

**ASSOCIATION FOR LIVING HISTORY, FARM & AGRICULTURAL MUSEUMS
BOARD MEETING OCTOBER 26 & 27, 2013
LEWIS PHILLIPS HOUSE & HOWELL LIVING HISTORY FARM VISITOR CENTER, TITUSVILLE,
NJ**

PRESENT: Reid, Watson, Sheridan, Norwood, McCormack, Radcliffe, Kelleher, Beard, Herlihy, Glatfelter. Sunday: Desaulniers, conference call, Simon, Alicea-Covarrubias, Katz-Hyman and Reckseidler. Sandy Byard, Matt Miller, Marie Herlihy and Terry Sheridan were also at the meeting at various times.

The board did personal updates during lunch. Reid called the ALHFAM board meeting to order at Saturday, October 26 at 12:35 PM. Kelleher was appointed timekeeper. The agenda was approved by consensus. Herlihy moved the approval of the minutes from the June board meeting. Beard seconded. Motion passed. Kelleher moved the approval of the minutes from the monthly conference calls in July and September. McCormack seconded. Motion passed. Sheridan reviewed the third quarter financial report that was sent to all board members early in October. Quarter income was \$13,687.39. Membership income was \$6,395.00. The checking account balance at the start of the meeting was \$55,309.28. The funds from the 2013 Annual Meeting have not been received yet but will be in excess of \$25,000.00. Radcliffe moved that the treasurer's report be filed for audit. Herlihy seconded. Motion passed.

KNOWLEDGE BASE UPDATE. Watson thanked Matt Miller for his contributions to the project. The basics are up and running and need to be populated with information that includes scanning ALHFAM's past publications. The scanning of all Proceedings will be accomplished this year. Regional workshops at upcoming regional meetings need to be captured for the site. Information on Youtube and Facebook need to be transferred to the Knowledge Base. Permission must be sought from Facebook to do this and will be obtained. The federated search engine is working. Website updates for the members will let them know when information has been added. Most of the recommendations from the SUNY consultant have been achieved with minimal cost to ALHFAM thanks to Matt Miller. This new initiative should be a valuable tool to help increase membership. We moved on to a discussion of hiring a marketing company to keep the content fresh. It was suggested that marketing efforts run parallel to other new developments. Suggested possible contacts for new members were state historical associations, other museum professionals, and niche groups such as farmers, gardeners, other living history groups and the many magazines dedicated to their specific interests. It was suggested that there be an open search for talent via a competitive process in conjunction with the re-branding. Along the way the membership would be informed of progress. Line items for the 2014 budget would eventually become part of the annual budget when one time major expenses are done and annual costs can be determined. The product needs to be developed before it can be sold to new and current members. Reid hopes that electronic delivery of skills workshops can lead to a certificate in that skill. The input from both Barry and Marie Herlihy on this topic were much appreciated. McCormack reviewed what we expect regions, conferences and anyone sending something under the ALHFAM banner to present to the public such as logos and current letterheads. There is a need for consistency in all areas of branding. A package of information will need to be prepared for use by the regions for a unified public presentation and it will need to be continuously updated as we go forward.

We took a break to help the Howell Farm staff, volunteers and visitors erect a windmill at the farm being developed at the site.

The board was called to order again at 3:25 pm. There was discussion on continuous updating of the skills inventory. We talked about sessions on conflict management and safety training for the annual meeting. The board confirmed that attendees at regional meetings should be or become ALHFAM members. Online registrations programs were discussed to help streamline the process. If a region co-sponsors with another group, their members would register at the member rate. A database of members that could be searched by categories such as whether the member is on the ALF-L, renewal date, non-renewers, etc. will be investigated by Matt Miller. He will work with Terry Sheridan on potential programs. Access to this database would be available to committees that need that information. McCormack reviewed what we expect regions, conferences and anyone sending something under the ALHFAM banner to present to the public such as logos and current letterheads. There is a need for consistency in all areas of branding. A package of information will need to be prepared for use by the regions for a unified public brand and it will need to be continuously updated as we go forward.

We adjourned for the day at 5:30pm and went to visit the Howell Farm corn maze and on to dinner as a group.

We resumed meeting in the barn at the Howell Farm Visitor Center at 9:15 am following a pancake breakfast.

2014 Budget. A preliminary budget was sent to all board members. After some discussion it was decided to postpone passing the budget until the end of the meeting after all areas that need financial consideration were reviewed.

International Outreach. Sheridan requested that the \$1,000.00 in the 2013 budget set aside for representation at the European Open Air Museums conference held in Bavaria in August be divided 3 ways between Bruce Henbest, Lynne Belluscio and Judith Sheridan. They all attended the meeting at their own expense. Herlihy moved, Watson seconded. The motion passed with 10 in favor, one opposed. EOAM will meet at Maihagan, Norway from August 23-28, 2015. The Association of International Museums of Agriculture will meet in 2014 in Marseille, France in November 2014. We continue to receive information from IMTAL and EXARC.

PIG Committees. Reid reported most of the committees had sent reports. FPIP is planning a spring meeting. Machinery will try and find a new chair in Calgary. Hallman and the new Trades PIG are encouraging sessions for the Calgary annual meeting. Foodways will be contacted by the president to exchange information. The president will also send a letter to all PIG chairs to encourage them to provide sessions for the 2014 Annual Meeting. McCormack moved the approval of the PIG reports, Norwood seconded. Motion passed.

We were joined via conference call by Hal Simon and Jessica Maria Alicea-Covarrubias.

ADMINISTRATIVE COMMITTEES

Archives. Kelleher reported that Molly Rae Brown successfully completed her summer internship at Old Sturbridge Village reviewing the ALHFAM materials in the archives. She did a fine job and there is no need for another intern at this time. The archives will eventually be digitized and added to the Knowledge Base. The retention guide needs to be sent to the past presidents so they can determine what to send to the archives after their term is over.

Auctions. Sheridan reported she had e-mailed the 2014 conference with details about credit card use and room setup for the auction. Watson said the 2013 online auction managed by the Mid Atlantic region would begin on November 1 and conclude on December 8.

Audit Committee. The ALHFAM 990 report is available to the public on the Guidestar site.

Finance Committee. Radcliffe said the board would be voting on the 2014 budget later in the meeting.

CORN Committee. Kelleher reviewed his report. The Western Region rep is looking for a replacement after many years of service. Herlihy mentioned a possible candidate. The Canadian regions are reviewing their boundaries. Plans for the 2014 fall board meeting in conjunction with the Western Regional in California were discussed with the hope that no other regional meeting would be set for the same time. The board meeting would be either before or after the regional on the last full weekend in October. Kelleher will communicate information to the regional reps about available funds, use of the ALHFAM logo and registration costs. He also will send the files on hosting regional meetings including the MOMCC planning guide.

Communications Committee. Glatfelter said Hayes is asking for more news for the monthly e-update from the regions and PIGS. We decided that the lack of news could be because there is no news. The board will review a Cherry Valley Group contract for June 2014-15 in June with the same rates. It will include a breakdown for the Bulletin, maintaining the website and the e-Update. In line with all of the changes being implemented, a new website is envisioned. The communications manager job description needs to be fine tuned by the committee.

Katz-Hyman joined us by conference call at 10:30am.

Glatfelter is monitoring the social media outlets. Using Microsoft Sharepoint as a platform, Glatfelter is working with Matt Miller to create an integrated communications system. Policies will be posted soon. A new photo policy states that any person whose picture is taken at an annual, regional or sponsored committee function relinquishes the right to reject their image from being posted on a social media site, website or official printed publication. The policy will be added to the website, annual meeting and regional conference planning guides. Efforts will be made to post the policy at conferences and include it in printed materials at meetings. The policy is to be interpreted broadly to cover an activity sponsored by ALHFAM. Desaulniers moved acceptance of the policy. McCormack seconded. Motion passed. The policy will be added to the website, annual meeting and regional conference planning guides. It will also be shared with committees planning activities. Efforts will be made to post the policy at conferences and include it in printed materials at meetings.

Nominating Committee. Kelleher presented a slate of 5 candidates for the board, 2 for the nominating committee and one for secretary/treasurer. The committee has confirmed that all of the candidates are willing to run and sent them some guidelines for the ballot. The ballot will be sent in February 2014.

Future Sites. Radcliffe updated us on future Annual Meetings-
2015 Williamsburg, VA Lodging will be at the College of William and Mary. Martha Katz-Hyman will be the program chair. The dates will be June 19-25. The theme is "Doing and Telling- a Living History Toolbox". Norwood is the future sites liaison from the board.
2016 Baton Rouge, LA David Floyd has been working with the convention and visitors bureau but no official invitation has been received. Herlihy is the future sites liaison from the board.
2017 Mumford, NY An invitation has been received from Genesee Country Village & Museum.

Membership. Beard reported on the member survey. Over 250 responses were received. Responses are being analyzed so that membership will be more valuable. Another survey was done regarding the mentor program that was introduced at the 2013 Annual Meeting. More mentors volunteered than were needed. Working with the 2014 Annual Meeting committee the program will be revised and updated. A mentor job description is being created. The mentor program could be expanded to regional meetings. Beard expressed thanks to McCormack and Desaulniers for their work on the member survey.

The board took a wagon ride around the Howell Farm property and stopped for lunch in one of the homes. Many thanks to the Howell volunteers for their meals and hospitality during the weekend. We were joined via conference call by Hal Simon and Jessica Maria Alicea-Covarrubias.

COOP. Alicea-Covarrubias reported that registration is now open for the 2014 Museum Advocacy Day in Washington, DC. She would like to do a survey on how the recent government shutdown effected ALHFAM's member sites. The press kit will be sent to the communications committee for distribution. AAM hopes to have registrations from all 50 states. A-C plans to attend with Pete Watson. A hand out will be given to legislators. Herlihy moved that ALHFAM send a \$500.00 donation to AAM to support the advocacy efforts. Radcliffe seconded. Motion passed.

Fellowships/Awards. Simon said that the 2013 application form would be used in 2014. Applications will be posted in all the usual places. He will contact the regions about sponsoring fellowships.

Plank 4- Stewardship. The goal is to create a long term plan that will insure the financial stability of ALHFAM. Watson reviewed the Howell Farm experience when they hired a fundraiser. The first step was to decide on goals and make a strategic plan. We have done that. Now there must be ways designed to meet the goals such as growing and sustaining membership, creating an endowment and looking for matching grants and organizational development. The stewardship committee will have to consider the future and work with the other plank committees.

Plank Committee Assignments. Skills Plank - Reid, Watson, Norwood, Simon, Desaulniers
Communications Plank - Glatfelter, Radcliffe, McCormack, Herlihy, Kelleher
Membership Plank - Beard, McCormack, Desaulniers, Alicea-Covarrubias
Stewardship Plank - Reid, Watson, Sheridan, Herlihy

Additional notes: Simon is not on the ad hoc skills committee.

Kelleher is not on the Communications administrative committee

Katz-Hyman, Hayes and Boardman are on the administrative Communications Committee but not the Skills plank

Sheridan and Kelleher are not on the administrative Membership Committee

Norwood moved the passage of all of the previously received committee reports. Beard seconded. Motion passed.

UNFINISHED BUSINESS

Records Retention Plan. The policy was accepted during the May conference call and passed at the June board meeting.

Procedural Guidelines. An ongoing review will be done to keep the guidelines up to date and useful

NEW BUSINESS

Livestock Issues. Sandy Byard from Longstreet Farm, a property of the Monmouth County, NJ park system joined the board to discuss issues relating to the keeping of animals and poultry on historic farms. Byard has been receiving communications from groups interested in removing live exhibits from farms due to their perceived notion of inhumane practices at farm museums. It has become a litany of harassment. Many letters have also been received by Watson and Reid on the same subject. In most cases they are form letters urging ALHFAM to investigate cruel methods of killing poultry at member sites. As far as can be determined, no member site is involved. It is ALHFAM's goal to educate visitors on the life cycle of livestock. The best course is not to enter into a continuing dialogue and if necessary hire legal counsel. The next issue of the Bulletin will deal with livestock and ALHFAM's current professional guidelines can be printed. The president's column will also speak to this subject. The FARM Pig is doing a livestock survey and a session at the annual meeting should be given on "How to develop a livestock policy". The FARM Pig could be the clearinghouse on current livestock policies that could be shared among members. We discussed de-accessioning livestock, disposal methods and current for-profit business practices. We were reminded that state agriculture departments have regulations dealing with some of these issues.

2014 Budget. After discussion, Herlihy moved that the board accept the budget as presented. Desaulniers seconded. Beard proposed an amendment that added \$5,000.00 for professional counsel. Herlihy accepted the amendment. Motion passed. The operating budget shows an \$18,000 deficit and the strategic plan budget has a \$18,500.00 deficit for a total deficit of \$36,500.00

2014 Annual Meeting Registration Fee. Reckseidler joined us on the conference line and updated the financial report. She has had excellent local support and suggested that registration be set at \$400.00 CDN. Herlihy moved the \$400.00 registration fee. Kelleher seconded. Motion passed. The vendor marketplace will be on the first day of the conference.

Monthly Conference Calls. Reid will send out a poll to determine the time and date for a December call.

The meeting adjourned at 3:45 pm. The board will meet on Thursday afternoon and Friday, June 19 & 20 in Calgary, AB, Canada.

Respectfully submitted,

Judith M Sheridan, Secretary