8131 Printing and Reproduction	963.13	2,374.70
8133 Board Expense	7,423.70	
8134 Rent	<b>\$1,200.00</b>	<b>\$1,200.00</b>
8138 Credit Card Fees	<b>-\$360.63</b>	<b>\$3,206.68</b>
8139 Bank Service Charges	24.00	84.00
8140 Equipment	<b>\$275.77</b>	<b>\$588.95</b>
8145 Licenses and Permits	25.00	20.00
9002 Freight and Shipping Costs	682.47	973.19
Exhibits	<b>\$5,454.89</b>	<b>\$7,859.91</b>
8135 ED Recruitment		5,699.82
8148 Contributions	<b>0</b>	<b>\$1,200.00</b>
<b>Total for Expenses</b>	<b>\$519,506.09</b>	<b>\$394,377.92</b>
<b>Net Operating Income</b>	<b>\$86,888.19</b>	<b>\$167,539.52</b>
Other Income		
Other Expenses		
Reconciliation Discrepancies-1		
<b>Total for Other Expenses</b>	<b>0</b>	<b>0</b>
<b>Net Other Income</b>	<b>0</b>	<b>0</b>
<b>Net Income</b>	<b>\$86,888.19</b>	<b>\$167,539.52</b>

# Statement of Financial Position

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

As of August 18, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	AS OF AUGUST 18, 2025	AS OF AUGUST 18, 2024 (PY)
<b>Assets</b>		
Current Assets		
Bank Accounts		
1003 WF Merchant Services Account	162,278.43	164,069.12
1021 CD 61215021 -Phyllis Irish	73,801.71	70,970.66
1022 10950 Cash in Drawer	701.12	772.92
1024 1st National Savings	42,769.14	42,740.86
1025 1st National Operating	281,467.23	283,279.33
1026 1st National Gaming	2,344.27	2,139.03
<b>Total for Bank Accounts</b>	<b>\$563,361.90</b>	<b>\$563,971.92</b>
Accounts Receivable	<b>\$22,172.54</b>	<b>\$14,493.00</b>
Other Current Assets	<b>\$1,354,981.42</b>	<b>\$1,348,510.88</b>
<b>Total for Current Assets</b>	<b>\$1,940,515.86</b>	<b>\$1,926,975.80</b>
Fixed Assets		
4000 Construction in Progress	74,227.00	74,227.00
4001 Fixed Assets	<b>\$1,526.59</b>	<b>\$1,526.59</b>
4002 Lifeboat Shelter Asset	22,684.64	22,684.64
<b>Total for Fixed Assets</b>	<b>\$98,438.23</b>	<b>\$98,438.23</b>
Other Assets		
Merchandise Inventory	1,283.09	1,283.09
<b>Total for Other Assets</b>	<b>\$1,283.09</b>	<b>\$1,283.09</b>
<b>Total for Assets</b>	<b>\$2,040,237.18</b>	<b>\$2,026,697.12</b>
<b>Liabilities and Equity</b>		
Liabilities		
Current Liabilities		
Accounts Payable	<b>\$7,777.04</b>	<b>\$2,777.31</b>
Credit Cards	<b>\$5,250.57</b>	<b>\$7,852.30</b>
Other Current Liabilities	<b>\$52,730.64</b>	<b>\$58,369.02</b>
<b>Total for Current Liabilities</b>	<b>\$65,758.25</b>	<b>\$68,998.63</b>
Long-term Liabilities		
<b>Total for Liabilities</b>	<b>\$65,758.25</b>	<b>\$68,998.63</b>
Equity		
7502 3900 Retained Earnings	462,174.94	364,743.17
Net Income	86,888.19	167,539.52
3000 Opening Bal Equity	11,429.62	11,429.62
7503 Museum Endowment Fund Equity	1,322,350.00	1,322,350.00
8079 Contributed Capital	91,636.18	91,636.18
<b>Total for Equity</b>	<b>\$1,974,478.93</b>	<b>\$1,957,698.49</b>
<b>Total for Liabilities and Equity</b>	<b>\$2,040,237.18</b>	<b>\$2,026,697.12</b>

	Admin	Programs	Programs	Programs	Programs	Programs	Programs	TBA	Total
Expenses		Exhibits	Marketing	Education	Collections	Retail	Events		
		\$10,000.00	\$28,000.00	\$8,000.00	\$11,000.00	\$10,000.00	\$5,000.00		\$72,000.00
Payroll									
8103 Personnel Expenses									
8104 Salaries & Wages	\$362,563.64								
8106 FICA Payroll Tax	\$33,174.57								
8107 403(b) - Employer	\$21,594.85								
8108 Health Insurance	\$202,160.10								
<b>Total for 8103 Personnel Expenses</b>	<b>\$619,493.15</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>		
Professional and Contractors									
8110 Professional Fees									
8045 Accounting	\$17,840.00								
Stipend/Honorarium				1,500					
8046 Consulting									
8037 IT Services	15,250								
8053 Advertising/Marketing			14,000	1,500		1,000	5000		
<b>Total for 8110 Professional Fees</b>	<b>\$33,090.00</b>	<b>\$0.00</b>	<b>\$14,000.00</b>	<b>\$3,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$5,000.00</b>		
<b>8056 Travel</b>	<b>0</b>	<b>0</b>	<b>14,000</b>	<b>2,000</b>	<b>0</b>	<b>0</b>	<b>0</b>		
Software					1,245	*1,000			*creating online shop
Graphics		6760							
Materials		3078			5,000				
Acquisitions					3,500				
Operating					1200				
8134 Rent	10.00								
Storage	1,200.00								
Utilities	59,681.97								
Janitorial	21,600								
Vehicle	2000								
telephone/internet									
8123 Postage/Delivery/Shipping	700				200				
Supplies	20,000					7,000*			*buying merchandise
8130 Dues and Subscriptions	12,500			1,000		1,000			
8131 Printing and Reproduction	4,500			2,000					
6185 Insurance	29,331.34								

Bank and Merchant Fees									
Credit Card Interest									
Total for Operating	\$151,523.30	\$0.00	\$0.00	\$3,000.00	\$1,400.00	\$1,000.00	\$0.00		
Total Expenses	\$804,106.46	\$0.00	\$28,000.00	\$8,000.00	\$1,400.00	\$2,000.00	\$5,000.00		\$848,506.46



		<b>2024</b>
	Grants	549,573.00
	Donations	4,162.21
	Fundraising	45,653.27
	Museum Fees	159,914.00
	Sales	37,948.86
	Interest Income	2,125.10
		799,376.44

The Valdez Museum & Historical Archive is asking for \$535,000 from the City of Valdez for the 2026 budget cycle and has been granted this amount for the past three years.

There have been significant personnel changes at the Museum over the past calendar year. After 1.5 years with an interim executive director, the Museum hired a new Executive Director, April Vasher-Dean, who began her tenure in January 2025. The Museum lost its longtime Curator of Education and Programs, Faith Revell, in July. Amber Dennis is now the full-time Manager of Marketing & Communications and Emma Brainerd is the permanent part-time Curatorial Assistant.

The Museum is working to bring the operations into the 21<sup>st</sup> century with updates to our tech stack, retail operations, and membership & donor databases, reducing staff time and printing expenses.

New Business Membership levels are being implemented along with new Membership categories including **FREE membership for Valdez residents and PWSC students.**

Along with these changes, we continue to provide the services that Valdez residents and tourists have come to expect. We offer Tuesday Night Talks on the last Tuesday of the month, free receptions and exhibition related programs for our members. We host a reception at Old Town Valdez Museum for Earthquake Remembrance Day, lawn games and Goldrush Days Walking Tours, and offered a parade viewing space under the tents on the front lawn at the Egan St location that was used by the parade jury and announcer. The Museum had a successful booth at Fly-In this year and will continue that going forward.

Increasingly, retail continues to be an important revenue source for the Museum; featuring more local artists and culture bearers than ever. Another important income-driver for the Museum are the tours provided to cruise ship passengers and overland tour participants. The Museum charges an hourly rate to have a tour guide board a bus with cruise ship passengers and then provide a roughly 3-hour tour of the surrounding area. On a cruise ship day, we typically provide 4-6 bus tours. In addition, the Museum sells bulk-rate tickets to cruise ships for their passengers to enter the Museum. This income allows the Museum to hire Valdez students and residents to work with us for the season.

Based on an assessment of strengths and adoption of new technology, we are reassessing staffing needs while planning to expand offerings. In 2026, we intend to capitalize on developing relationships with new tour operators, increased community engagement including coffee and co-working hours, event rentals at the Museum, lawn game library, a gardening collaboration with the Valdez Senior Center. We are and more collections-based exhibitions. We are reimagining how to utilize the infrastructure we have to better serve

Valdez and showcase the stories we keep and share through collaboration with Valdez Native Tribe.

**ITEM TITLE:**

Resolution approving committees

**SUBMITTED BY:** Martha Barberio, Vice President & Chair of the Policy Committee,  
Valdez Museum & Historical Archive

**FISCAL NOTES:**

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

**RECOMMENDATION:**

Approve

**SUMMARY STATEMENT:**

Background:

In alignment with the Valdez Museum & Historical Archive's mission and ongoing governance responsibilities, the following standing committees have prepared resolutions for Board consideration and approval:

- Collections Committee – Resolution addressing collection care, acquisitions, and stewardship policies.
- Native Gallery Committee – Resolution advancing initiatives to strengthen Native cultural representation and partnerships.
- Strategic Planning Committee – Resolution to adopt strategic priorities guiding Museum programs, operations, and growth.
- Advocacy Committee – Resolution supporting community engagement, outreach, and stakeholder advocacy efforts.
- Finance Committee – Resolution establishing fiscal oversight, budget recommendations, and financial sustainability practices.
- Marketing Committee – Resolution advancing marketing strategies to grow audiences, membership, and community visibility.

Recommendation:

It is recommended that the Board of Directors review and approve the submitted resolutions from each committee to ensure alignment with the Museum's mission, compliance with governance standards, and support for strategic growth.



**VALDEZ MUSEUM AND HISTORICAL ARCHIVE  
BOARD OF DIRECTORS  
RESOLUTION NO. 2025-822**

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**A RESOLUTION ESTABLISHING A COLLECTIONS COMMITTEE AND  
APPOINTING THE COMMITTEE CHAIR**

**WHEREAS**, the Valdez Museum and Historical Archive (VMHA) Board of Directors is responsible for the stewardship and ethical management of the collections held in trust for the public, and

**WHEREAS**, the City of Valdez has entered into a Lease Management Agreement with the VMHA, designating the Museum as the steward of the City's historical collections, and

**WHEREAS**, the establishment of a Collections Committee is essential for ensuring transparency, professional oversight, and community representation in decisions regarding the Museum's collections, and

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE VALDEZ MUSEUM AND HISTORICAL ARCHIVE THAT:**

1. A **Collections Committee** is hereby established as a standing committee of the VMHA Board.
2. The purpose of the Collections Committee shall be to:
  - Review and make recommendations to the VMHA Board of Directors regarding collections acquisitions, deaccessions, and revisions to the Museum's Collections Policy;
  - Meet at least four times per year to fulfill its advisory responsibilities.
  - Include deaccession recommendations in the monthly Board report, which—once approved by the Board—will be forwarded to the City Council in accordance with the Lease Management Agreement.
  - Approve acquisitions that exceed 20% of the annual acquisitions budget. In cases requiring expedited decisions, a consensus may be reached via email and documented in the Committee's report to the Board.
3. The Collections Committee shall consist of the following:
  - One Chair from the VMHA Board of Directors (appointed herein),
  - One additional VMHA Board Member,
  - The City Clerk (or designee),
  - The Curator of Collections and Exhibitions,
  - Four (4) Members-at-Large with expertise in the following areas:
    - Historical Collections,
    - Alaska Native Culture,
    - Art Collections, and
    - A fourth discipline as deemed appropriate by the Board or Committee.

4. **XXXXXX**, current Board Member, is hereby appointed Chair of the Collections Committee, effective immediately.

PASSED AND APPROVED by the Valdez Museum and Historical Archive Board of Directors  
this 21st day of August, 2025.

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**Gary Minsh, President, Board of Directors**

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**Rich Dunkin, Secretary**

**VALDEZ MUSEUM AND HISTORICAL ARCHIVE  
BOARD OF DIRECTORS  
RESOLUTION NO. 2025-825**

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**A RESOLUTION ESTABLISHING AN AD HOC STRATEGIC PLANNING COMMITTEE**

**WHEREAS**, the Valdez Museum and Historical Archive (VMHA) Board of Directors seeks to guide the organization's long-term development and ensure that strategic decisions are well-informed, mission-aligned, and responsive to community needs; and

**WHEREAS**, a formal strategic planning process is essential to shaping the future direction of the VMHA and maintaining alignment across leadership, staff, and stakeholders; and

**WHEREAS**, the Board has determined that an Ad Hoc Strategic Planning Committee is necessary to develop both long-term and short-term strategic plans that will direct key areas of museum operations and growth;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE VALDEZ MUSEUM AND HISTORICAL ARCHIVE THAT:**

**Section 1: Establishment and Purpose**

An **Ad Hoc Strategic Planning Committee** is hereby established to prepare and update the Valdez Museum & Historical Archive's long-term strategic plan, typically once every five years, and to support the development of short-term plans focused on priority areas.

This committee shall work in close collaboration with the Executive Director and VMHA staff to ensure that strategic objectives are embedded in the Museum's operational activities.

**Section 2: Objectives**

The Strategic Planning Committee will:

1. Develop a strategic plan covering a 2- to 5-year period for the VMHA.
2. Prepare short-term strategic guidance for targeted areas as appropriate.
3. Collaborate with Museum leadership and staff to integrate strategic goals into annual operating plans.
4. Facilitate strategic discussions and planning exercises throughout the year.



### **Section 3: Committee Composition**

- The Committee shall consist of a Chair and 2-3 members appointed by the President for the term of his/her office.
- Committee members shall be selected from the VMHA membership, including individuals with experience or expertise in areas relevant to strategic planning such as technology, community engagement, fundraising, and collections.
- Members should have a demonstrated record of sustained or major contributions to the VMHA.

### **Section 4: Activities and Responsibilities**

The Strategic Planning Committee shall:

1. Assist the President in organizing the **VMHA Management Retreat** in June every year.
2. The Chair shall act as **Retreat Secretary**, preparing and presenting a report of action items to the full Board at the next regular meeting.
3. Conduct regular discussions via email, virtual meetings, and in-person sessions throughout the year.
4. Convene a full committee meeting twice per year at the Museum to assess progress and update the strategic direction.
5. Report current strategic objectives on the VMHA website and contribute relevant articles to VMHA publications as needed.

### **Section 5: Appointment of Committee Chair**

**Gary Minish**, Board Member, is hereby appointed as the Chairperson of the Ad Hoc Strategic Planning Committee, effective immediately.

PASSED AND APPROVED by the Valdez Museum and Historical Archive Board of Directors  
this \_\_\_\_ day of \_\_\_\_\_, 2025.

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**Gary Minish, President, Board of Directors**

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**Rich Dunkin, Secretary**

**VALDEZ MUSEUM AND HISTORICAL ARCHIVE  
BOARD OF DIRECTORS  
RESOLUTION NO. 2025-826**

**A RESOLUTION ESTABLISHING AN AD HOC ADVOCACY COMMITTEE**

**WHEREAS, the Valdez Museum and Historical Archive (VMHA) serves to preserve, present, and interpret the heritage and culture of Valdez, the Copper River Basin, and Prince William Sound, Alaska; and**

**WHEREAS public awareness, community engagement, and strong support policy are essential to the fulfillment of the Museum's mission; and**

**WHEREAS the Board of Directors recognizes the need for a dedicated Advocacy Committee to coordinate, support, and advance the Museum's involvement in local and statewide policy and funding initiatives, and**

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE VALDEZ MUSEUM AND HISTORICAL ARCHIVE THAT:**

**Section 1: Establishment and Purpose**

**An Ad Hoc Advocacy Committee is hereby established to identify, research, recommend, and act on key public policy issues in support of the VMHA's mission. The committee shall coordinate all advocacy efforts tied to advancing legislation, policy, and funding at the local and state levels that support the strategic goals of the Museum.**

**Section 2: Authority and Accountability**

**The Advocacy Committee shall be empowered by and accountable to the VMHA Board of Directors. It may act upon requests from the Board, the President, the general membership, or on its own initiative.**

**Section 3: Committee Composition**

**The Advocacy Committee shall consist of:**

- The Chairperson (appointed herein)**
- Up to five (3) members of the VMHA Board of Directors**
- The Executive Director**
- The Communications and Marketing Manager**
- Four (4) community representatives, including:**
  - A historian**
  - A teacher**
  - An artist**
  - A media professional**

**Subcommittees may be formed as needed to focus on specific advocacy efforts or sectors.**

#### **Section 4: Committee Duties**

**The Advocacy Committee shall:**

- 1. Meet quarterly and report to the Board through meeting minutes or presentations.**
- 2. Develop and disseminate a unified message highlighting the value of the Museum to society and community well-being.**
- 3. Promote partnerships with local organizations (e.g., education, business, tourism).**
- 4. Build relationships with public officials, attend community events, and represent VMHA interests.**
- 5. Identify legislative allies, host them at Museum events, and involve them in relevant communications and announcements.**
- 6. Organize group visits to legislators and create awareness of Museum impact.**
- 7. Generate and distribute public service announcements, letters, and op-eds.**
- 8. Encourage and support citizen engagement in advocacy on behalf of the Museum.**

#### **Section 5: Committee Member Commitments**

**All committee members shall:**

- Serve in an advisory capacity and actively contribute to the work plan.**
- Participate regularly in meetings and discussions.**
- Review materials, offer feedback, and engage in outreach.**
- Serve as internal and external advocates for the VMHA.**
- Collaborate respectfully and support the consensus of the group.**

#### **Section 6: Leadership and Staff Support**

**Committee Chair (or Co-Chair) shall:**

- Provide leadership and serve as the spokesperson for the committee.**
- Facilitate meetings and communication.**
- Develop meeting agendas in coordination with staff.**

**Staff Support shall:**

- Provide behind-the-scenes assistance and research.**
- Send meeting reminders and agendas.**
- Take minutes and prepare reports for the Board.**
- Maintain regular communication with the Chair.**

#### **Section 7: Participation Acknowledgment**

**Each committee member will be asked to affirm their participation by signing a statement that outlines:**

- The need for respectful collaboration,**
- Timely communication and reminders,**
- Preferred contact methods (email, phone, mail), and**
- Acknowledgment of their role in promoting the VMHA's mission.**

#### **Section 8: Appointment of Committee Chair**

**Karen Allred, Board Member, is hereby appointed as Chairperson of the Ad Hoc Advocacy Committee, effective immediately.**

**PASSED AND APPROVED by the Valdez Museum and Historical Archive Board of Directors this \_\_\_\_ day of \_\_\_\_\_, 2025.**

\_\_\_\_\_  
**Gary Minish President, Board of Directors**

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**Rich Dunkin, Secretary**

**VALDEZ MUSEUM AND HISTORICAL ARCHIVE  
BOARD OF DIRECTORS  
RESOLUTION NO. 2025–828**

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**A RESOLUTION ESTABLISHING A STANDING FINANCE COMMITTEE**

**WHEREAS**, the Valdez Museum and Historical Archive (VMHA) seeks to ensure the continued fiscal integrity, transparency, and sustainability of its operations; and

**WHEREAS**, it is in the best interest of the organization to maintain regular oversight of its financial activities, trends, and planning; and

**WHEREAS**, the Board of Directors recognizes the need for a standing Finance Committee to review and advise on the Museum’s financial position throughout the fiscal year;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE VALDEZ MUSEUM AND HISTORICAL ARCHIVE THAT:**

**Section 1: Establishment**

A **Standing Finance Committee** is hereby established as a permanent committee of the Board of Directors of the Valdez Museum and Historical Archive.

**Section 2: Purpose and Duties**

The Finance Committee shall meet **at least four times per fiscal year** to review the financial position of the Museum. At the first committee meeting each year, the Executive Director will provide a schedule outlining the four planned meetings.

The Finance Committee shall:

1. Review the Museum’s **cash flow, budget-to-actual performance, forecasting, and asset-to-liability position.**
2. Analyze historical financial trends and performance for strategic planning purposes.
3. Provide commentary and recommendations that will be incorporated into the **monthly Finance Report** to the Board of Directors.

**Section 3: Membership**

The Finance Committee shall include, but not be limited to:

- The **President** of the Board of Directors
- The **Treasurer** of the Board of Directors
- The **Executive Director**

- At least **two additional committee members**, who may be selected from the Board or appointed from the community, with relevant financial or nonprofit experience.

#### **Section 4: Reporting and Accountability**

The Finance Committee shall report to the full Board of Directors following each meeting and may make formal recommendations concerning budgeting, financial management, reserves, and risk management.

**PASSED AND APPROVED** by the Valdez Museum and Historical Archive Board of Directors this \_\_\_\_ day of \_\_\_\_\_, 2025.

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**Gary Minish President, Board of Directors**

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**Rich Dunkin, Secretary**

**VALDEZ MUSEUM AND HISTORICAL ARCHIVE  
BOARD OF DIRECTORS  
RESOLUTION NO. 2025-821**

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**A RESOLUTION ESTABLISHING A MARKETING COMMITTEE  
AND APPOINTING COMMITTEE CHAIR**

WHEREAS, the Valdez Museum and Historical Archive (VMHA) Board of Directors recognizes the importance of increasing public awareness, community engagement, and visitation through coordinated and strategic marketing efforts; and

WHEREAS, the Board has determined that the establishment of a Marketing Committee will support the Museum's mission by enhancing outreach, promotional visibility, and branding consistency; and

WHEREAS, it is in the best interest of the Museum to appoint a Chair with the experience, dedication, and community knowledge necessary to guide the Committee in its work;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE VALDEZ MUSEUM AND HISTORICAL ARCHIVE THAT:

1. A Marketing Committee is hereby established as an ad hoc committee of the VMHA Board.
2. The purpose of the Marketing Committee shall be to:
  - Develop and recommend marketing strategies to increase museum visibility, attendance, and community engagement.
  - Support branding and public relations efforts consistent with VMHA's mission and values.
  - Assist and advise staff on digital, print, and social media outreach.
  - Assist staff in the promotion of exhibitions, programs, and events.
  - Identify partnership and sponsorship opportunities to advance the Museum's reach.
3. Martha Barberio, current VMHA Board Member, is hereby appointed as Chair of the Marketing Committee effective immediately.
4. The Chair shall coordinate with the Executive Director to recruit additional committee members and prepare an annual work plan for review and approval by the Board of Directors.



PASSED AND APPROVED by the Valdez Museum and Historical Archive Board of Directors this 21st day of August, 2025.

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Gary Minish, President, Board of Directors

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Rich Dunkin, Secretary

**VALDEZ MUSEUM AND HISTORICAL ARCHIVE  
BOARD OF DIRECTORS  
RESOLUTION NO. 2025-827**

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**A RESOLUTION ESTABLISHING A NATIVE GALLERY (LDF)  
COMMITTEE AND APPOINTING THE COMMITTEE CHAIR**

**WHEREAS**, the Valdez Museum and Historical Archive (VMHA) Board of Directors is responsible for the stewardship and ethical management of the collections held in trust for the public, and

**WHEREAS**, the City of Valdez has entered into a Lease Management Agreement with the VMHA, designating the Museum as the steward of the City's historical collections, and

**WHEREAS**, the establishment of a Native Gallery (LDF) Committee is essential for ensuring transparency, professional oversight, and community representation in decisions regarding the Museum's collections, and

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE VALDEZ MUSEUM AND HISTORICAL ARCHIVE THAT:**

The Valdez Museum and Historical Archive (VMHA) has a Memorandum of Agreement with the Valdez Native Tribe (VNT) to involve the VNT through committee participation in all aspects of exhibit interpretation in the museum's Local Display Facility (LDF), also known as the Native Gallery. The agreement expires in 2022, and is a condition specified in the funding arrangements agreed upon between the Exxon Valdez Oil Spill Trustee Council (EVOSTC) and the Valdez Museum for their sponsorship of the construction of the Native Gallery. As required by the EVOSTC agreement, the Native Gallery is designed for flexibility with Gallery arrangements to accommodate changes in presentation and/or traveling exhibits.

**The Native Gallery Committee must include, at a minimum:**

- Three members of the Valdez Native Tribe,
- Board of Directors (Chair)
- Board of Directors – Member
- Curator of Collections and Exhibitions
- Curator of Education and Public Programming
- 2 Members-At-Large, one each specializing in the following areas: Alutiiq

**Culture, Ahtna Culture**

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.

The Native Gallery Committee will organize and implement fundraising for improvements and activities within the Native Gallery.

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.

PASSED AND APPROVED by the Valdez Museum and Historical Archive Board of Directors this 21st day of August, 2025.

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**Gary Minsh, President, Board of Directors**

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**Rich Dunkin, Secretary**

## VMHA 2025 Board Committee & Department Report

What Museum goals or objectives does your recent work support?

Marketing is currently focused on visibility, visitor experience, store sales and slow launching new memberships.

What has been accomplished/is going well?

### Retail

- Complete audit and clean up of inventory system
- Establish new vendor relationships and new products selling well
- Establishment of Standard Operating Procedures for operating store and maintaining inventory

### New Membership

- Existing members sent notification letter and issued digital cards via Zeffy
- People signing up for new memberships on their phone have commented, “Easy”
- Promotional materials made for these new memberships

What obstacles/challenges/hurdles need to be addressed to move forward?

- Website continues to be an albatross and service provider slow: Amber attending training conference in order to make this easier
- Roadhouse needs board volunteers
- Time I’m spending on retail is taking away from membership marketing

### Recommendation/Request for Board Action

Individual board members host their own museum membership party/coffee and invite friends and neighbors to learn about the new memberships as well as posting about it to your own email contacts and on social media.

Submitted By: Amber Dennis

## Curator of Collections and Exhibitions Report

### Items accomplished

- Cruise Ships: Found, hired, and trained 3 new tour guides to see us through the end of season. Between August 20 and September 20 (last ships in port) we have 10 cruise ships consisting of 29 tours.
- Exhibits: Jonathan Goold has been extremely helpful in locating relevant artifacts for Valdez at the Movies exhibition.
- Collections: Provided a successful Tuesday Night History Talk on the MV Prinsendam, including showing artifacts from the Collection.

### Items delayed due to overseeing Cruise Ships

- Responding to researchers has fallen behind and will resume in Sept-Oct (Researchers have been informed)
- Collections management projects have fallen behind and will resume in November

### What do I need board assistance with?

- Recognition that cruise ship/bus tour management is a full-time project by itself.

## Curatorial Assistant Report

### Accomplished

- I designed and created a to scale miniature model of the Egan Commons exhibit space.
- Met with artist Heidi Franke to discuss and plan her painting for our upcoming exhibit; this process is ongoing.
- Assisted and collaborated with Caren on the design and project planning for the upcoming exhibit.

### Negative or Unaccomplished

- Could not continue my digitization project this month because I did not have enough available time between our other ongoing projects and cruise ship tours.

## Executive Director's Report

### Items accomplished

- Worked with Carl and Department Heads to create a budget for 2026
- Successful Goldrush Days weekend- +/- 20 children on the lawn playing historic games, painting, and making giant bubbles. Lawn full of members watching the parade, and more Valdez residents signed up for free memberships
- Worked with Marketing Committee and staff to come up with a Roadhouse 2025 theme that we are excited about

### Challenges/Obstacles

- Still working on policies and procedures surrounding daily deposits
- Getting staff acquainted and comfortable using new digital systems
- Making sure we are fully staffed for cruise ship days with our seasonal staff returning to school

### What do I need board assistance with?

- Need volunteers for Roadhouse 2025