

**ASSOCIATION FOR LIVING HISTORY, FARM & AGRICULTURAL MUSEUMS
BOARD MEETING NOVEMBER 5 & 6, 2011
TILLERS INTERNATIONAL, SCOTTS, MI**

PRESENT: Watson, Sheridan, McCabe, Bagnall, Friedman, Reckseidler, Birdsall, Carnegie, Henbest, Radcliffe, Reid, Simon. Guests: Katz-Hyman, Hayes, Glatfelter.

Watson called the meeting to order at 5:15 pm. The revised agenda was reviewed and a motion to accept was made by Reid, seconded by Birdsall. Motion passed. Reid was appointed timekeeper. Board members gave short updates of their lives since the last board meeting. A motion to pass the minutes of the June 2011 board meeting in Weston, WV was made by McCabe, seconded by Friedman. Motion passed. Sheridan reported that the current balance in the checking account is \$38,874.94 prior to writing the travel checks. Reckseidler moved the treasurer's report be filed for audit. Simon seconded. Motion passed.

PIG COMMITTEES

Watson called for reports from PIG chairs present. Watson said the Farm Committee is very active. All of the committees are soliciting sessions and workshops for the 2012 conference. Carnegie said FPIP is developing the program for an interpretive workshop in Dover, Delaware on March 30, 31 and April 1, 2012. Katz-Hyman turned in a proposal for a "helping hands" project in Texas from the CPR Pig for the Annual Meeting.

ADMINISTRATIVE COMMITTEES

Memorabilia & Archives. No report.

Nominating Committee. Reid presented the slate for this year's election. Five candidates for the board were presented along with a candidate for secretary/treasurer. Birdsall moved we accept the slate. Radcliffe seconded. Motion passed. Ballots will be sent to the membership in mid February with a final return date of March 30, 2012.

CORN Committee. Reid reported that she had created a new form for regions to report semi-annually to the board. The new form will help her familiarize herself with their activities. Regions sponsored 11 fellowships in 2011. We reviewed how regional representatives are chosen and regional structure. Duties of reps are in the Bylaws. The board asked CORN chair, Deb Reid, to coordinate efforts to find a new representative for the New England Region. The search for a new rep will be undertaken by Reid with the help of New England members. In September 2013, there will be a joint Mountain-Plains, Western and Western Canada regional meeting in Virginia City, Montana.

SPAM Committee. Bagnall said there was no report. He needs to know what the SPAM Committees duties will be at the Annual Meeting in Texas

Audit Committee. Simon is the new chair.

Finance Committee. Radcliffe said the finances will be reviewed at the New England regional meeting in 2012.

Future Sites. Carnegie updated sites for Annual Meetings. Hale Farm & Village, Bath, OH, will host in 2013. A committee is actively reviewing potential lodging sites and workshop options. An invitation from Heritage Village in Calgary, AB has been received for 2014. Carnegie moved we accept the bid from Heritage Park Historical Village for 2014. Sheridan seconded. The board wholeheartedly approved the bid from Calgary for 2014.

COOP. Alicea-Covarubias sent a written report about advocacy programs she participated in and said ALHFAM needs to define what positions we support.

Auctions. Belluscio has been working with Birdsall on planning for the 2012 auction. The online auction sponsored by the Mid Atlantic Region is being promoted to the regions by Reid and publicized on the internet for member participation and donations.

Fellowships/Awards. McCabe said fellowships would be promoted in the Winter Bulletin and notices will be sent to museum studies programs. The committee is looking for new ways to make sure we reach the largest potential pool of applicants. She will approach the regions to see how many fellowships they will sponsor. The committee will review the purpose of the fellowship program. The committee would like to know how many recipients remain members after they receive a fellowship. They would like to query recipients about whether their expectations about the annual meeting were met.

Publications. Katz-Hyman and Hayes reported for the Publications Committee. There is still a need for articles for publication in the Bulletin. Content for the Bulletin must be of high quality to maintain ALHFAM's reputation. When the e-newsletter is up and running parts of the quarterly Bulletin will move to that site. The e-newsletter will first be sent to the board for review before it is transmitted to the membership. The 2011 Proceedings editor reported that she is progressing with the work. A list should be made of our communications vehicles and who is responsible for them. The board acknowledged the fine work of Katz-Hyman and the Bulletin editors and thanked them for their time and efforts.

Friedman moved that the Administrative Committee reports be accepted. Birdsall seconded. Motion passed

AD HOC COMMITTEES

2011 Conference. Hardman sent a preliminary final report but not all of the bills have been paid so no final numbers are available yet.

2012 Conference. Birdsall, conference chairman, said notices of the annual meeting have been sent to 13 associations nationwide. Eight pre-conference workshops are being considered. The deadline for ads in the conference mailer is December 15. Rooms at the conference hotel will be \$89.00 per night + taxes. The room charge includes breakfast and there will be no charge for the breakout rooms. A budget was presented but a decision on the registration fee will be made later in the meeting.

2013 Conference. Sheridan reported that several meetings have been held at Hale Farm and the committee chairs are being appointed. The conference dates are being promoted this weekend at the MOMCC conference in Wisconsin.

2014 Conference. Reckseidler said the conference at Heritage Park in Calgary would likely be later in June to take advantage of warmer weather.

We took a short break for dinner.

OLD BUSINESS

MOMCC/ALHFAM Joint Membership Agreement. Henbest said the MOMCC board reviewed the changes suggested by the ALHFAM board to the WV Compact and ratified them. The agreement will not go into effect until MOMCC is current with their publication. See report from **Plank Three**.

Business Memberships. New wording and category descriptions will be ready to include with renewals by January 1, 2012. There are more benefits as membership support increases.

Committee Assignments. The Future Sites Committee will be Carnegie, Birdsall and Radcliffe. The SPAM Committee will be Bagnall, Friedman, Alicea-Covarubbias. The Finance Committee will be Radcliffe, Friedman, Reckseidler and Henbest. The Fellowship Committee will be McCabe, Friedman, Simon and Bagnall.

We adjourned the meeting at 10:00 PM

We resumed meeting at 9:15 AM with a call to order by Watson

STRATEGIC PLAN

Plank Two. Reckseidler held a meeting yesterday with her group to discuss a comprehensive COMMUNICATIONS PLAN. The committee is identifying all of the ways that members and potential members get information about ALHFAM. Social media are considered ways to engage general audiences beyond membership. Hayes and Boardman will be responsible for the new e-mail newsletter that will be sent on a monthly basis. The e-mail addresses in the membership list will be used as the basis for the contacts. A test run will be sent to the board for review. All of the communications tools need to

have a consistent look and format. A new logo should be a visual representation of the mission statement. The committee recommends that the board approve a change in Proceedings publication policy to allow the online publication of selected articles from past Proceedings, subject to the approval of the original author and if necessary the owner of any images in that article. These articles will be available at member content and/or available to any website visitor but will be “locked” to prevent (insofar as is possible) to articles from being printed and/or saved. The articles will be changed at regular intervals and decisions on which articles will be available to members or to all website visitors will be determined by the Communications Committee. Various conference call setups were mentioned and will be checked for potential use.

Plank Three. Bagnall reported on the progress of verification of changes and acceptance of the West Virginia Compact with MOMCC. A reply from Jon Keuster on August 12 confirmed that the MOMCC board at their summer meeting ratified the revised version sent by ALHFAM. Membership reciprocity applies only to individual and household members and not institutions. The dissolution clause still needs clearer language and will be reviewed by Bagnall and Watson. MOMCC members will be given access to the online version of the Bulletin when the Compact is fully operational. A separate list of MOMCC members will be maintained for this. MOMCC members will also get the e-mail newsletter when it begins. Bagnall will create a sample welcome letter and continue to monitor progress. He stressed the need for coordinated marketing efforts.

Watson introduced Rick Roosenberg. Roosenberg described how Tillers International utilized local clubs in their efforts and created an apprentice program that led to a reserve of skilled people to help run their programs. Genuinely interested people are the key to Tillers success. A succession plan to ensure continuing leadership is also necessary for a mature organization. The board took a tour of the Tillers International site. Roosenberg was our guide. The board appreciated the wonderful hospitality of the hosts and the outstanding Sunday dinner prepared and served by the staff.

Plank One. Friedman will work with her committee to prepare a two part online survey that will both ask members about current and future skills needs and survey member’s current skills capabilities. It will also determine levels of skills expertise. Friedman stressed that any workshops or sessions need to present accurate information. A test survey will be sent to board members, regional reps and PIG committee chairs in November and the final version offered to the membership in January. The survey results should also be helpful in future conference planning and potentially help build membership.

Plank Four. Henbest said the organizational structure was in a transitional time as parts of the strategic plan are implemented. A new skills committee will need to be created. The communications group will include the current publications efforts but will also be looking at new ways to reach members. SPAM has a very broad mandate but will focus on growth. Committees can include non-board members to promote extended leadership. The plank committees have the responsibility to keep the strategic process moving forward. The present board meeting agenda format needs to be reviewed to reflect the strategic plan and the new committees. The Manual of Procedures needs updating.

ADMINISTRATIVE COMMITTEE

COOP. We had a conference call with Alicea-Covarrubias. She reviewed her written report and discussed why the board needs to be informed about advocacy. The board would need to prioritize important advocacy issues along with input from the members. Sessions at the annual and regional meetings need to inform members on the role of advocacy. Watson and Alicea-Covarrubias plan to attend the AAM Museums Advocacy Day in Washington, DC on February 27 & 28, 2012. Carnegie moved that we support the effort with a Patron Category advertisement for \$500.00. McCabe seconded. Motion passed. A session on advocacy should be included in the 2012 conference lineup.

NEW BUSINESS

Emergency Response Plan. Reid proposed the creation of a designated fund that would be available to institutional members in case of special emergencies such as hurricane, flood or fire damage. A page on the website would be created that would list resources such as people and facilities readily available to help. Funds for short term, low interest loans should be designated and set aside. The discussion of this proposal will continue online among board members.

Business Associate Membership. Birdsall moved that Business Associate Level One members receive a discount on vendor fees at regional and annual meetings. The discount will be determined by each conference committee. Radcliffe seconded. Motion passed. Bagnall will prepare a letter describing the new categories and benefits beginning January 1, 2012 and Sheridan will mail letters to the current Business Associate members to update them.

2012 Conference Registration & Fellowship Support. Carnegie moved that registration for the 2012 Annual Meeting be set at \$375.00 based on attendance of 150. Estimated profit would be \$3,000.00. Reid seconded. Motion passed. McCabe moved that the board offer 7 fellowships of \$525.00. One would be set aside for a student and one for an emerging professional. The 2011 Proceedings editor would receive a complimentary registration to be used in 2012 or 2013. Friedman seconded. Motion passed.

Association for International Museums of Agriculture. Henbest moved ALHFAM join AIMA as an institutional member for an annual membership fee of 30 euros. Friedman seconded. Motion passed. Reid will be attending a meeting in France in January.

2012 Budget. A 2012 budget was presented and reviewed. Income including investment income is expected to be \$48,855.00. Expenses were budgeted at \$57,475.00 resulting in a deficit of \$8,620.00. Strategic initiative expenses were budgeted at an additional \$21,200.00. Sheridan moved the budget be approved. Simon seconded. Motion passed. The budget will appear in the winter Bulletin along with the year end financial report. The regional treasury balances will be incorporated into the financial statements.

The meeting adjourned at 6:20 pm.

Respectfully submitted,

Judith M Sheridan, Secretary