

**ASSOCIATION FOR LIVING HISTORY, FARM & AGRICULTURAL MUSEUMS
BOARD MEETING NOVEMBER 3 & 4, 2012
KIRKWOOD HOTEL, CEDAR RAPIDS, IOWA**

PRESENT: Watson, Sheridan, Norwood, Beard, Friedman, Reckseidler, Birdsall, McCormack, Reid. During the meeting Simon, Alicea-Covarrubias, Radcliffe and Henbest participated via conference call at various times.

Joint Meeting with MOMCC/ALHFAM Boards at noon on November 3, 2012.

The ALHFAM Board joined the MOMCC Board for an update of progress on implementing the West Virginia Compact. Watson thanked the MOMCC Board for taking the time to meet with the ALHFAM board and congratulated them on their successfully concluded fall conference. Jon Kuester, MOMCC president, said that their magazines are almost caught up and they expect to raise their dues to \$30.00 for an individual membership in January 2013. The MOMCC Board reviewed the revised dissolution clause with suggestions made by the ALHFAM Board last June and accepted the new wording.

2013 Conference Report for the joint boards.

The MOMCC board stayed for this report. Elmer Schulz, program chair, spoke in place of Kelly Falcone-Hall, conference chair, since she was unable to attend. Judi Sheridan, local arrangements chair was also present. Schulz reviewed the schedule day by day and presented the budget. The committee recommends that early registration be set at \$450.00, late registration at \$500.00 and that the day rate be \$150.00. Early guest registration will be \$350.00 late registration will be \$375.00 for the whole conference. Workshops and pre-conference site visits will have separate fees. Non-members will add \$30.00 for an annual membership. The board approved the conference budget and the proposed registration fees.

ALHFAM Board Meeting.

Watson called the ALHFAM board meeting to order at 2:18pm. Norwood and McCormack were appointed timekeepers. Beard moved that the agenda be accepted. Birdsall seconded. Motion passed. Friedman moved that the minutes of the June 2012 board meeting be approved. McCormack seconded. Motion passed. Sheridan reviewed the third quarter financial report that was sent to all board members early in October. Birdsall has just given Sheridan a check for the 2012 annual meeting surplus of \$10,000.00 and the auction money from credit card purchases of \$2,107.12. ALHFAM currently has 740 members. That is the same number of members as last year at this time. Reckseidler moved that the treasurer's report be filed for audit. Norwood seconded. Motion passed.

SUNYIT Presentation and Board Discussion on ALHFAM Knowledge Base. We prepared for a conference call with Gretchen Kreisen and Steve Schneider of the State University of New York, Information Technology (SUNYIT), on the subject of the proposed ALHFAM Knowledge Base. Jane Radcliffe and Bruce Henbest joined us via a telephone connection. Watson reviewed the process as we prepared for the call with SUNYIT, which included a screened presentation. We hope to use current technologies so that members will have a much wider access to our information and that it can be used at member's convenience. We reviewed the tools necessary to achieve this based on research done by Kreisen. She attended the annual meeting and had several follow up conference calls and interviews. We watched the presentation and the board members on the conference call were also able to see the graphics via their computers. Three levels of participation were presented with varying financial commitments. Each level would further increase ALHFAM's web presence and fill a need for a repository for all of our materials. It would include search engine integration to make topics easier to access. Various financial scenarios were presented with the mid-range price starting out at \$2,500.00 per month for the first 6 months. This would include digital asset management, creating a search system and a knowledge base manager working 1 ¼ days a week. At the end of 6 months the estimated cost would be reduced by 1/3 for the second 6 months and reduced further two years into the project. Systems would need to be set up and board members would be involved to keep the creation process moving. The project manager would make sure the policies and procedures were being followed. The information would be available for members only.

Following the presentation the discussion centered on the fact that no other association offers this type of information access at present. The members would have all of our Proceedings and other information available at all times and easily searchable. Pending review of final documents provided by SUNYIT and further discussion by

the board, the board will develop a Request for Proposals, which will then be sent out for bids. The replies will give us a picture of potential long term costs. IMLS has a grant cycle that requires proposals in January and ALHFAM will apply as part of the effort to fund the project or its various components. In addition, corporate and foundation assistance will be sought.

The cost of digitizing all of the Proceedings would be approximately \$3,000.00, if it is not included in the RFP specifications for the Knowledge Base.

ADMINISTRATIVE COMMITTEE

Memorabilia & Archives. While Henbest was on the conference call he gave his report. There was no progress in finding an intern to review the archives in 2012. An attempt will be made to find a summer intern in 2013 to work at Old Sturbridge Village to examine and review the archives paper backlog. The position will be listed on the OSV website and the ALHFAM website. Funding will be in the 2013 budget.

AD HOC COMMITTEES

2012 Conference. Birdsall thanked Deb Friedman and Tom Kelleher for their help with conference details. Total participation was 193 people with 157 registrations. Birdsall gave the credit for the annual meeting's success to his hard working staff. Watson proposed a resolution of thanks to Birdsall and the staff at Farmer's Branch Historical Park. The entire board joined in seconding the resolution.

2013 Conference. Sheridan reviewed the proposed budget and recommendations by the committee for the registration and lodging costs. Friedman moved that the early registration be set at \$450.00 for members. Non-members would add \$30.00 for a one year membership. After the early date, registration would be \$500.00. The day rate would be \$150.00. Dormitory lodging would be \$35.00 for a double room and \$45.00 for a single room. McCormack seconded. Motion passed.

2014 Conference. Reckseidler said the theme for the conference at Heritage Park in Calgary would be "Innovators and Entrepreneurs - Risk taking in living history". The dates will be June 21-25, 2014. The committee is already meeting regularly. Options for lodging were discussed.

Future Sites. Birdsall reconfirmed that Colonial Williamsburg has put in a bid for the 2015 annual meeting.

Sunday, November 4. Watson reconvened the meeting at 8:35am. Board members gave their personal updates on activities and new projects.

CORN Committee. Reid reported that the CORN reps are being asked to indentify a regional membership co-coordinator to help develop local contacts. The Southeast Region and MOMCC have done this. The e-Update is looking for more items to print from the regions. Regional treasuries have \$30,102.50 in various accounts. The online auction will be held again and the proceeds will be divided among the regions in proportion to their participation in donations and purchases.

Publications Committee. Katz-Hyman reported via conference call that the new contract with the Cherry Valley Group was ready for signatures. Upon reviewing the contract some errors were discovered and it will need to be corrected before it can be signed. Friedman moved that Sheridan be given authority to sign the amended contract. Beard seconded. Motion passed. McCabe needs to be replaced on the committee. The e-Update and Bulletin should have information on the progress of the strategic plan. All parts of the publications and communications functions are working well at present. Glatfelter is checking into the cost for placing ads on other electronic newsletter with the possibility of adding ads to the e-Update. The proposed knowledge based system should lead to an integrated communications plan.

PIG Committees. The following PIG chairs submitted electronic reports to individual board members (CPR, FARM, FPIP, NERDS, HAT, Foodways). All indicated work in progress and planning for the 2013 annual conference.

Simon, Radcliffe and Alicea-Covarrubias joined us at 10:20 AM via conference call and did personal updates.

Auction. Sheridan reported that the 2012 auction brought in about \$6,500.00. There is still one outstanding account. \$2,500.00 of the total was a matching grant from Associated Foundations.

Audit Committee. Simon will be looking at the year end reports.

Finance Committee. Radcliffe will be visiting Ohio in May 2013 and reviewing the financial records.

COOP. Alicea-Covarrubias would like to do a short survey of institutional members that would show their economic impact on their communities. Information on attendance, budget and staffing would be included. This information would be shared with legislators on at AAM Museum Advocacy Day. It might also be used to secure grants. Watson will work with her on creating the survey. Museum Advocacy Day will fall near the Southeast regional meeting in Richmond, VA in February 2013. Friedman moved that we support AAM Advocacy Day with a contribution of \$500.00. Simon seconded. Travel money for our designated delegates will also be included.

Motion passed.

Membership/Marketing/SPAM Committee. Birdsall will send information on membership to the e-Update for publication. Other social media will also be kept current.

Nominating Committee. Reid reported that 2 candidates will run for vice president in 2013. Candidates have also been found for the nominating committee. So far only 3 people have committed to running for the board so more candidates will be sought. When Reid has more names she will pass them on to the board for approval. Alicea-Covarrubias moved that we accept the names presented and additional names via e-mail. McCormack seconded.

Motion passed.

Fellowships/Awards. Simon has a letter ready to send to the regional reps asking how many fellowships their region will sponsor. The board fellowships will be in the amount of \$625.00. This will cover full registration + 5 nights in a double dormitory room. The 4 board fellowships will be awarded first.

Beard moved that the administrative and ad hoc committee reports be approved. Birdsall seconded. Motion passed.

UNFINISHED BUSINESS

Emergency Response Plan. Reid has information on the website for institutions wishing to apply for funding. Involving members with expertise will help decide what course to follow in cases of emergency. Sessions on case studies dealing with catastrophic disasters should be included in annual meetings.

NEW BUSINESS

Committee Assignments. Watson will be contacting the new board members to confer with them about what committees they would like to join. Most committees have a 3rd, 2nd and 1st year member.

AASLH Conference & more. The board would like ALHFAM to be represented at AASLH in Baltimore with a session based on the skills survey. The session would be available for other conferences, regions and meetings. Reid will respond to the call for papers from AASLH. Potential panelists could include Deb Friedman, Lauren Muney and Heidi Glatfelter. McCormack made a motion that ALHFAM support participation at the AASLH meeting with funding up to \$1,000.00 for presenters. Beard seconded. Motion passed. NAI in Reno, NV would be another opportunity to present a session. Dual ALHFAM/NAI members will be sought to present.

Lost Arts Collaborative. Phil Wilson has approached Watson about a joint project. Watson will respond and get more information.

International Museum Theatre Alliance. Beard sees the organization of museum theatre groups (IMTAL) as fertile ground for new members. They will meet in Washington, DC in October 2013.

ARKANSAS LIVING HISTORY ASSOCIATION (ALHA). The group might be available to create training modules for various skills at their 2013 meeting in Helena, AR.

Regions. Beard suggested that the geography of the regions be reconsidered. He also suggested that part of the membership dues paid into the treasury be returned to each region.

STRATEGIC PLAN

Plank One. Friedman is getting a new database for the skills survey. Data from new members will be added as received. She will finish the initial database in January and will share the results with the board. She suggested we get a permanent account with Survey Monkey. It would cost approximately \$200.00 annually and would be available to do surveys by committees and regions. She felt putting all of our information in one place (the cloud) would make our memberships more valuable.

Watson stressed that skills training needs to be incorporated into core conference schedules by using the resources of the PIG committees. The results of the skills survey should provide guidance for sessions and workshops. PIG Committees could also do their own surveys.

Reid spoke to the development of highly rated training. Research and accuracy are the main goals. Packaged software exists to create online training but ALHFAM will have to develop content, ideally in partnership with

institutional members that already package content, and other kindred organizations seeking to expand in this way. ALHFAM should look for available materials from institutional members to jumpstart the process.

Plank Two. Reckseidler said that guidelines were needed to post on social media outlets such as YouTube. Participants would need to be vetted to post. The guidelines will be shared with KatzHyman and then posted on the e-Update. All of the promotional materials will be redesigned when the rebranding concept is approved. She asked whether we should have a paid publications manager. We discussed the creation of training videos and whether honorariums should be paid to institutions that let us use their currently available materials. We discussed whether the discussion list (ALF-I) would better serve the members if it was changed to a web forum format.

Plank Three. Birdsall is reviewing the membership benefits as they are listed on the website. He is encouraging each region to have a membership chairman. Sheridan will share the list of members that do not renew each quarter with the regional people so that they can contact them and encourage them to rejoin.

Plank Four. Henbest has included modifications from the last board meeting in the Procedural Guidelines. Since some of the board did not have the Procedural Guidelines he sent the latest version to the group while we were meeting. They should be reviewed between now and the June meeting when they will be voted on. The changes reflect the current strategic planning objectives. Henbest led a discussion on whether we should consider a new Development Committee that would be in charge of a capital campaign. Would this replace the current finance committee? Do we need a new plank for financial development in the strategic plan? This development committee would be charged with planning long-range financial stewardship of ALHFAM, including but not limited to writing grant writing and raising funds for long term projects. Henbest moved that Plank 4, Organizational Structure be dissolved. Beard seconded. Motion passed. Henbest moved that an ad hoc development committee be created and that the executive committee recommend members to the full board for confirmation in June. Potential members recommended by Reid: Barry and Marie Herlihy, Bruce Henbest, Judi and Terry Sheridan, Todd Price, Reid, ex officio. Beard seconded. Motion passed.

NEW BUSINESS CONTINUED

2013 Budget. Henbest made a motion to increase the subsidy to attend the fall board meeting from \$300.00 to \$500.00. Birdsall seconded. Motion passed. The budget that was presented was changed to reflect items added during the meeting. A motion to pass the budget with the changes was made by Beard and seconded by Radcliffe. Motion passed. The revised budget will be sent to the board in a few days.

Announcements. Beard announced that a new group called the Texas Living History Association has been formed and will meet in January. Beard will be the keynote speaker. The board will hold a monthly conference call beginning in January. A call service such as “Go to Meeting” will be arranged by Sheridan and the information on how to access it will be sent to the board. The scheduled meeting dates are January 14, February 11, March 11, April 8 and May 13.

The meeting adjourned at 4:31 pm.

Respectfully submitted,

Judith M Sheridan, Secretary