



## Agenda

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

September 18, 2025

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF MINUTES FROM AUGUST 2025 MEETING
- IV. PUBLIC BUSINESS FROM THE FLOOR
  - I. Caren Oberg
- V. NEW BUSINESS (vote)
  - I. APPROVAL OF FINANCIAL REPORT
- VII. STAFF REPORTS (see attached)
- VIII. EXECUTIVE DIRECTOR & PRESIDENT REPORTS (see attached)
- IX. BOARD OF DIRECTORS BUSINESS FROM THE FLOOR
- X. ADJOURNMENT

**Next meeting October 16, 2025**



## Agenda

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

August 21, 2025

#### CALL TO ORDER:

##### II. ROLL CALL:

Gary Minish calls meeting to order at 12:01. Others present: Margaret Nordstrom, Linda Guthrie, Richard Dunkin, Karen Allred, Jim Shirell, Martha Barberio.

Staff: Caren Oberg, April Vasher-Dean, Amber Dennis

Guests: Carl Oberg

##### III. APPROVAL OF MINUTES:

Gary Minish clarifies that though transcript of previous meeting reads that he said 'goals' what he really meant was 'objectives'. July 2025 Minutes are approved unanimously.

##### IV. PUBLIC BUSINESS FROM THE FLOOR:

Caren Oberg asks the Collections Committee if the meeting on Monday at noon can be held on Zoom due to not being adequate space to meet in person and will send zoom link the following day- Friday 22<sup>nd</sup>. Margaret Nordstrom says she will not be able to attend the full meeting. Caren excuses herself from the meeting.

##### V. NEW BUSINESS

###### 1. Approval of Financial Report:

Gary Minish asks if there is a motion to accept the financial report. Jim Shirell moves to approve, Linda Guthrie seconds. Jim Shirell states the Valdez Museum is in a good financial position with net income for the month which he expects will continue through the rest of August and September, leaving the museum in a better position for the last three months of the year when revenues are minimal. Gary Minish calls a vote to approve the financial report. Financial report is unanimously approved.

###### 2. 2026 Budget:

April Vasher-Dean says she; Carl Oberg, Caren Oberg, and Amber Dennis have put together this budget as a work-in-progress. Carl Oberg states that this is an attempt to



restructure the 2026 budget in a manner that is concise and easier for the board to parse through; states that he modeled the format off other non-profits he's worked with.

Condensing the account information into broader categories that show the types of budget expenses as well as what the funds were allocated for. He states that this as a result would give board and department heads a more concrete idea of what their budget is week-to-week through QuickBooks. Linda Guthrie asks if the budget will be updates on a monthly or yearly basis, Carl Oberg affirms that it will likely be on a monthly basis. Richard Dunkin talks about the ability to show variances in expenses, Carl says that will be shown through there being separate "budget" and "actuals" columns that would show the difference. Gary Minish voices approval of the proposed system. Linda Guthrie agrees that the new way of modeling budget will help department heads have a more accurate idea of what their ongoing budget is. Jim Shirell states the need to develop additional policies and procedures for how funding is allocated and by whom. April agrees. Richard Dunkin remarks that the board has never delved into the moving of money around, that it's always been at the discretion of the manager and usually hasn't been a problem. Linda Guthrie suggests setting some parameters for when the allocation of funds needs to be reported to and handled by the board, allowing the board to have more active oversight on larger financial decisions without requiring that April get their consent on day-to-day operations. Rich agrees that a balance is needed. Jim Shirell says that the board will not be involved with the day-to-day but will be responsible for setting and enforcing a framework, says that the budget plan for next year is a draft which will continue to be worked on. Moving past the initial discussion on how budgeting data is displayed, April briefly talks about how revenue will be displayed and what the different columns represent. Carl elaborates that for 2026 the revenue table will be expanded. Linda Guthrie remarks that it will be interesting to see how things change in the coming years. Jim Shirell agrees.

#### VI. VOTE ON ANY COMPLETED COMMITTEE RESOLUTIONS:

Gary Minish asks if the resolution topics are new or old business, if it's discussion or being held to a vote. It's clarified that it's new business. Gary reads out the recommendation to institute committees, states that they are already following it. Martha agrees that the museum is coming into compliance with bylaws. They start to review each committee category and the written statement describing them starting with the Strategic Planning Committee. Gary Minish asks if they see anything that needs to change, asks if they are happy with the statement covering a 2-5 year period. No objections are voiced. A motion is called to approve the resolution for an ad hoc strategic planning committee; Linda moves to approve,



Margaret seconds. Gary Minish is asked if they will assign people to the committee or wait on it since Gary Minish is by default a part of the committee according to the proposed resolution. Martha clarifies that he's pre-selected as a member due to being the chairman. It's suggested that the document language be changed to 'chairman' instead of including Gary by name. Martha states that is unnecessary as they can reapprove the committee resolution as needed. It's elaborated by Margaret that this is just the initial formation of the committee. It's also pointed out they are playing catchup with bylaws. Resolution for strategic planning committee is approved.

Next the resolution for the establishment of an ad hoc Advocacy Committee is reviewed. Gary minish asks if anyone has any discussion points to bring up. It's pointed out that though the resolution calls for it they cannot have 5 board members on the committee as that would count as a quorum and that it should be limited to 4 members of the VMHA board of directors. Concern is voiced at the requirement to have 4 community members in the proposed committee. Resolution is approved with the condition that the proposed committee consist of no more than 4 board members with the 4 community members being optionable.

The next resolution discussed is for the establishment of an ad hoc Marketing committee. Garry Minish asks for people if they have any topics of discussion. It's suggested that the suggested resolution be re-formatted to be in a similar style to the others in the document. Resolution to establish an ad hoc Marketing committee is approved.

The next resolution is to establish an ad hoc Native Gallery Committee. During discussion Linda brings up that requiring three members of the Valdez Native Tribe be a part of the committee might be unrealistic, April agrees. It's decided that the language be changed to allow some wiggle room. It's noted that the resolution as written is incomplete, they decide to postpone the vote on this resolution until the next meeting.

## VII. COMMITTEE AND STAFF REPORTS:

Amber starts with a verbal marketing report, saying store sales are significantly up. It's asked how we are doing regarding new memberships. Amber says progress is slow and she needs additional support from the board including help putting up flyers, suggests board members host smaller events to help drive engagements. Linda asks for clarification regarding membership being free. April affirms and



brings up that it's important to keep in mind that the Roadhouse event is for members only in order to have a liquor license for the evening. Amber states that members under the old system have been transferred over to the new membership system except for those that lacked a way for the museum to contact them. It's asked if Amber has a list and she confirms that she does and that it's a relatively small list. X asks for the list since she might be able to personally reach out to some of the people that she knows. Linda asks for a sheet containing the necessary information for someone wanting to become a member, Amber says yes and offers to give others present copies. Rich asks for confirmation that Valdez residents can become a member for free and further that only members can attend Roadhouse, Amber affirms that as true. It's asked if there is a potential loss of funds due to membership being free to locals, Amber states that is not the case. Karen says that memberships are actually up from the previous year and that there's actually more paid donations than before. She further asks Amber about the possibility of launching a reception/membership launch event. Amber says it's unlikely to be possible considering the current schedule which is why she suggested smaller-scale efforts. Linda says she can help put up some flyers when in her spare time. It's asked if there is a link that takes people to a webpage with information on our memberships, Amber confirms there is. Karen congratulates and thanks Amber for the increase in retail sales. Amber asks those present how they prefer she get to them membership information; Linda says she will pick them up. Karen brings up a concern that the membership signs might be hard to see due to window glare.

Other reports are reviewed. Amber talks about the Valdez At The Movies event, saying it includes a silent auction with a dessert dash. Karen says that discussion of the event should be relegated to a separate marketing meeting. Martha says that due to only one board member showing up to previous marketing meeting it is better to discuss it now while everyone is present. Karen says that due to there not being sit-down dining the layout of the event would be different, she proceeds to summarize the last marketing meeting. Says that they need to set a fundraising goal and that the bakers that donate their product need to have a concrete idea of how the museum will use funds donated during the event. Rich suggests having the desserts displayed on digital screens to avoid just having them sit on the table. Garry Minish says the older system of having a picture instead would be better. Karen overviews how the bakery products are treated as in-kind donations to the museum. Says it's unlikely that the auction will generate \$4000 but is open to being surprised. Amber says that Karen will handle outreach but due to not being present



during the event someone else will have to execute the event itself. Karen brings up that an auction would require an announcer, says she would like the plan settled before formally approaching the bakers. Amber says that she would like a big raffle package and needs someone else from the board to step up and help Karen. Karen clarifies that she can handle the donations she just needs someone else to manage the day of the event. Amber asks Karen how much the raffle made the previous year, Karen says it's in the 5 year report she submitted. Karen asks what the fundraising goal for the Valdez At The Movies event, in response it's stated that the goal is \$10,000. Further it's established that the value of the raffle package is around \$2000. The possibility of Mitchell Collins volunteering was explored as a raffle packet she put together previously was well done. Karen found the revenue generated by the previous years raffle raised approximately \$2500. Linda brings up a question what the cost of a raffle ticket will be. They resolve that the Marketing Committee will decide the pricing. Karen says that the cost of the food at the event informs the ticket cost, asks Richard to help confirm that was a consideration the prior year. He affirms that was the case. Martha speaks up to say marketing will handle the pricing and its time to move on.

Garry Minish notes that he does not have any reports regarding strategic planning and that this topic will be handled next meeting.

VIII. EXECUTIVE DIRECTOR & PRESIDENT REPORTS:

No discussion

IX. BOARD OF DIRECTORS BUSINESS FROM THE FLOOR:

Gary Minish brings up that the Old Town Museum is not sufficiently lit, suggests changing the bulbs. It is suggested that this be brought to the city of Valdez as soon as possible before the city passes its budget.

X. ADJOURNMENT: They move to adjourn at 1:43

**Next meeting September 18, 2025**

Statement of Activity - rolled up - YTD  
VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN  
January 1-September 10, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JAN 1 - SEP 10 2025	JAN 1 - SEP 10 2024 (PY)
Income		
4200 Grants	\$0.00	\$0.00
8006 State of Alaska	1,665.00	4,600.00
8032 4110 City of Valdez	535,000.00	401,250.00
8033 Foundation	1,000.00	4,000.00
<b>Total for 4200 Grants</b>	<b>\$537,665.00</b>	<b>\$409,850.00</b>
8003 Fund Development	\$0.00	\$0.00
4030 Donations Income	\$0.00	\$0.00
8001 Restricted	100.00	
8002 Unrestricted	780.25	1,108.96
8062 6145 In-Kind Income		1,200.00
<b>Total for 4030 Donations Income</b>	<b>\$880.25</b>	<b>\$2,308.96</b>
8004 Corporate Sponsorship	500.00	4,200.00
8021 Annual Appeal	1,100.00	3,690.00
8061 Membership	5,802.96	5,085.00
8152 Fundraising	<b>\$75.00</b>	<b>\$0.00</b>
<b>Total for 8003 Fund Development</b>	<b>\$8,358.21</b>	<b>\$15,283.96</b>
8008 Miscellaneous Income	-20.00	
8011 Freight paid by customer	364.00	15.84
8024 Earned Revenue	\$0.00	\$5.00
4120 Museum Fees	\$0.00	\$0.00
80011 Presenter & Guide Income	34,335.00	25,600.00
8009 Admission Fees - Tour/Bulk	87,591.00	46,781.00
8010 Archival Fees	70.00	600.00
8026 Admissions - General	74,659.00	73,082.00
8159 Space Rental	600.00	900.00
<b>Total for 4120 Museum Fees</b>	<b>\$197,255.00</b>	<b>\$146,963.00</b>
48600 Service Sales	<b>\$28,901.03</b>	<b>\$9,921.04</b>
8025 Program Fees	<b>\$735.00</b>	<b>\$135.00</b>
8027 Store Sales	<b>\$17,119.46</b>	<b>\$24,036.76</b>
<b>Total for 8024 Earned Revenue</b>	<b>\$244,010.49</b>	<b>\$181,060.80</b>
8501 7015 Interest Income	2,831.05	2,096.82
4320 Funds Transfer Income		0.00
<b>Total for Income</b>	<b>\$793,208.75</b>	<b>\$608,307.42</b>
Cost of Goods Sold	<b>\$21,857.84</b>	<b>\$15,036.16</b>
<b>Gross Profit</b>	<b>\$771,350.91</b>	<b>\$593,271.26</b>

Statement of Activity - rolled up - YTD  
VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN  
January 1-September 10, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JAN 1 - SEP 10 2025	JAN 1 - SEP 10 2024 (PY)
Expenses		
6185 Insurance	\$0.00	\$0.00
8137 Liability Insurance	35,828.00	34,548.00
<b>Total for 6185 Insurance</b>	<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	5,474.99	7,120.49
8039 Education	293.53	88.34
8040 Collections	\$169.00	\$0.00
8042 Collections Supplies	324.06	811.62
<b>Total for 8040 Collections</b>	<b>\$493.06</b>	<b>\$811.62</b>
8044 Contract Labor	1,200.00	856.67
8047 Janitorial Services	<b>\$15,667.00</b>	<b>\$11,409.03</b>
8048 Utilities	\$0.00	\$0.00
8115 Electric	24,958.66	13,737.49
8116 Heating Oil	12,467.94	14,954.14
8117 Water	208.08	208.08
<b>Total for 8048 Utilities</b>	<b>\$37,634.68</b>	<b>\$28,899.71</b>
8049 Supplies	<b>\$3,191.57</b>	<b>\$5,018.60</b>
8053 Advertising/Marketing	1,496.90	1,586.76
8056 Travel	<b>\$197.00</b>	<b>\$2,870.82</b>
8058 Public Programs	1,179.34	324.21
8103 Personnel Expenses	<b>\$427,608.56</b>	<b>\$296,820.84</b>
8110 Professional Fees	\$0.00	\$0.00
8045 Accounting	16,550.00	16,400.00
8046 Consulting	2,247.12	550.00
<b>Total for 8110 Professional Fees</b>	<b>\$18,797.12</b>	<b>\$16,950.00</b>
8113 Vehicle Expense	569.57	290.42
8118 Telephone	<b>\$3,509.63</b>	<b>\$4,119.53</b>
8123 Postage and Delivery	414.58	362.06
8130 Dues and Subscriptions	8,551.38	9,462.14
8131 Printing and Reproduction	1,276.86	2,998.42
8133 Board Expense	7,423.70	
8134 Rent	<b>\$1,200.00</b>	<b>\$1,200.00</b>
8138 Credit Card Fees	<b>\$283.48</b>	<b>\$3,738.93</b>
8139 Bank Service Charges	24.00	96.00
8140 Equipment	<b>\$613.78</b>	<b>\$588.95</b>



Statement of Activity - rolled up - YTD  
VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN  
January 1-September 10, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JAN 1 - SEP 10 2025	JAN 1 - SEP 10 2024 (PY)
8145 Licenses and Permits	25.00	40.00
9002 Freight and Shipping Costs	689.97	1,011.85
Exhibits	\$420.00	\$0.00
8051 Permanent Exhibits	2,606.29	2,345.78
8052 Temporary Exhibits	3,359.86	5,967.37
<b>Total for Exhibits</b>	<b>\$6,386.15</b>	<b>\$8,313.15</b>
8135 ED Recruitment		6,497.82
8148 Contributions	<b>\$0.00</b>	<b>\$1,200.00</b>
<b>Total for Expenses</b>	<b>\$581,463.96</b>	<b>\$451,740.08</b>
<b>Net Operating Income</b>	<b>\$189,886.95</b>	<b>\$141,531.18</b>
Other Income	0.00	0.00
Other Expenses		<b>\$0.00</b>
<b>Net Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Net Income</b>	<b>\$189,886.95</b>	<b>\$141,531.18</b>

# Statement of Financial Position

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

As of September 10, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1003 WF Merchant Services Account	162,110.64
1021 CD 61215021 -Phyllis Irish	73,801.71
1022 10950 Cash in Drawer	701.12
1024 1st National Savings	42,769.14
1025 1st National Operating	258,316.67
1026 1st National Gaming	2,344.27
<b>Total for Bank Accounts</b>	<b>\$540,043.55</b>
Accounts Receivable	<b>\$149,619.54</b>
Other Current Assets	
1017 Undeposited Funds	14,232.97
1502 Museum Endowment Fund	1,322,350.00
2002 1120 Inventory Asset	19,637.42
2501 Prepaid Insurance	0.00
8132 Cash Reserves	600.00
Cash on Hand	<b>\$9.31</b>
Credit Card Receivables	-1,848.28
Uncategorized Asset	0.00
<b>Total for Other Current Assets</b>	<b>\$1,354,981.42</b>
<b>Total for Current Assets</b>	<b>\$2,044,644.51</b>
Fixed Assets	<b>\$98,438.23</b>
Other Assets	
Merchandise Inventory	1,283.09
<b>Total for Other Assets</b>	<b>\$1,283.09</b>
<b>Total for Assets</b>	<b>\$2,144,365.83</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
5501 2000 Accounts Payable	-\$18.85
Raffle Proceeds Payable	7,912.27
<b>Total for 5501 2000 Accounts Payable</b>	<b>\$7,893.42</b>
<b>Total for Accounts Payable</b>	<b>\$7,893.42</b>
Credit Cards	
5505 Bank of America Business Card	5,784.07

# Statement of Financial Position

## VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN

As of September 10, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Total for Credit Cards</b>	<b>\$5,784.07</b>
Other Current Liabilities	
25100 Employee Tips Payable	13.50
5503 Loss on Disposal of Assets	0.00
5504 24700 Customer Deposits	34.00
6002 Leave Payable	20,400.20
6003 2100 Payroll Liabilities	<b>-\$49,609.81</b>
6601 Deferred Revenue	24,114.00
Direct Deposit Payable	-3,280.77
Payroll Liabilities	<b>\$61,539.53</b>
<b>Total for Other Current Liabilities</b>	<b>\$53,210.65</b>
<b>Total for Current Liabilities</b>	<b>\$66,888.14</b>
Long-term Liabilities	0.00
<b>Total for Liabilities</b>	<b>\$66,888.14</b>
Equity	
3000 Opening Bal Equity	11,429.62
7503 Museum Endowment Fund Equity	1,322,350.00
8079 Contributed Capital	91,636.18
7502 3900 Retained Earnings	462,174.94
Net Income	189,886.95
<b>Total for Equity</b>	<b>\$2,077,477.69</b>
<b>Total for Liabilities and Equity</b>	<b>\$2,144,365.83</b>

## **Executive Director's Report**

Sept 2025

### **Positive accomplishments**

- Had a productive meeting with COV regarding upcoming Annual Meeting
- Successful kayaking program at OT with 7th graders. We continue to work with the schools and provide educational programs for students.
- Roadhouse is moving ahead smoothly (more in Marketing report)
- Trying new hours for Oct- April of Tu-Su 10-5. (closed the month of January to complete some in-house exhibit work)

### **Obstacles**

- Staying open at both locations through September is proving difficult with the loss of our seasonal workers M-F.

### **Need BOD assistance**

- Need volunteers for Roadhouse to help gather items for swag bags and fill bags and also set up event on Friday evening/Saturday afternoon

## **September 2025 VMHA 2025 Board Committee & Department Report**

**Marketing** is currently focused on promoting Faith's Art Show and Sale, Roadhouse, New Membership Sign Ups, and developing an integrated group sales/public relations strategy.

What has been accomplished/is going well?

- September events on website, promoted in email and on social media
- Tickets for Roadhouse have been released to three 3k Goldrusher level members and advance notice members Old Towner and above. A Saturday email will release tickets to membership at large. We currently have 112 members enrolled in Zeffy, about 70 of which were already members.
- Michelle Cullen assembling raffle (due to the timeline we are on, we may need to launch the raffle at Roadhouse and end later in October.

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

- Reaching sponsors/members
- Who should we ask for larger membership levels?

Recommendation/Request for Board Action

Board members please volunteer to receive contacts and ask messaging to follow up with our supporters. (Karen and Amber meeting Tuesday to break out contacts and messaging)

Submitted By: Amber Dennis

## **Collections and Exhibitions**

Board Report Sept 2025

Positive accomplishments

- \$15,000 grant received to support the collection of oral histories from Valdezans who engage with our maritime environment and heritage since 2000. To our knowledge, this is the largest collection-related grant we have received in the past 20 years and is a recognition of the importance of collecting oral histories of 21st-century experiences and our maritime heritage.
- Brought on and trained four new tour guides for cruise ship tours, allowing Caren/Emma to focus on exhibition development, collections, and education.
- Our cruise ship passengers have noted that Emma, specifically, is an excellent tour guide, and they rave about her when they come to the Main museum.
- Steady research and development of the Fall exhibition, "Valdez at the Movies"

Negative or unaccomplished

- The last month has been exceptionally busy, but all has been very positive.

Need BOD assistance

- Please promote our upcoming exhibition, *Valdez at the Movies*, to friends! Open to the public Oct 5-Dec 31.