

MINUTES OF A MEETING OF THE BOARD
THE ASSOCIATION FOR LIVING HISTORY, FARM & AGRICULTURAL MUSEUMS
THE HOLIDAY INN, COVINGTON, KY NOVEMBER 14 & 16, 2010
STRATEGIC PLANNING, CINCINNATI MUSEUM CENTER, NOVEMBER 15, 2010

Board Members present and a quorum: Bruce Henbest, Pete Watson, Judith Sheridan, Ron Carnegie, Susan McCabe, David Floyd, Susan Reckseidler, Deborah Arenz, Carrie Fellows, Derrick Birdsall, Debra Friedman, Kyle Bagnall. Guests: Dean Hardman, Marie Burleigh.

President Bruce Henbest called the meeting to order at 5:00 PM in a conference room at the Holiday Inn. Ashley Ford, local arrangements coordinator, reviewed the schedule for the meetings. Fellows moved the acceptance of the printed agenda with several additions. Birdsall seconded. Motion passed. We spent a few minutes sharing as each board member gave an update on their activities since the June meeting. Bagnall moved that the minutes of the June 18 & 19 board meeting be approved. Friedman seconded. Motion passed. Sheridan reported that she had contacted CT Corporation at their Cleveland, OH office and that their services as our registered agent in Ohio (\$278.00) and Maryland (\$358) cost us a total of \$636 annually. They file papers with both states indicating that we are still an active corporation and if a lawsuit were filed against ALHFAM they would notify us. Sheridan prepared a list of the tasks she does on an ongoing schedule and distributed it. This was not a job description. She presented the ballots for the amendments to the Bylaws. At present, and after the fall board meeting reimbursement to board members, there is \$65,337.50 in the checking account. Floyd moved the treasurer's report be filed for audit. McCabe seconded. Motion passed.

PROFESSIONAL INTEREST GROUP REPORTS

Pig Reports. Henbest reviewed the reports he had received. Discussion followed on better promotion of our committees and regions. A list created by the marketing group that would include contact information on where ALHFAM promotional materials can best be placed will be presented in June. Carnegie said he had 2 possible sites for a FPIP workshop in 2012. Bagnall noted that the PIE Committee was not very active. They hosted a poster session at the 2010 annual meeting but while it is a good idea there is no one to organize a similar effort in 2011. Fellows moved that we accept the Pig reports. Reckseidler seconded. Motion passed.

ADMINISTRATIVE COMMITTEE REPORTS

Memorabilia & Archives. No report.

Nominating. Watson announced that, after extensive calling, the committee had commitments from six members to run for the board, two candidates to run for the nominating committee, and one candidate for vice president in 2011. The ballot will be a space for members to write in the name of another candidate(s). By providing more information in the Bulletin and through electronic communication avenues it is hoped that members will be encouraged further to consider running or to submit names of potential candidates. Watson moved that the slate of candidates be accepted as presented and information seeking future candidates be placed in all member media. Bagnall seconded. Motion passed.

CORN. Watson shared the reports he had received. In the event a regional rep resigns, the executive board may appoint an interim representative.

Future Sites. Floyd reviewed the current annual meeting lineup. 2011- Weston, WV, 2012- Farmer's Branch, TX, 2013- Bath, OH. 2014 and 2015 are open and accepting invitations are being solicited.

SPAM. Fellows said the First Timer's Reception in 2010 was well attended and enjoyed by all. The committee is reviewing benefits for business members and all membership categories. They expect to have a proposal by December 1. The committee is Carnegie, Birdsall, Beard, Friedman and Fellows.

COOP. Henbest has been receiving e-mail updates from AAM. Watson attended the AASLH meeting in Oklahoma City, OK. He commented on the large number of local organizations that were involved in the meeting and said ALHFAM should try to do that wherever we meet. He said we should use our new mission statement to carve out our niche in the museum field.

We took a break for a Cincinnati style chili dinner and Greater's ice cream for dessert.

Publications. Henbest reviewed the report since all of the board members had not received it by the time they started their travel. Proceedings editors for the next 2 years are set. Several items carried over from June have been completed. A proposed contract renewal to edit the Bulletin and maintain the website will be presented to the

board for approval at the June 2011 board meeting. Hayes is working with a committee to review the website section on Living History Resources for changes and updates. In the report Reid noted that the White Papers on the website have been changed. A survey on what features the members would like to see on the website will be created on SurveyMonkey by the Pub committee and Arenz and Bagnall. Advertising rates on the website need to be discussed. Arenz has prepared a "boiler plate" that lists the features, notices and other items that should be included in each issue of the Bulletin. We reviewed this list. Further suggestions should be sent to Arenz prior to December 1st. who will then send it on to the Bulletin editors.

Finance. Nothing to note until the budget is discussed later in the meeting.

Audit. Floyd reported that there are no concerns.

Auction. The 2010 auction was a big success and was enhanced by a matching grant of \$2,500.00 from Associated Foundations of California.

Online Auction. Watson said it would begin soon and he had sent e-mail letters to the regional reps asking them to publicize the auction in their region and ask contributions. It will be promoted on Facebook.

Fellowships/Awards. Arenz reviewed the fellowship criteria. She will work with the regional reps to find out how many fellowships they will fund in 2011 for the Annual Meeting. Since no international fellowship will be offered this year, the amount available will be \$4,000 for board fellowships. Arenz moved that up to 8 fellowships of \$500.00 each be granted by the board. Bagnall seconded. Motion passed. The committee will have a proposal in June that will examine and clarify the goals of the fellowships and the committee. A suggestion was made that one fellowship be reserved for a college student.

Possible additional awards will also be considered. Another idea would be to have another organization present a "Living History Award" sponsored by ALHFAM at their annual meeting or conference as a way of raising awareness of ALHFAM within other museum associations.

Watson moved that the administrative committee reports be accepted. McCabe seconded. Motion passed.

AD HOC COMMITTEES

2010 Conference. The committee chaired by Tom Kelleher presented a very concise and useful written report to the board. It was passed on to the 2011 and 2012 committees. Online registration software should be considered and the cost will be investigated. Watson moved that the 2010 Annual Meeting Committee and Old Sturbridge Village accept our sincere thanks for the superb job they did in hosting the conference. The motion was seconded by the entire board and passed with a rousing acclamation.

2011 Conference. Dean Hardman and Marie Burleigh reviewed the schedule and budget for us. Off site trips and lodging were discussed. The committee was asked to keep track of all in-kind donations so that members can see how much these contributions reduce the cost of registration. Floyd moved that the proposed registration fee of \$385.00 be approved. McCabe seconded. Motion passed.

2012 Conference. Birdsall, chair of the conference, reported that the hotel lodging was contracted at \$79.00 per night. He is working with the Texas Association of Museums and the Texas Historical Commission on publicity and site visits. The dates are June 9-13, 2012. There will be one day of professional workshops and 3 days of conference. The site day will likely be a visit to Fort Worth.

2013 Conference. Kelly Falcone-Hall and her committee are getting close to settling on a theme about collaboration since Hale Farm works with so many partners in their area.

Marketing. Floyd said we needed a bigger presence on YouTube and suggested a 2 1/2 minute collage of photos with music that would present ALHFAM in a positive light. He also suggested we do something with Flickr. Business cards with our logo, website address and the mission statement on the reverse were suggested since they would be easy to carry and hand out.

Mission Statement. Fellows stated that the project had been completed and the committee has disbanded.

We adjourned at 9:50 pm. We will meet all day, Monday, November 15, with Mike Krug at the Cincinnati Museum Center for strategic planning.

We resumed meeting on Tuesday, November 16 at 8:00 am with Henbest, Reckseidler, Sheridan, Watson, Arenz, McCabe, Bagnall, Floyd, Friedman and Birdsall. Some members of the board had already left for the airport. Henbest called the meeting to order at 8:00 am and thanked us for our contributions on strategic planning done yesterday at the Cincinnati Museum Center.

OLD BUSINESS

MOMCC. Henbest reviewed a proposal that he received on Sunday that included reciprocal membership between ALHFAM and MOMCC members in the Midwest. This does not include receiving the publications of either group. Potentially this could take place in the future. Basic individual membership costs are now at parity between

both groups. Other dues categories do not match. If the publications were online then members of either group could access them. Details of cross referencing memberships need to be worked out but the proposal is a good start. No action will be taken to implement anything until the next board meeting. MOMCC members will receive information on the annual meeting as has been done in the past.

NEW BUSINESS

Student Membership. McCabe proposed that students become a target audience for membership and that a database of college programs be created to contact them. She moved that the SPAM committee investigate a student membership incentive program with a free membership for one year. Floyd seconded. Motion passed.

T Shirts. An individual in the Western Region has contacted Mick Woodcock about printing shirts that have the ALHFAM logo on them with slogans on the back. Profits would go to the region. The board was asked to consent to the use of the ox logo. Friedman moved that Henbest contact the person for a letter of agreement including ALHFAM approval of the wording on the shirts and if acceptable, the board support this fund-raising initiative. Watson seconded. Motion passed.

2011 Budget. The proposed budget was reviewed and additions were made to continue the strategic planning process, website updates and marketing initiatives. It will be available in the winter Bulletin for the full membership. Floyd moved that the budget be approved. Friedman seconded. Motion passed.

Continuing Strategic Planning. We are half way through the process and have made a good start. More tough choices will be made at the next meeting. Before the next board session, groups of members will hold conference calls to allow the planning process to continue. The board will schedule a meeting for late February or early March possibly in conjunction with one of the regional meetings to finish the process.

New Board Members. McCabe suggested that the board members whose terms end next June be assigned to mentor the newly elected incoming board members to make the transition easier. Assignments can be made after the election in the spring.

Resolution of Thanks. The board voted a unanimous resolution of thanks to Ashley Ford and Vanessa Van Zant for making our fall board meeting run so smoothly. We are grateful for the hospitality and generosity shown by everyone that was involved in making our visit so enjoyable.

Bagnall made a motion to adjourn, seconded by Birdsall. Motion passed. The board adjourned at 9:30 am.

Respectfully submitted,

Judith M Sheridan, Secretary