

MINUTES OF A MEETING OF THE BOARD
THE ASSOCIATION FOR LIVING HISTORY, FARM & AGRICULTURAL MUSEUMS
MEETING ROOM HAWTHORNE INN & SINGLE BROTHERS WORKSHOP
WINSTON-SALEM, NC
JUNE 4 & 5, 2009

Board Members present and a quorum: Charles LeCount, Lynne Belluscio, Judith Sheridan, Bruce Henbest, Bob Powell, Franz Klingender, Tom Kelleher, Pete Watson, Debra Arenz, Carrie Fellows, David Floyd.
Incoming board members: Kyle Bagnall, Ron Carnegie, Susan McCabe.
Board Members absent: Karen Becker, Barbara Corson.

Thursday, June 4, 2009. President Charles LeCount called the meeting to order at 5:10 PM in the Hawthorne Inn. Darlee Snyder, conference chair and Sarah Chapman, program chair from Old Salem Museums and Gardens filled us in on housekeeping details for the next two days. Registration averages 150 participants per day for the Annual Meeting. Board members reviewed their lives since the last board meeting. Kelleher made a motion to approve the minutes of the fall 2008 board meeting at Sauder Village. The motion was seconded by Klingender. Motion passed. Sheridan reported that there was \$14,848.99 in the checking account at the start of the board meeting. The first quarter financial report was issued and e-mailed in early April. The money market account that includes PayPal receipts and the profit from the 2008 Annual Meeting has a balance of \$25,166.48. Sheridan presented the 990 federal income tax return to the board for review. A membership report comparing 2004 membership with current membership indicated a drop of about 150 members and a current membership of 909. A motion to file the treasurer's report for audit was made by Henbest, seconded by Kelleher. Motion passed. A backup of membership and financial information is being made quarterly and given to Catherine Sheridan.

ADMINISTRATIVE COMMITTEE REPORTS.

PIG REPORTS. LeCount reported that the PIGS have been relatively inactive. Several are working on proposals for the 2010 Annual Meeting. Watson presented plans for the 2009 Farm School. It will be chaired by Corson and will focus on dairying. There are several potential sites and future ideas for topics being discussed. Klingender said that the Machinery Committee is still helping sites identify equipment and holding a session at Old Salem. Fellows moved acceptance of the PIG Reports. Watson seconded. Motion passed.

ARCHIVES. No report.

AD HOC COMMITTEE REPORTS.

2010 CONFERENCE. Kelleher announced the theme for the conference at Sturbridge Village would be "Roots & Branches of Living History". It will be held from June 20-24 at Worcester State College. It is a dry campus. Two hundred beds in the newest dorms have been reserved. Kelleher said a major expense would be bus transportation.

2011 CONFERENCE. A report from Dean Hardman at Jackson's Mill in Weston, WV indicated that the length of the conference would be determined following the 2009 meeting when the evaluations are available. The board will help with suggestions for possible top notch speakers. Hardman has already prepared a rack card for distribution now. The Future Sites Committee will also be more active with planning the conference. Belluscio moved we accept the West Virginia bid for 2011. Floyd seconded. Motion passed.

FELLOWSHIPS & AWARDS. A simplified process for awarding fellowships will be in place for 2010. The regional reps will be consulted about their sponsorship of fellowships and any additions such as travel funds. The revised process will be presented at the November board meeting. There will be no Schlebecker Award this year. Deb Arenz will chair the committee for the upcoming year.

MISSION STATEMENT. Fellows and Bagnall have been very active and created and conducted a survey on Survey Monkey. The committee had 4 telephone meetings and will meet on Sunday. A meeting of the mission statement committee will be held before the next board meeting. Belluscio made a motion to spend up to \$3,500.00 to fund the meeting for travel expenses. Kelleher seconded. Motion passed. Fellows is passing out index cards and asking that members make suggestions for the mission statement wording. She would like them returned to her at the Town Hall Meeting.

We recessed at 8:35 PM and will resume meeting at the Single Brothers Workshop Friday morning, June 5, at 9:00 AM.

The meeting reconvened at 9:15 AM with the addition of Ron Carnegie.

ADMINISTRATIVE COMMITTEES.

AUDIT. Sheridan will meet with board members at a regional meeting for a review.

2009 CONFERENCE. Darlee Snyder from Old Salem Museums and Gardens joined us. They expect a small profit and were faced with extraordinary challenges this year.

Klingender moved the acceptance of the Ad Hoc Committee reports. Arenz seconded. Motion passed.

FUTURE SITES & CONFERENCE SUPPORT. LeCount had a request for proposals form added to the website for groups interested in hosting an Annual Meeting. We have a firm offer from Farmer's Branch Historical Park in Farmer's Branch, TX to host 2012. Derrick Birdsall is the originator. Sheridan moved we accept the bid. Seconded by Kelleher. Motion passed.

NOMINATING COMMITTEE. Henbest reported that new Board members are Kyle Bagnall, Ron Carnegie, Susan McCabe. One of the successful candidates declined following the vote, and the Board position was offered and accepted by the candidate with the next largest number of votes. Pete Watson was elected Vice President. Debra Reid was elected to the Nominating Committee. Everyone that was on the slate was thanked for being willing to be on the ballot.

CORN. Henbest summarized the written regional reports that he received. Regions are still trying to increase membership. The board discussed the unique character of the ALHFAM/MOMCC relationship. ALHFAM members are not automatically members of MOMCC since that organization is incorporated separately and has its own dues structure. A possible joint membership to be discussed by both boards is seen as being helpful to both groups. Henbest moved that the ALHFAM board supports the idea of joint membership rates and that Sheridan and Bagnall work on a proposal for the fall board meeting. Powell seconded. Motion passed.

AUCTION. Belluscio will explain the auction guidelines at the beginning of the auction. There have been a large number of varied items donated this year.

MEMORIBILIA. Belluscio reported that the collection is still being stored in archival boxes at her home.

COOP. Belluscio attended AAM in Philadelphia and represented ALHFAM at the Council of Affiliates meeting. There was much talk about how to increase and maintain memberships and find new audiences in this economy. Accreditation policies are being redone and AAM is encouraging input from members. A quarterly conference call among the affiliates is being planned. A lobbyist is available to discuss museum issues related to government policy. A panel of ALHFAM members is being planned for the AASLH meeting in Indianapolis. ALHFAM members that attend AASLH need to make their presence known.

SPAM. Fellows noted that the single entry in the YouTube contest was now available on the website. It was submitted by Carolyn Dilda. Fellows has revised "Stalking the Wild ALHFamily" and it is now available to first time attendees at annual meetings and on the website. Ian Beard has been added to the committee. The SPAM Committee will need a new member in 2010. The membership campaign is ongoing.

ADMINISTRATIVE COMMITTEE REPORTS.

Watson moved acceptance of the Administrative Committee reports. Fellows seconded. Motion passed.

OLD BUSINESS

ONLINE AUCTION. Watson said income was down 30% in the second year but he suggested we give it one more try. The MidAtlantic Region will again be the sponsor with the same rules as last year. More website promotion is planned.

FARM WORKSHOPS. The second workshop has been planned and will cover dairying and oxen. There will be 3 days of each with one day of overlap. Ed Schultz is working on future topics and sites. A potential topic is agricultural collections.

FIPN WORKSHOP. The interpreters workshop will be at Mystic and they expect about 70 people. It is open to non-ALHFAM members and hopefully they will join.

Kelleher moved we accept the Old Business reports. Powell seconded. Motion passed.

NEW BUSINESS.

MARKETING. Fellows hopes to reach potential members by visibility on Facebook, working with re-enactor groups, exploring an ad swap with the Early American Industries Assn. and possible ads in magazines for hobbyists, muzzleloaders. Henbest suggested that we begin by placing free web ads, negotiate ad exchanges and place ads in as assortment of magazines and newsletters. Henbest moved that an ad hoc marketing committee be formed and that they present a plan including expected outcomes and a budget at the fall board meeting. Belluscio seconded. Motion passed. The committee will be chaired by Floyd and will include Fellows, Henbest and Belluscio. The survey results can be reviewed for clues to where marketing efforts should be focused. A way to track success needs to be included.

HISTORIC INTERPRETATION CERTIFICATION. LeCount has been in contact with Dr. T. Lindsay Baker. Baker is working on a certification program for interpreters based on the NAI model. The program would start in Texas where Baker teaches. It would be a training program that would cover all methods of interpretation and include a bibliography. A question was raised about who would attend and what would be charged. Is this a potential program that could apply for an IMLS grant? It is anticipated that more information will be available for the fall board meeting.

PUBLICATIONS. Katz-Hyman, Hayes and Boardman presented the committee's report. Katz-Hyman reported that the 2008 Proceedings were printed and mailed on schedule. McCabe is working with past Proceedings editors to put together guidelines for helping future editors. Katz-Hyman suggested that an honorarium or conference registration might be appropriate considering the amount of time an editor spends preparing the Proceedings. Editors for 2009 are Debra Reid, Ron Kley and Jane Radcliffe. Editor for 2010 is Christie Omasta. Floyd moved that the main editor receive a full registration for the following year's annual meeting. Assistant editors would receive ½ registrations. Arenz seconded. Motion passed. Boardman said that she is not getting enough articles for the Bulletin and wondered if the themes are restricting submissions. Hayes and Boardman suggested that someone in each region be responsible for getting information to them. They also asked if we should look beyond our own membership for material to be published that might be available from various e-lists. A team to review the website and assess areas that might need change or improvement should be created to work with Hayes. A template to help the regional reps and pig chairs more easily contribute to the Bulletin is being prepared. A partial index to the Bulletins is almost complete. It is being done in reverse order and will be continued back to the beginning. A database will be created that will be sortable and on the website. We discussed the way to have the most impact on LinkedIn and Facebook. Hayes reviewed the e-commerce project and the successful collaboration with PayPal.

Belluscio moved that all unapproved reports be approved. Kelleher seconded. Motion passed.

ANNOUNCEMENTS

The board will meet again on Wednesday, November 11, 2009 at Sauder Village. Henbest will confirm arrangements with Sauder Village in Archbold, OH. The board will be meeting at the same time as the MOMCC Board. The board adjourned at 3:20 PM.

Respectfully submitted,

Judith M. Sheridan, Secretary