

**MINUTES OF A MEETING OF THE BOARD
THE ASSOCIATION FOR LIVING HISTORY, FARM & AGRICULTURAL MUSEUMS
MEETING ROOM AT THE SAUDER VILLAGE INN
ARCHBOLD, OH
NOVEMBER 11, 2009**

Board Members present and a quorum: Charles LeCount, Judith Sheridan, Bruce Henbest, Bob Powell, Pete Watson, Debra Arenz, Carrie Fellows, David Floyd, Susan McCabe, Kyle Bagnall.

Board Members absent: Ron Carnegie, Franz Klingender, Barbara Corson.

Wednesday, November 11, 2009. President Bruce Henbest called the meeting to order at 8:35 AM in the Sauder Village Inn. Powell made a motion to approve the agenda as e-mailed. Floyd seconded. Motion passed. Board members updated their professional and personal lives since the last board meeting. Fellows made a motion to approve the minutes of the June 2009 board meeting at Old Salem. The motion was seconded by McCabe. Motion passed. Sheridan reported that there was \$29,323.08 in the checking account before the travel allowance checks were written. The third quarter financial report was issued and e-mailed in early October. The money market account that includes PayPal receipts has a balance of \$17,498.98. The Memorial Fellowship Fund is now fully invested in CD's and has a balance of \$12,784.62. It is anticipated that that the Fellowship Fund will have accrued enough interest by June 2011 to sponsor a registration for that Annual Meeting. The membership has fallen by 15 members when compared to the same time last year. A motion to file the treasurer's report for audit was made by LeCount, seconded by Bagnall. Motion passed. A backup of membership and financial information is being made quarterly and given to Catherine Sheridan.

ADMINISTRATIVE COMMITTEE REPORTS.

PIG REPORTS. Henbest reviewed the reports that were submitted to him and sent on to the board. McCabe suggested that the PIGS meet electronically at scheduled times between Annual Meetings to stay focused and updated. E-blasts could be sent at no expense to committees and for regional business. McCabe moved acceptance of the PIG Reports. Powell seconded. Motion passed.

MEMORIBILIA & ARCHIVES. No report.

ADMINISTRATIVE COMMITTEE REPORTS.

NOMINATING. Watson did not have a report but will meet with the committee during the next few days as most of them will be here. He expects the slate to be completed by year's end. It will be sent to the board by e-mail for discussion and approval.

CORN. Watson presented the reports he had received. He would like to have a 2 hour meeting with all of the reps at the 2010 Annual Meeting to discuss their concerns.

FUTURE SITES. We are looking for suggestions for keynote speakers for 2011 in West Virginia. A proposal from Farmer's Branch, Texas for 2012 will be presented at the Annual Meeting in Sturbridge for approval by the membership. The dates being considered are late May or early June because of the summer heat later in June.

SPAM. Fellows reported that the First Timer's Reception in 2009 was a success and that she was complimented for introducing board members and regional reps to newcomers. They could put a face to a name. This will be repeated in 2010. The video contest will be dropped because there were no entries this year and only one in 2008.

COOP. A museums advocacy day sponsored by AAM will be held in Washington, DC on March 22 and 23, 2010. It will include training and visits to legislators. Belluscio has indicated that she may attend. AAM is also seeking donations to support this effort. Sheridan moved that Belluscio be sent as the ALHFAM representative with a maximum stipend of \$300.00. Watson would be the alternate. If neither can attend then we will make a donation to the project in that amount. Powell seconded. Motion passed. Watson participated in a conference call with the AAM Affiliates Group.

PUBLICATIONS. We reviewed Katz-Hyman's written report and acted on several recommendations. Arenz moved that the Bulletin editors receive an increase of \$100.00 per issue not to exceed \$400.00 in any calendar year. This would raise the cost for editing per issue to \$1,300.00. This will start in June 2010. Floyd

seconded. Motion passed. We confirmed that a written schedule of annual inclusions in each issue should be created so that the editors can predict the number of pages more accurately. The schedule will be added to the Manual of Procedures. Hayes has set up a web editorial team that includes Heidi Glatfelter and Charles LeCount. They will assess the present website and suggest possible changes. Arenz will also be on this committee.

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 is looking for ways to simplify the award process. She made a motion that recipients receive a full registration + \$200.00 for lodging. Seconded by Sheridan. Motion passed. Recipients must either present a paper at the Annual Meeting or submit an article for the Bulletin. The requirement that the person be attending for the first, second or third time was dropped. Arenz will work with the regions to see how many fellowships they will fund. Allan Leth Frandsen from Den Gamle By in Denmark will be the international fellowship recipient.

Bagnall moved that the Administrative Committee reports be accepted. Arenz seconded. Motion passed.

2010 ANNUAL MEETING TELECONFERENCE. We gathered around a computer for a half hour conference call with Tom Kelleher, the 2010 conference chair. We had previously reviewed the budget and with Kelleher's further input set the registration fee at \$425.00 for members. Kelleher reviewed the venues and schedules. He is still looking for presentations. Kelleher was urged to make choices that would reflect ALHFAM's commitment to supporting the green movement.

2009 ANNUAL MEETING. The board reviewed the final report including finances and comments from participants. The 2009 committee's hard work and tireless efforts were much appreciated.

MARKETING PLAN. Floyd sent information on current efforts to a LSU communications class for review. They concluded that present efforts are working, however, future projects will need to focus on social networking as it becomes even more popular. Floyd suggested that the board needs to be more involved with helping to ensure that the marketing of regional and annual meetings is consistently successful. Outreach to potential members in many fields needs to be pursued aggressively. The new mission statement should help attract new interest in membership.

LeCount moved acceptance of the Ad Hoc Committee reports. McCabe seconded. Motion passed.

We took a break for lunch and resumed meeting at 12:35 PM.

OLD BUSINESS

ONLINE AUCTION. Watson said the auction was going ahead with the Mid-Atlantic Region as sponsor and with the same rules as last year. He has contacted all of the regions for donations for the online auction that is going on now. More website promotion is planned.

MISSION STATEMENT. Fellows reviewed the process that created the proposed mission statement. There was a weekend meeting of the committee in October in New Jersey where intensive sessions developed the proposed new statement. Word choices were examined and defined before the final distillation was prepared. The process to approve was discussed. The proposed mission statement will be available in the upcoming Bulletin and on the member's only section of the website. Based on responses and suggestions from the membership, formal notification of this proposed amendment to the bylaws may be sent to all members with the 2010 ballot for the board of directors. According to the bylaws it must be presented to the members at an Annual Meeting for discussion and then a written ballot will be sent to all members for passage of a bylaws amendment to change the present wording. Fellows moved that the proposed mission statement recommended by the committee be accepted by the board and that the next steps in this discussion with our membership proceed. Arenz seconded. The motion passed unanimously. The committee recommends that the Mission Statement be reviewed every 5 years.

NEW BUSINESS

JOINT MEETING WITH MOMCC BOARD. The Midwest Open Air Museums Coordinating Council (MOMCC) officers, board and committee members joined us for an exchange of ideas. Introductions were made around the room. Jon Kuester, MOMCC vice president was the spokesperson for MOMCC. Discussions

centered on services and membership opportunities offered by both entities to the ALHFAM and MOMCC members in the midwest. There is already an exchange of member information for regional and ALHFAM Annual Meetings but 2 membership fees are necessary to receive both magazines. A joint committee will be set up for both groups to exchange further ideas. Conference calls could be utilized. Cross marketing of both organizations can be done via their publications.

CONSENT AGENDA. LeCount suggested that the board accept more reports as printed with directors reviewing them prior to the meeting. No decision was made on adopting a consent agenda since other opinions reflected the idea that the directors needed to review the reports as a group to make sure the association was functioning properly.

2010 BUDGET. Sheridan presented a budget that proposed income of \$58360.25 and expenses of \$57,950.00. Two minor changes were incorporated. The budget will be printed for the membership in the winter Bulletin. Watson moved passage of the budget. Fellows seconded. Motion passed.

MARKETING STRATEGIES. Fellows hopes to reach potential members by visibility on Facebook, working with re-enactor groups, exploring a reciprocal ad swap with the Early American Industries Assn. and possible ads in magazines for hobbyists and muzzleloaders. More visibility should increase ALHFAM's creditability. University programs that include internships and focus on living history should be contacted. State parks, house museums and state archives should be natural membership candidates. A door sticker for institutional members was discussed. A business card that would be given to potential members was also discussed. It is important to keep momentum moving for marketing to succeed.

HISTORIC INTERPRETATION CERTIFICATION. LeCount reported that Dr. T. Lindsay Baker is still working on a certification program for interpreters based on the NAI model.

HOPS. Fellows proposed a new ad hoc committee with the acronym "HOPS" that would stand for Hospitality Options and Provision Services. The committee would make sure that hospitality rooms at conferences were adequately provisioned.

FUTURE FARM WORKSHOPS. Possible topics for future workshops could include machinery repair and care of agricultural collections and a session for curators on how things work and the chronology of equipment.

ANNOUNCEMENTS

The board will meet again at Worcester College in Worcester, MA prior to the Annual Meeting. The board adjourned at 5:08 PM.

Respectfully submitted,

Judith M. Sheridan, Secretary