

MINUTES OF A MEETING OF THE BOARD
THE ASSOCIATION FOR LIVING HISTORY, FARM & AGRICULTURAL MUSEUMS
STUDENT CENTER AT WORCESTER STATE COLLEGE, WORCESTER, MA
JUNE 18 & 19, 2010

Board Members present and a quorum: Bruce Henbest, Judith Sheridan, Bob Powell, Pete Watson, Carrie Fellows, David Floyd, Susan McCabe, Kyle Bagnall, Ron Carnegie, Franz Klingender, Deb Arenz. Incoming Board Members: Deb Friedman, Susan Reckseidler. Board Members absent: Charles LeCount, Barbara Corson. Guests: Lynne Belluscio, Martha Katz-Hyman, Blake Hayes, Katie Boardman

Friday, June 18, 2010. President Bruce Henbest called the meeting to order at 6:10 PM in the Student Center. Klingender made a motion to approve the agenda as e-mailed. Bagnall seconded. Motion passed. We welcomed Deb Friedman who will become a board member after the upcoming annual business meeting. Board members introduced themselves and updated their lives since the last board meeting. Henbest said we would be breaking into committee meetings on Saturday morning. Bagnall made a motion to approve the minutes of the November 2009 board meeting at Sauder Village as amended. The motion was seconded by Klingender. Motion passed. Sheridan reported that there was \$12,893.44 in the checking account and that all of the board fellowships had been either paid to the conference or reimbursed to the recipient. The first quarter financial report was issued and e-mailed in early April. A motion to file the treasurer's report for audit was made by Powell, seconded by McCabe. Motion passed. Sheridan had a list of members that have not renewed since the last board meeting. She passed the list out to the board members for them to review and contact.

PROFESSIONAL INTEREST COMMITTEE REPORTS.

PIG REPORTS. Henbest said the reports that were submitted to him were sent on to the board via e-mail. Carnegie said that another interpretive retreat would be held in 2 years. Good interpretation videos should be sent to the website. Klingender noted that requests to the Machinery Committee were down. The PIE Committee and FPIP Committee should have more content on the website soon. Fellows moved acceptance of the PIG Reports. Bagnall seconded. Motion passed.

ADMINISTRATIVE COMMITTEE REPORTS.

MEMORIBILIA & ARCHIVES. No report.

NOMINATING. Watson has contacted all of the candidates that were on the 2010 ballot and notified them of their status. He suggested that the regional fellowships be used for students in the future.

CORN. Watson presented a composite statement of the reports he received for board review.

FUTURE SITES. Klingender said the proposal from Farmer's Branch, Texas for 2012 will be presented at the Annual Meeting for approval by the membership. A letter of invitation from Hale Farm & Village in Bath, OH for the 2013 Annual Meeting has been received. Hale was last visited in 1995 as part of that Annual Meeting. The offer was favorably received and Klingender moved that we accept the offer. Carnegie seconded. Motion passed. Western Canada is still being considered for a future meeting.

SPAM. Fellows reported that the First Timer's Guide had been mailed to people attending the Annual Meeting for the first time. It was updated this year. The First Timer's Reception this year will follow last year's format.

COOP. Henbest has been receiving regular e-mail updates from AAM. Watson attended the museums advocacy day sponsored by AAM in Washington, DC last March.

AUDIT/FINANCE. Sheridan reported that there will be no activity until the year end statements are issued. E-commerce is working smoothly.

AUCTION. The committee was very pleased with the 2009 results and is looking forward to 2010.

FELLOWSHIPS. Arenz simplified the fellowship award process and was pleased with the outcome. We agreed to continue the same guidelines for receiving fellowships for another year. The Committee received a nomination for the Schlebecker Award and Henbest asked Tom Woods, as a past recipient, to be part of the committee for the purpose of reviewing this nomination. The award will be given at the presidential banquet.

Sheridan moved that the Administrative Committee reports be accepted. McCabe seconded. Motion passed. We suspended the meeting until Saturday morning.

Saturday, June 19, 2010. The board started the meeting at 9:00 AM by breaking into committee meetings for one hour. Katz-Hyman joined the Publications group. We came together again to hear the small committee reports and recommendations.

The **Finance/Audit** group recommended that the price of the Open Air Museums book be reduced to \$45.00 + \$5.00 shipping. The Memorial Fellowship Fund will receive the proceeds when the muleskinners hat is passed at the presidential banquet. The Memorial Fellowship Fund should be promoted regularly in the Bulletin. Funds in the amount of \$10,000.00 be budgeted for a redesign and printing of a new membership brochure. Sheridan will contact CIT Corporation to determine what services they provide to the Association. They are our legal representatives to make sure the appropriate papers of continued existence are filed annually in Maryland and Ohio. Sheridan will prepare a job description of the duties of the secretary/treasurer. Floyd moved that all of these recommendations be approved. Fellows seconded. Motion passed.

The **SPAM** group reported that they discussed vendor guidelines for annual meetings. This is a valuable service to the attendees. Any guidelines must be general as each conference has different schedules and space limitations. The Replica Resource chairperson and the conference committee need to coordinate any contacts with vendors to maximize vendor participation. Vendors attending the conference or those contributing to the auction need to be personally thanked or sent a note of appreciation for their donation. It was recommended that vendors be charged a fee and not be required to register for the conference. The group recommended that the membership category be changed from Business Associate to Business/Vendor and that they be allowed to vote for the ALHFAM board of directors and officers. Fellows moved that these recommendations be approved. Powell seconded. Motion passed.

We divided again into new groups and met for another hour and then listened to recommendations.

The **Publications** group report was given by Katz-Hyman as chair of the Publications Committee. The group recommended that articles in the Bulletin could be accepted from non-members. The information on new members in each issue be scaled back to include 2 lines per new member. Up to two registrations for the annual meeting be budgeted for the editor of the previous year's Proceedings and significant helpers in the project. The division of the funds will be determined by the chair of the Publications Committee and the President of ALHFAM. A calendar of items that need to be included in each Bulletin such as fellowship materials, call for papers, annual reports will be coordinated by Arenz. This also includes regional meeting information and interest group sponsored events such as the Farm School and the FPIP seminar. Website materials on annual meetings will remain active for one year. Images will be archived. Living History Resources needs additional materials such as a bibliography list for people interested in first person interpretation. Deb Reid will be approached to see if she has a graduate student that might do the bibliography as a project. A journalism student would be a good person to do future conference blogs. McCabe moved we accept these recommendations. Arenz seconded. Motion passed.

The **Marketing** discussion was led by Floyd. A marketing template of potential places to contact for promoting meetings and news releases will be created by Belluscio and Reckseidler. Our You Tube and Facebook pages would be expanded. Bagnall and Powell would encourage and oversee blogs by the PIGS. Floyd would oversee creation of guidelines that would be used to help promote the annual and regional meetings. This would include venues where promotional advertising would be placed to encourage attendance. A brochure redesign committee of Henbest, Sheridan, Katz-Hyman, Arenz and Kennis was created. Fellows noted that the member benefits need to be reviewed and updated prior to any new brochure being printed. Floyd urged everyone to promote ALHFAM whenever they spoke to a group or participated in any social networking site. Membership materials should also be available when speaking to a group. A motion to support these initiatives was made by Klingender, seconded by Bagnall. Motion passed.

The **Mission Statement** team led by Fellows envisions the next step needed is to create a more detailed organizational description. This would not be part of the bylaws and could be updated as needed to stay current. A visioning workshop for the entire board will be included in the fall meeting agenda. It will enumerate the future goals of the association would result in a vision statement. Henbest will work on the arrangements for the workshop. Powell moved we proceed with the vision workshop. McCabe seconded. Motion passed.

AD HOC COMMITTEE REPORTS

2010 CONFERENCE REPORT. Kelleher said the conference was in good shape financially and exceeded the budget break even numbers. Old Sturbridge Village was very generous with the time of the conference committee members needed to make the conference a success.

2012 CONFERENCE. Henbest reported for Birdsall that the dates would be June 9-12, 2012.

OLD BUSINESS

ONLINE AUCTION. Watson said the auction would be held again with the Mid-Atlantic Region as sponsor and with the same rules and better marketing. Watson moved the online auction be held. Bagnall seconded. Motion passed.

MISSION STATEMENT. We reviewed the process for voting on the new mission statement and how it would be presented at the business meeting. Following the presentation at the business meeting a ballot will be sent to all current members to approve or deny the change to the bylaws.

MOMCC. Cross marketing of both organizations is being done through the publications of both groups. There has been no further communication on other topics.

CONSENT AGENDA. No action.

ADMINISTRATIVE COMMITTEE REPORT

PUBLICATIONS. Katz-Hyman, Blake Hayes and Katie Boardman joined us at 2:00 PM for their report. Katz-Hyman asked that the price of receiving a single copy of the Bulletin be raised from \$5.00 to \$7.00. Klingender made the motion, Arenz seconded. Motion passed. Hayes would like to have more involvement from the Replica Resource List by offering members on the list the opportunity to advertise on the RRL and include more benefits for Business/Vendor members. The SPAM Committee would like to see the benefits for Business/Vendor members listed on the website. Fellows moved that the current Replica Resource List be converted to a database that can be manipulated easily. Woodcock will be consulted on the proposed change. Watson seconded. Motion passed. The Bulletin indexing project would cull out articles back to 1970 by June 2011. Completion of the indexing of the newer issues should be done by February 2011. The Bulletin will continue to be published at the same number of pages.

2011 CONFERENCE. We had a 15 minute conference call with Dean Hardman. Marie Burleigh, who is attending the conference, will make the presentation at the business meeting.

A motion to pass all reports received was made by Sheridan and seconded by Powell. Motion passed.

NEW BUSINESS

AGENDA FOR BUSINESS MEETING. We reviewed the proposed agenda and made some minor changes. Sheridan will update the agenda and make sure they are available for the business meeting.

FARM SCHOOL FOR FALL 2010. A cow school will be held at Landis Valley Museum. Barbara Corson will be the leader. The dates are October 15-17, 2010. The board discussed whether these seminars should make a profit and that they should have as their goal to increase skills and techniques.

CW SEMINAR. An agriculture related seminar is being planned for September 2012 by Ed Schultz at Colonial Williamsburg.

AGRICULTURAL HISTORY SOCIETY MEETING. Debra Reid has asked ALHFAM to co-sponsor the meeting that will be held in Springfield, IL in June 2011. Watson moved that we co-sponsor the meeting for \$500.00. Powell seconded. Motion passed.

ADVOCACY. Watson was very impressed with the advocacy workshop he participated in. He felt ALHFAM would benefit from sponsoring a similar workshop at an annual meeting. The training would be useful and could then be passed on to other staff members. He thought ALHFAM should have an advocacy position statement.

ANNOUNCEMENTS

The site and dates of the next board meeting were not decided at this time. The board will be polled about what would be the most convenient dates to meet. The board adjourned at 4:45 PM.

Respectfully submitted,
Judith M. Sheridan, Secretary

Post meeting information: The board will meet in Cincinnati, OH (Covington, KY) hosted by the Cincinnati Museum Center. The dates will be Sunday evening, November 14 through Tuesday morning, November 16, 2010.

