



## **Agenda**

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

**January 15, 2026, 6:00 pm**

**Valdez Museum on Egan St**

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF MINUTES FROM NOVEMBER 16 MEETING (attached)
- IV. PUBLIC BUSINESS FROM THE FLOOR
- V. NEW BUSINESS
  - I. FINANCIAL REPORT (attached)
- VI. COMMITTEE REPORTS
  - I. STRATEGIC PLANNING (Gary)
- VII. PRESIDENT'S REPORT
- VIII. STAFF/EXECUTIVE DIRECTOR'S REPORTS
- IX. BOARD OF DIRECTORS BUSINESS FROM THE FLOOR
  - I. OFFICER NOMINATIONS
- X. ADJOURNMENT

Next Meeting February 19, 6pm



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

**November 20, 2025, 6:00 pm**

- I. CALL TO ORDER Gary Minish calls to order 6:09
- II. ROLL CALL Present: Martha Barberio, Rich Dunkin, Margaret Nordstrom, Linda Guthrie, Gary Minish, Jim Shirrell, and April Vasher-Dean. Absent: Karen Allred, Dan Gilson, Pat Olson.
- IV. APPROVAL OF MINUTES FROM OCTOBER 16 MEETING: Unanimously approved PUBLIC BUSINESS FROM THE FLOOR
- V. NEW BUSINESS (vote)
  - i. FINANCIAL REPORT (attached financials) Martha Barberio moves to approve. Gary Minish states format of report was unreadable and needs to be changed for presentation to city. Jim Shirrell states we're looking for a reporting process that will be more in depth. Financial report unanimously approved.
  - ii. APPROVAL OF UPDATED VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION AMENDED BY-LAWS (attached) Jim Shirrell moves to approve. Rich Dunkin seconds. Martha Barberio states these will go to the city clerk for approval by city council corporate board. Unanimously approved.
  - iii. MISSION FIRST CONTRACT (attached) Carl Oberg is our account manager and service provider. Contract unanimously approved.
- VI. COMMITTEE REPORTS Rich Dunkin reports that Collections Committee will report in January. Gary Minish states Roadhouse was not a fundraiser, but it was very successful at reintroducing the Museum to community and inspiring positive involvement. Martha Barberio raises the issue of people not understanding the members only aspect of event that limited marketing. April Vasher-Dean reports that due to our growing membership, we had a crowded Member Sips event and are seeing increased engagement.
- VII. PRESIDENT'S REPORT Gary Minish thanks all for the work they did on Roadhouse.
- VIII. EXECUTIVE DIRECTOR'S REPORT April Vasher-Dean reports that she's joined a museum leadership group via Museums Alaska. April Vasher-Dean reminds board



to promote raffle ticket sales and Goold's Gold movie tickets. She also reports on Emma receiving grant to install a garden on Museum grounds.

IX. BOARD OF DIRECTORS BUSINESS FROM THE FLOOR

i. DISCUSSION OF STAFF BUILDING PLANS vs NEW BUILDING

April submits pushing this to an agenda when we have a full board. After some discussion about format of agenda, Gary Minish explains intent of discussion. Rich Dunkin asks to move to agenda with full board. Martha Barberio points out that you can only delay business so long but that discussion can be ongoing. Gary Minish states that this is a goal and the best way to establish clarity will be to have this discussion in March with corporate board. Margaret Nordstrom says it's hard to set objectives on how to make a plan, when it's unclear what the goal is. Gary Minish will coordinate a Strategic Planning Meeting of just the board ahead of meeting with corporate board to review and address steps in planning process. Margaret Nordstrom points out that the goal is to have a plan by June for reimagining select infrastructure and facilities. Jim Shirrell says we should have this discussion at a future meeting. Margaret Nordstrom points out that Museum staff have executed on the established objective. Martha Barberio states that the board really needs to talk about the work presented by April Vasher-Dean and Gary Minish says we need more information to make choices. There's more back forth concluding in the following action items:

- Continue gathering information and researching options
- Schedule Strategic Planning meeting in February ahead of meeting with City in March
- Public meeting recordings to be published to website

DISCUSSION OF WHAT CONSTITUTES AN OFFICIAL BOD MEETING OR COMMITTEE MEETING

Martha states that any gathering of the board needs to adhere to public meetings law, be called by committee chairs rather than staff. Jim provides example of how a committee chair initiates a meeting and coordinates with the executive director. April points out that most committee meetings don't qualify as a public meeting because they don't typically have a quorum.

X. ADJOURNMENT Unanimously at 8:00 PM

Next Meeting January 15, 6pm

**Statement of Activity**  
**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN**  
**January-December, 2025**

| Distribution account                   | Total               |                          |
|--|---------------------|--------------------------|
|  | Jan 1 - Dec 31 2025 | Jan 1 - Dec 31 2024 (PY) |
| Income                                 |                     |                          |
| 4200 Grants                            |                     |                          |
| 8006 State of Alaska                   | 1,665               | 10,573                   |
| 8032 4110 City of Valdez               | 535,000             | 535,000                  |
| 8033 Foundation                        | 19,500              | 4,000                    |
| <b>Total for 4200 Grants</b>           | <b>556,165</b>      | <b>549,573</b>           |
| 8003 Fund Development                  |                     |                          |
| 4030 Donations Income                  |                     |                          |
| 8001 Restricted                        | 100                 |                          |
| 8002 Unrestricted                      | 16,307              | 4,162                    |
| 8062 6145 In-Kind Income               |                     | 17,120                   |
| <b>Total for 4030 Donations Income</b> | <b>16,407</b>       | <b>21,282</b>            |
| 8004 Corporate Sponsorship             | 5,500               | 10,700                   |
| 8021 Annual Appeal                     | 6,100               | 3,690                    |
| 8060 Roadhouse Dinner                  | 7,180               | 24,548                   |
| 8061 Membership                        | 6,386               | 6,690                    |
| 8152 Fundraising                       |                     |                          |
| 8023 Designated                        | 75                  | 25                       |
| <b>Total for 8152 Fundraising</b>      | <b>75</b>           | <b>25</b>                |
| <b>Total for 8003 Fund Development</b> | <b>41,648</b>       | <b>66,935</b>            |
| 8008 Miscellaneous Income              | -20                 |                          |
| 8011 Freight paid by customer          | 1,084               | 1,294                    |
| 8024 Earned Revenue                    |                     | 5                        |
| 4120 Museum Fees                       |                     |                          |
| 80011 Presenter & Guide Income         | 36,335              | 28,300                   |
| 8009 Admission Fees - Tour/Bulk        | 95,914              | 50,211                   |
| 8010 Archival Fees                     | 70                  | 1,100                    |
| 8026 Admissions - General              | 82,223              | 79,403                   |
| 8159 Space Rental                      | 600                 | 900                      |
| <b>Total for 4120 Museum Fees</b>      | <b>215,142</b>      | <b>159,914</b>           |
| 48600 Service Sales                    |                     |                          |
| 486001 Shipping                        | 39                  | 13                       |
| Memberships                            | 300                 | 480                      |
| Services                               | 42,987              | 11,564                   |
| <b>Total for 48600 Service Sales</b>   | <b>43,326</b>       | <b>12,057</b>            |
| 8025 Program Fees                      | 200                 |                          |
| 8025.1 Enrollment Fees                 | 2,170               | 135                      |

|   |                |                |
|---|----------------|----------------|
| <b>Total for 8025 Program Fees</b>        | <b>2,370</b>   | <b>135</b>     |
| 8027 Store Sales                          |                |                |
| <b>Total for 8027 Store Sales</b>         | <b>19,506</b>  | <b>26,385</b>  |
| 4110 Shipping and Delivery Income         |                | 9              |
| <b>Total for 8024 Earned Revenue</b>      | <b>280,344</b> | <b>198,505</b> |
| 8501 7015 Interest Income                 | 2,831          | 2,125          |
| 4320 Funds Transfer Income                |                | 0              |
| <b>Total for Income</b>                   | <b>882,052</b> | <b>818,433</b> |
| Cost of Goods Sold                        |                |                |
| 8101 Cost of Goods Sold                   | 21,645         | 16,501         |
| 8102 Gallery Commission                   | 10,761         | 3,997          |
| <b>Total for Cost of Goods Sold</b>       | <b>32,407</b>  | <b>20,498</b>  |
| <b>Gross Profit</b>                       | <b>849,645</b> | <b>797,934</b> |
| Expenses                                  |                |                |
| 6185 Insurance                            |                |                |
| 8137 Liability Insurance                  | 37,999         | 39,633         |
| <b>Total for 6185 Insurance</b>           | <b>37,999</b>  | <b>39,633</b>  |
| 6205 Interest Expense                     | 3              | 10             |
| 8036.1 Membership                         | 2,262          | 1,985          |
| 8036 Fundraising Expenses                 | 5,867          | 12,261         |
| 8037 IT Services                          | 11,471         | 10,518         |
| 8039 Education                            | 294            | 1,353          |
| 8040 Collections                          | 694            |                |
| 8042 Collections Supplies                 | 324            | 1,060          |
| 8043 Acquisitions                         | 60             | 1,000          |
| <b>Total for 8040 Collections</b>         | <b>1,078</b>   | <b>2,060</b>   |
| 8044 Contract Labor                       | 1,200          | 857            |
| 8047 Janitorial Services                  | 21,067         |                |
| 8114 General Janitorial                   |                | 15,212         |
| <b>Total for 8047 Janitorial Services</b> | <b>21,067</b>  | <b>15,212</b>  |
| 8048 Utilities                            |                |                |
| 8115 Electric                             | 29,241         | 24,803         |
| 8116 Heating Oil                          | 17,212         | 20,767         |
| 8117 Water                                | 277            | 277            |
| <b>Total for 8048 Utilities</b>           | <b>46,730</b>  | <b>45,847</b>  |
| 8049 Supplies                             |                |                |
| 8126 Office Supplies                      | 1,505          | 5,356          |
| 8127 Operating                            | 3,829          | 4,033          |
| 8125 Technology                           |                | 4,825          |
| <b>Total for 8049 Supplies</b>            | <b>5,334</b>   | <b>14,214</b>  |
| 8053 Advertising/Marketing                | 7,138          | 5,340          |
| 8056 Travel                               | 1,710          | 1,916          |
| 8142 Meals                                | 63             | 245            |

|  |                |                |
|--|----------------|----------------|
| 8143 Travel                              | 493            | 2,405          |
| 8146 Lodging / Travel                    | 1,505          | 1,036          |
| 8147 Mileage/ Travel costs               |                | 416            |
| <b>Total for 8143 Travel</b>             | <b>1,999</b>   | <b>3,857</b>   |
| <b>Total for 8056 Travel</b>             | <b>3,772</b>   | <b>6,019</b>   |
| 8058 Public Programs                     | 2,395          | 3,338          |
| 8103 Personnel Expenses                  |                |                |
| 8104 Salaries & Wages                    | 371,797        | 305,301        |
| 8106 FICA Payroll Tax                    | 31,992         | 26,718         |
| 8107 403(b) - Employer                   | 7,435          | 9,598          |
| 8108 Health Insurance                    | 171,741        | 103,509        |
| <b>Total for 8103 Personnel Expenses</b> | <b>582,965</b> | <b>445,126</b> |
| 8110 Professional Fees                   |                |                |
| 8045 Accounting                          | 19,050         | 18,900         |
| 8046 Consulting                          | 2,247          | 550            |
| <b>Total for 8110 Professional Fees</b>  | <b>21,297</b>  | <b>19,450</b>  |
| 8113 Vehicle Expense                     | 615            | 1,281          |
| 8118 Telephone                           |                |                |
| 8120 Internet                            | 1,447          | 1,625          |
| 8121 Local Service                       | 2,281          | 2,229          |
| 8122 Long Distance                       | 1              | 19             |
| Cell Phone                               | 1,144          | 1,133          |
| <b>Total for 8118 Telephone</b>          | <b>4,872</b>   | <b>5,006</b>   |
| 8123 Postage and Delivery                | 152            | 824            |
| 8130 Dues and Subscriptions              | 13,152         | 13,120         |
| 8131 Printing and Reproduction           | 1,948          | 4,623          |
| 8133 Board Expense                       | 7,310          |                |
| 8134 Rent                                |                |                |
| 8055 Building Lease                      | 10             | 10             |
| 8056.1 Storage Rent                      | 1,200          | 1,200          |
| <b>Total for 8134 Rent</b>               | <b>1,210</b>   | <b>1,210</b>   |
| 8138 Credit Card Fees                    | -2,057         | 1,859          |
| QuickBooks Payments Fees                 | 69             | 167            |
| Square Fees                              | 3,183          | 2,626          |
| <b>Total for 8138 Credit Card Fees</b>   | <b>1,194</b>   | <b>4,652</b>   |
| 8139 Bank Service Charges                | 120            | 144            |
| 8140 Equipment                           |                |                |
| 8170 Office Equipment                    | 1,109          | 589            |
| <b>Total for 8140 Equipment</b>          | <b>1,109</b>   | <b>589</b>     |
| 8144 Training & Education                | 350            | 494            |
| 8145 Licenses and Permits                | 605            | 555            |
| 9002 Freight and Shipping Costs          | 1,270          | 2,152          |
| Exhibits                                 | 420            |                |

|                                     |                |                |
|-------------------------------------|----------------|----------------|
| 8051 Permanent Exhibits             | 4,379          | 3,188          |
| 8052 Temporary Exhibits             | 6,002          | 7,414          |
| <b>Total for Exhibits</b>           | <b>10,801</b>  | <b>10,602</b>  |
| 8135 ED Recruitment                 |                | 14,837         |
| 8148 Contributions                  |                |                |
| 8057 In-Kind Expenses               |                | 17,120         |
| <b>Total for 8148 Contributions</b> |                | <b>17,120</b>  |
| Funds Transfer Expense              |                | 0              |
| <b>Total for Expenses</b>           | <b>795,576</b> | <b>700,432</b> |
| <b>Net Operating Income</b>         | <b>54,069</b>  | <b>97,502</b>  |
| Other Expenses                      |                |                |
| 8149 Other Expenses                 |                | 71             |
| Reconciliation Discrepancies-1      |                | 0              |
| <b>Total for Other Expenses</b>     |                | <b>71</b>      |
| <b>Net Other Income</b>             |                | <b>-71</b>     |
| <b>Net Income</b>                   | <b>54,069</b>  | <b>97,432</b>  |

Accrual Basis Friday, January 09, 2026 10:31 PM GMTZ

**Statement of Financial Position**  
**VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION, IN**  
As of December 31, 2025

| Distribution account                  | Total                   |                              |
|---------------------------------------|-------------------------|------------------------------|
|                                       | As of December 31, 2025 | As of December 31, 2024 (PY) |
| <b>Assets</b>                         |                         |                              |
| Current Assets                        |                         |                              |
| Bank Accounts                         |                         |                              |
| 1003 WF Merchant Services Account     | 161,775                 | 163,348                      |
| 1021 CD 61215021 -Phyllis Irish       | 73,802                  | 70,971                       |
| 1022 10950 Cash in Drawer             | 601                     | 707                          |
| 1024 1st National Savings             | 42,769                  | 42,769                       |
| 1025 1st National Operating           | 263,489                 | 222,089                      |
| 1026 1st National Gaming              | 3,082                   | 2,582                        |
| <b>Total for Bank Accounts</b>        | <b>545,518</b>          | <b>502,467</b>               |
| Accounts Receivable                   |                         |                              |
| 102 Accounts Receivable (AR)          | 617                     | 601                          |
| 1501 Accounts Receivable              | -101                    | -101                         |
| <b>Total for Accounts Receivable</b>  | <b>516</b>              | <b>500</b>                   |
| Other Current Assets                  |                         |                              |
| 1017 Undeposited Funds                | 13,592                  | 13,649                       |
| 1502 Museum Endowment Fund            | 1,322,350               | 1,322,350                    |
| 2002 1120 Inventory Asset             | 19,637                  | 19,637                       |
| 8132 Cash Reserves                    | 600                     | 600                          |
| Cash on Hand                          |                         |                              |
| 1016 Petty Cash                       | 9                       | 9                            |
| <b>Total for Cash on Hand</b>         | <b>9</b>                | <b>9</b>                     |
| Credit Card Receivables               | -1,848                  |                              |
| QuickBooks Tax Holding Account        | -2,146                  |                              |
| <b>Total for Other Current Assets</b> | <b>1,352,195</b>        | <b>1,356,246</b>             |
| <b>Total for Current Assets</b>       | <b>1,898,229</b>        | <b>1,859,212</b>             |
| Fixed Assets                          |                         |                              |
| 4000 Construction in Progress         | 74,227                  | 74,227                       |
| 4001 Fixed Assets                     | 52,134                  | 52,134                       |
| 4001.1 Office Equipment               | 127,840                 | 127,840                      |
| 4003 Accumulated Depreciation-Assets  | -127,840                | -127,840                     |
| 4004 Accumulated Depreciation Shelter | -18,223                 | -18,223                      |
| 4005 Accumulated Deprec - Vehic/Othe  | -32,384                 | -32,384                      |
| <b>Total for 4001 Fixed Assets</b>    | <b>1,527</b>            | <b>1,527</b>                 |
| 4002 Lifeboat Shelter Asset           | 22,685                  | 22,685                       |
| <b>Total for Fixed Assets</b>         | <b>98,438</b>           | <b>98,438</b>                |
| Other Assets                          |                         |                              |

|  |                  |                  |
|--|------------------|------------------|
| Merchandise Inventory                          | 1,283            | 1,283            |
| <b>Total for Other Assets</b>                  | <b>1,283</b>     | <b>1,283</b>     |
| <b>Total for Assets</b>                        | <b>1,997,949</b> | <b>1,958,934</b> |
| Liabilities and Equity                         |                  |                  |
| Liabilities                                    |                  |                  |
| Current Liabilities                            |                  |                  |
| Accounts Payable                               |                  |                  |
| 5501 2000 Accounts Payable                     | -19              | -19              |
| Raffle Proceeds Payable                        | 4,843            | 5,100            |
| <b>Total for 5501 2000 Accounts Payable</b>    | <b>4,824</b>     | <b>5,081</b>     |
| <b>Total for Accounts Payable</b>              | <b>4,824</b>     | <b>5,081</b>     |
| Credit Cards                                   |                  |                  |
| 5505 Bank of America Business Card             | 2,902            | 9,258            |
| <b>Total for Credit Cards</b>                  | <b>2,902</b>     | <b>9,258</b>     |
| Other Current Liabilities                      |                  |                  |
| 25100 Employee Tips Payable                    | 14               | 14               |
| 5504 24700 Customer Deposits                   | 34               | 34               |
| 6002 Leave Payable                             | 20,400           | 20,400           |
| 6003 2100 Payroll Liabilities                  | -4,674           | -4,674           |
| 403(b) Payable                                 | 485              | -6,950           |
| 6004 ESC Tax Payable                           | 1,460            | 1,460            |
| 6005 Accrued Payroll                           | 12,403           | 12,403           |
| 6006 Federal Withholding Payable               | -1,196           | -1,196           |
| 6007 Health Insurance Payable                  | -56,137          | -56,137          |
| 6008 FICA Payable                              | -171             | -171             |
| <b>Total for 6003 2100 Payroll Liabilities</b> | <b>-47,830</b>   | <b>-55,265</b>   |
| 6601 Deferred Revenue                          | 24,114           | 24,114           |
| Direct Deposit Payable                         | -3,281           | 0                |
| Payroll Liabilities                            | 894              |                  |
| 403(b) Employee                                | 1,347            | 7,402            |
| AK Unemployment Tax                            | 1,910            | 2,461            |
| Federal Taxes (941/944)                        | -4,057           | 0                |
| Health Insurance                               | 55,182           | 58,007           |
| Health Insurance-Employee                      | 477              | 477              |
| <b>Total for Payroll Liabilities</b>           | <b>55,754</b>    | <b>68,348</b>    |
| <b>Total for Other Current Liabilities</b>     | <b>49,205</b>    | <b>57,645</b>    |
| <b>Total for Current Liabilities</b>           | <b>56,931</b>    | <b>71,984</b>    |
| <b>Total for Liabilities</b>                   | <b>56,931</b>    | <b>71,984</b>    |
| Equity   |                  |                  |
| 3000 Opening Bal Equity                        | 11,430           | 11,430           |
| 7503 Museum Endowment Fund Equity              | 1,322,350        | 1,322,350        |
| 8079 Contributed Capital                       | 91,636           | 91,636           |
| 7502 3900 Retained Earnings                    | 461,534          | 364,102          |

|   |                  |                  |
|---|------------------|------------------|
| Net Income                              | 54,069           | 97,432           |
| <b>Total for Equity</b>                 | <b>1,941,019</b> | <b>1,886,950</b> |
| <b>Total for Liabilities and Equity</b> | <b>1,997,950</b> | <b>1,958,934</b> |

Accrual Basis Friday, January 09, 2026 10:46 PM GMTZ

## *Collections and Interpretation*

Board Report Nov-Dec 2025

### Positive accomplishments

- Research for botanical garden project continues
- Received new case for Native Gallery and reinstalled Chief Marie Smith Jones regalia on museum quality mannequin; Ft. Liscum exhibit updates complete
- Research on possible people to participate in Marine Environment Oral History project underway

### Negative or unaccomplished

- The last part of the year was busy, but all has been positive.

### Need BOD assistance

- No specific assistance. Continued thank you to the Collections Committee and Native Gallery Exhibition Committees for their thoughtfulness and support.

## *Education and Installations*

### What has been accomplished/is going well

- In the middle of exhibit refresh: spackling holes and started paint prep for exhibit walls. All is going smoothly, and paint will be up and dry in the next week.
- Made contact with several Valdez Art teachers and the city librarian, arranged meetings for this week and the following week with available teachers to discuss and plan the student art show. Teachers are excited to bring the art show back as an annual celebration and work with us on it once again.
- Botanical garden design and planning continues and is going well. I wanted to share a picture from my research, of the Valdez Museum lawn entrance from 1994, that some of you may remember, and even helped build! In the picture below, are two boys selling hiking sticks, and behind the boys are the museum gardens, complete with hanging baskets, planters and flowers, and a bench.



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

- This month is busy, but productive, and all positive.

*Executive Director*

Positive

- Signed new lease agreement with COV
- Worked with Carl Oberg to get everything set up for the changeover and first payroll in the new system. Went well or is on-going
- Have a volunteer for the next few weeks to help us move items out of Faith's former office and the storage closet
- Working with Emma on the community kids art show (formerly school art now including homeschoolers)- met with some participants

# Performance Report:

**2025 VS 2024**

**Comparison**

**Prepared by  
Amber Dennis**

## Valdez Museum **Marketing** Memberships **Fundraising**

**2024 was just being oriented and learning Museum operations.**

**2025 was a year of observing, questioning, implementing and experimenting.**

**We enter 2026 with streamlined processes, a solid foundation to build on, and plans for expanding our capacity for community and visitor engagement through:**

- **Increased social media presence to target new audiences**
- **Business development**
- **Building on events with new community engagement campaigns**
- **New website**
- **Marketing internship**
- **Collections based product development**



# Annual sales comparison

2025 compared to 2024

| Year | Gross Sales  |
|------|--------------|
| 2024 | \$119,274.11 |
| 2025 | \$145,621.05 |

**UP 22%**

**Gross Sales including Admissions - most bulk admissions**

## Social Media Benchmarking

**Benchmarking**

**Business comparison** Businesses to watch

Compare your performance against businesses in the **Local Events** category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

**Published content** ⓘ

10

Similar to others

How often your business published versus others in this category

| Percentile      | Published Content |
|-----------------|-------------------|
| 25th percentile | 0                 |
| 50th percentile | 5                 |
| Your business   | 10                |
| 75th percentile | 12                |

Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

[Create post](#)

---

**Facebook followers** ⓘ

1,758

Similar to others

Typically: 939

**Follows** ⓘ

4

Similar to others

Typically: 4

**Content interactions** ⓘ

51

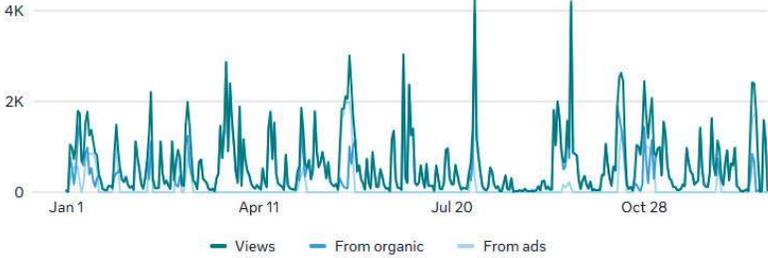
Similar to others

Typically: 44



# Facebook Metrics 2025 vs 2024

Views **227.5K** 3-second views **728** ↑ 15.9% 1-minute views **49** ↑ 19.5% Content interactions **3.4K** ↑ 131.5% Watch time **6h 2m** ↓ 18.7%



### Views breakdown

Jan 1, 2025 - Dec 31, 2025

Total **227,459**  
 From organic **173,985**  
 From ads **53,474**

Viewers **--**

### Top content by views

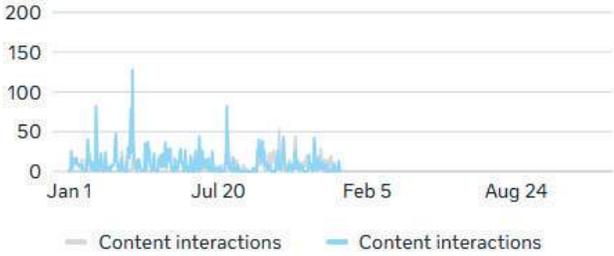
[Boost content](#) [See all content](#)

|  |   |  |   |   |
|--|---|--|---|---|
| <p><b>Please help us provide FREE Membership to...</b><br/>                 Fri May 23, 1:03pm<br/>                 12.8K 12 1 6</p> | <p><b>Clear Us for Takeoff — Fuel the Future of th...</b><br/>                 Thu May 1, 6:37pm<br/>                 3.7K 22 2 7</p> | <p><b>On this date in 1964, the lives of Valdez...</b><br/>                 Thu Mar 27, 9:36am<br/>                 3.7K 52 0 27</p> | <p><b>Will you be joining us for this year's...</b><br/>                 Mon Nov 3, 3:37pm<br/>                 3.1K 10 0 6</p> | <p><b>We have two fun art workshops coming...</b><br/>                 Sat Mar 1, 5:06pm<br/>                 2.9K 16 4 8</p> |
|--|---|--|---|---|

### Content interactions

[Export](#)

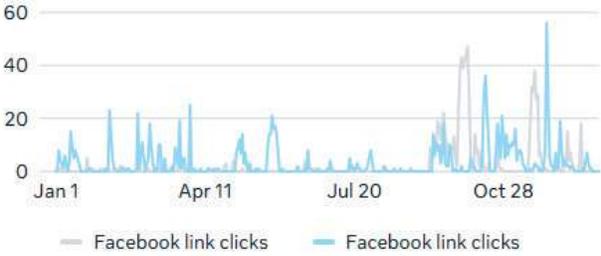
**3.4K** ↑ 131.5%



### Link clicks

[Export](#)

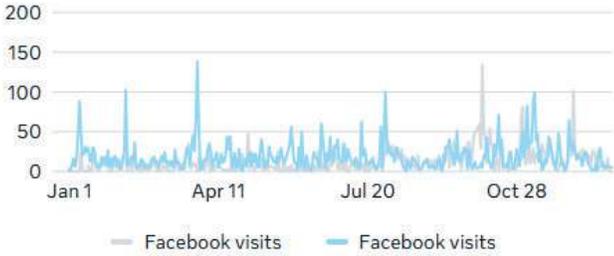
**1.2K** ↑ 30.4%



### Visits

[Export](#)

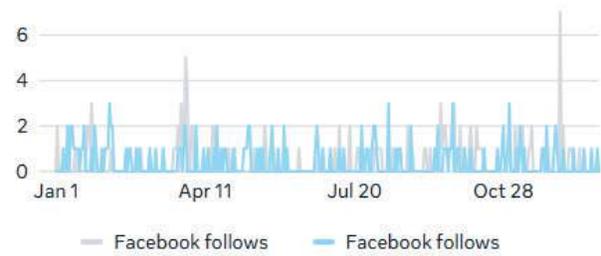
**6.8K** ↑ 53%



### Follows

[Export](#)

**138** ↓ 2.8%



# Instagram Metrics 2025 vs 2024

## Top content by views

Boost content

See all content



Out here wishing for a trampoline....

Sun Aug 10, 10:21am

1.3K 46  
0 2



We invite you to visit the Boreal Forest...

Thu Feb 13, 3:45pm

2.6K 42  
0 4



65 years ago today, Valdez woke up to US...

Sat Jan 4, 11:58am

734 17  
7 2



Can anyone guess what year this was?...

Thu Jul 31, 6:19pm

2.7K 17  
19 2



Happy Halloween from Valdez Museum! If w...

Fri Oct 31, 5:34pm

2.3K 41  
1 2

### Content interactions

Export

168 ↑ 100%



Content interactions Content interactions

### Link clicks

Export

48 ↑ 585.7%



Instagram link clicks Instagram link clicks

### Visits

Export

255 ↑ 52.7%



Instagram profile visits Instagram profile visits

### Follows

Export

94



Instagram follows

# Memberships

## VMHA Memberships

< Share
👁 View
Edit
⋮

🏠 Overview
❤ Payments
👤 Members list
✉ Communication
🕒 To-do's <sup>2</sup>

**Sales overview**

Total raised  
**\$22,190**

Members  
**241**

Additional donations  
**\$0**

Total saved on Zeffy  
**\$1,109.50**

**Membership breakdown**

| Type  | Sold | Refunded   | Net raised  |
|---|------|------------|-------------|
| I ❤ Valdez  | 73   | \$0.00     | \$2,555.00  |
| Valdezian <span style="background-color: #ccc; border-radius: 3px; padding: 1px;">Archived</span> | 2    | \$0.00     | \$35.00     |
| Valdezan  | 137  | \$0.00     | \$0.00      |
| Prince William  | 3    | \$0.00     | \$0.00      |
| Pipeline Patron \$150 - \$300   | 12   | \$0.00     | \$1,800.00  |
| Total   | 241  | \$1,000.00 | \$22,190.00 |

**Campaign activity**

**Payments by device**



|         |             |
|---------|-------------|
| Desktop | 27 (11.2%)  |
| Tablet  | 0 (0%)      |
| Mobile  | 73 (30.3%)  |
| Other   | 141 (58.5%) |

**Payments by method**



|                     |         |
|---------------------|---------|
| Credit card         | 19 (8%) |
| Apple or Google Pay | 2 (1%)  |
| Cash or Check       | 3 (1%)  |

|                               |   |            |            |
|-------------------------------|---|------------|------------|
| Old Towner \$350 - \$500      | 8 | \$0.00     | \$2,800.00 |
| Aviation Aficionado (Only 10) | 2 | \$1,000.00 | \$1,000.00 |
| Goldrusher (Only 6)           | 3 | \$0.00     | \$9,000.00 |
| Saucit (Only 3)               | 1 | \$0.00     | \$5,000.00 |
| Naswik (Only 1)               | 0 | \$0.00     | \$0.00     |

| Member Type      | Cost | Quantity | Revenue        |
|------------------|------|----------|----------------|
| Ninety-Eighter   | 500  | 5        | 2500           |
| Business         | 350  | 3        | 1050           |
| Sustainer        | 250  | 4        | 1000           |
| Contributor      | 150  | 4        | 600            |
| Family ❤         | 100  | 24       | 2400           |
| Dual ❤           | 60   | 15       | 900            |
| Educator ❤       | 40   | 2        | 80             |
| Individual ❤     | 35   | 10       | 350            |
| Senior ❤         | 25   | 15       | 375            |
| Student/Military | 25   | 0        | 0              |
|                  |      | 82       | <b>\$9,255</b> |

**UP 194%**

**Memberships  
April 2024  
before benefits  
redesign.**

5

# Annual Appeal and Other Fundraising 2025

**Clear Us for Takeoff— Donate to Valdez Museum's Annual Appeal**

[Share](#)
[View](#)
[Edit](#)
⋮

Overview
Payments
Communication
To-dos 2

**Donation overview**

Total raised  
**\$7,590** / \$10,000 goal

Total saved on Zefly  
**\$379.50**

| Donations Type | Count     | Refunded      | Net raised        |
|----------------|-----------|---------------|-------------------|
| One-time       | 26        | \$0.00        | \$7,590.00        |
| Monthly        | 0         | \$0.00        | \$0.00            |
| Yearly         | 0         | \$0.00        | \$0.00            |
| <b>Total</b>   | <b>26</b> | <b>\$0.00</b> | <b>\$7,590.00</b> |

**Campaign activity**

**Payments by device**

- Desktop **10 (38.5%)**
- Tablet **0 (0%)**
- Mobile **6 (23.1%)**
- Other **10 (38.5%)**

**Payments by method**

**Event**

**Goold's Gold (2011) Showing and Panel Discussion**

📅 Dec 6, 2025

**\$225 raised**    **9 sales**

**Raffle**

**McCarthy is for Lovers Adventure Give Away**

📅 Nov 8 - Dec 6, 2025

**\$2,120 raised**    **114 sales**

-76 sales compared to 2024

**Event**

**Hand Sew Fox Edged Gloves with Diane Selanoff**

📅 Oct 24, 2025

**\$1,260 raised**    **9 sales**

Full Payment Distributed to Vendor \$0 Revenue

**Event**

**\*\*\*\*Roadhouse 2025\*\*\*\***

📅 Nov 8, 2025

**\$5,925 raised**    **102 sales**

Roadhouse Auctions = + \$1386.00

Roadhouse Expenses - \$ 5513.69

**Raffle**

**Split the Pot with Valdez Museum**

📅 May 17 - Jul 5, 2025

**\$1,515 raised**    **73 sales**