



City of Valdez

212 Chenega Ave.
Valdez, AK 99686

Meeting Agenda

City Council

Tuesday, October 7, 2025

6:00 PM

Council Chambers

Museum Corporation Annual Meeting

MUSEUM CORPORATION ANNUAL MEETING AGENDA - 6:00 pm

CORPORATIONS

1. [Valdez Museum and Historical Archive Association Annual Corporation Meeting](#)



Legislation Text

File #: 25-0435, **Version:** 1

ITEM TITLE:

Valdez Museum and Historical Archive Association Annual Corporation Meeting

SUBMITTED BY: Sheri Pierce, MMC, City Clerk

FISCAL NOTES:

Expenditure Required: [Click here to enter text.](#)

Unencumbered Balance: [Click here to enter text.](#)

Funding Source: [Click here to enter text.](#)

RECOMMENDATION:

[Click here to enter text.](#)

SUMMARY STATEMENT:

The City Council are the designated corporate officers for the Valdez Museum and Historical Archive. The VMHA Corporation holds their annual meeting in October of each year to receive a report from the VMHA Board of Directors.



Annual Meeting of the Members

October 7, 2025, 6:00 pm

Valdez City Council Chamber

- 1) Call To Order
- 2) Roll Call VMHA Corporation
- 3) Consent Agenda:
 - Approval of Meeting Minutes from October 1, 2024
- 4) Annual Reports
 - a. Board Reports
 - President's Report
 - b. Staff Reports
 - Executive Director
 - c. Financial Report & 2026 Operating Budget
 - Financial Statements Review
 - 2026 Museum Operating Budget
- 5) Old Business a. New Museum Planning Update
- 6) New Business
- 7) Public Business from the Floor
- 8) Member Business from the Floor
- 9) Adjourn

**VMHA CORPORATION
Annual Meeting of the Members
October 1, 2024**

I. Call to Order

Chair Pro Tem Austin Love called the meeting to order at 7:09 p.m.

II. Roll Call

Present: 6 - Chair Pro Tem Austin Love
Member Alan Sorum
Member Sharon Scheidt
Member Jimmy Devens
Member Olivia Foster
Member Joseph Lally

Excused: 1 - Chair Dennis Fleming
Also Present: VMHA Interim Executive Director Faith Revell
City Clerk Sheri Pierce
City Manager John Douglas

III. Consent Agenda- Approval of Minutes from October 3, 2023

MOTION: Member Foster moved, seconded by Member Scheidt, to approve the minutes from the October 3, 2023 Annual Meeting.

VOTE ON MOTION

Yays: 6 - Love, Sorum, Scheidt, Devens, Foster and Lally

Absent: 1 - Fleming

MOTION CARRIED.

IV. Annual Reports

Faith Revell, Interim Executive Director and Curator of Education and Public Programs, shared a land acknowledgement honoring the Sugpiaq people and all other indigenous groups with ties to Valdez and Prince William Sound.

1. VMHA President's Report

VMHA President Gary Minish provided a report on the state of the museum, highlighting positive outcomes over the year despite challenges caused by the prior Executive Director's departure and a several month closure to overhaul the Museum building's HVAC system.

He thanked Interim Executive Director Faith Revell, the board and the staff for their hard work over the year and noted that the organization had stayed within budget and that programing levels were maintained despite the closure.

Minish gave an update on the executive director search process and thanked the members for their support.

2. Committee Reports

VMHA Secretary Michelle Cullen echoed the comments on the efforts of the board and provided updates on the following committees:

- Executive Director Search Committee – Secretary Cullen noted that the committee had been meeting weekly to recruit candidates for the executive director position and working with museum and non-profit professionals to find the right candidate.
- Native Gallery Committee – Secretary Cullen shared that the committee was active for the first time in many years and building positive relationships with the Valdez Native Tribe. She shared that elders would be invited to do work at the museum on the Native Gallery and encouraged any Valdez Native Tribe members to get involved with the board.
- Collections Committee – Secretary Cullen described the ongoing work of the committee, led by Chair Rich Dunkin, to identify items for accessioning and deaccessioning. She highlighted the efforts to update collections policies and noted that limitations on space were a challenge.
- Fundraising Committee – Secretary Cullen shared that annual fundraising efforts had included appeal letters, raffle ticket sales and the fall Road House Dinner. She gave details about the upcoming Road House Dinner and invited the members to attend.

3. Staff Report – Executive Director

Interim Executive Director Faith Revell thanked the board and staff for their hard work and shared highlights of the past year.

She described the challenges of the closure during the HVAC replacement and learning a new role. She put emphasis on ongoing space limitations and the specific need for replacement of concrete on the outdoor pavilion.

She expounded on opportunities in the form of new grants and funding streams, refreshing of the galleries and continued community support. She shared about the overall positivity of the year reiterating the impact of the staff, board, members, city, volunteers, local donors and visitors.

4. Staff Report – Curator of Collections and Exhibitions

Curator of Collections and Exhibitions Caren Oberg provided a report highlighting the collections and exhibitions over the past year and looking forward to 2025.

Oberg reported that the number of objects acquisitioned in 2024 was sustainable for the collection and allowed adequate time for staff research of items. She shared that the Collections Committee had been asked to focus on new ways in which objects in the collection could tell the story of Valdez.

Oberg highlighted that additional attention was now being paid to items already in the collection and shared specifics about the upcoming work to be done on the Alaska Native Collection due to changes in the federal Native American graves Protection and Repatriation Act. She spoke about funding available from a state museum grant to be used to collaborate with local elders to interpret and identify objects in the collection and noted that the museum would prioritize continuation of the work after the expiration of grant funding.

The cultural context created by the three rotating exhibitions in 2024 was described in detail, as was the overall impact of the HVAC project on enhancing the galleries and refreshing the museum space overall. Oberg praised an overall sense of respect for the collection by museum staff, board members and city staff managing the project throughout the construction.

5. Staff Report – Curator of Education and Public Programs

Faith Revell, in her role as Curator of Education and Public Programs, shared highlights from museum programming in 2024, noting that, despite creating limitations, the construction project had been an unexpected opportunity to connect with new people and build relationships in the community.

Revell explained that the goal of museum programming was to foster an understanding of the place we call home and to create multifaceted experiences for all ages. She shared highlights from the year including:

- The seventh-grade kayaking field trip to Old Town.
- Collaboration with the Valdez Native Tribe on a class exploring medicinal uses of local plants.
- Numerous art classes, including an exploration of indigenous canoe building technology with a visiting Tlingit artist.
- Elementary school students exploring the galleries and completing scavenger hunts on field trips.
- A visit from Prince William Sound College's Introduction to Physical Geography students.
- Expansion of guided tours in partnership with Alaska Premier Tours, which created opportunities for visitors to explore history in context of local geography.

Revell shared that educational experiences were typically designed to parallel museum exhibits. She added that the closure and her current dual role adversely impacted the amount of programming in 2024.

6. Financial Report and 2025 Operating Budget Request

Executive Director Faith Revell presented on the museum's financial position noting a general positive trajectory in assets. She summarized the budget versus actuals through September 2024, noting that most revenue came in during the summer months and many expenses were not paid until the fourth quarter.

Revell highlighted that most revenue was in the form of grants, with earned revenue being a distant second, and gave an overview of fund development activities. The increase in cruise ship activity in 2024 was the main driver of increases in earned revenue and it was reported that admissions were up by roughly 3,000 individuals.

Revell spoke to expenses and highlighted that personnel were the main expense, followed by liability insurance and utilities. She noted that personnel costs were lower in 2024 due to her having dual roles, but they would increase again once a new executive director was hired. She noted that expenses consistently exceeded revenue earned in the first and fourth quarters of each year.

Chair Pro Tem Love asked that financial information from the prior two years be provided during the upcoming budget work session to allow a side-by-side comparison.

Revell provided estimates for the upcoming 2025 budget highlighting the projections driving anticipated future revenues and expenditures. She predicted the following:

For revenues in 2025:

- Non-city grants, State of Alaska grants and community foundation grants were expected to be stable.
- Fund development income was expected to be stable.
- Bulk admission fees were expected to grow due to additional cruise ships.
- Presenter and guide income was expected to grow, also due to increased tourism.
- Store sales were expected to be stable.

For expenses in 2025:

- Personnel costs were expected to increase with hiring of a new executive director and additional seasonal staff.
- Health insurance costs were expected to increase significantly.
- Utility costs were difficult to predict with the installation of the new HVAC system.

Chair Pro Tem Love asked about plans for covering the cost of additional seasonal staff since no increase to the City of Valdez grant was being requested. Executive Director Revell noted that the additional cost would be absorbed due to increases in bulk admissions. Love asked about the possibility of increasing bulk admission fees, Revell noted that the fees had been stable for several years with the goal of making group museum visits affordable.

Revell concluded by sharing additional slides to highlight the museum's year in pictures and by thanking the members for their support.

V. Old Business- New Museum Planning Update

Executive Director Revell highlighted the continued goal of having an adequate space for the collection and shared support for eventual construction of a new museum facility.

VI. New Business**VII. Public Business from the Floor****VIII. Member Business from the Floor**

Corporation members thanked the board of directors and staff at the museum for their hard work and thoughtful reports. They complimented the quality of programming and overall positive impact the museum had on the community.

IX. Adjourn

Chair Pro Tem Love adjourned the meeting at 8:10 p.m.

VALDEZ MUSEUM PRESENTS



VALDEZ AT THE MOVIES

NOW - DECEMBER 31ST 2025

Learn about media in early Valdez and
movies made in the area including:
Pipe Dreams, On Deadly Ground, and
our own Telly Award Winning, **Between
the Glacier and the Sea.**

FREE WITH ADMISSION



2025 ANNUAL REPORT

MISSION

THE VALDEZ MUSEUM PRESERVES, PRESENTS, AND INTERPRETS
THE HERITAGE AND CULTURE OF VALDEZ, COPPER RIVER BASIN,
AND PRINCE WILLIAM SOUND, ALASKA.

BOARD OF DIRECTORS

Gary Minish *President*
Martha Barberio *Vice President*
Jim Shirrell *Treasurer*
Richard Dunkin *Secretary*
Karen Allred
Linda Guthrie
Dan Gilson
Margaret Nordstrum
Pat Olson

Jim Oberg
Charles Simenstad
Gillian Smythe
Stephen Schuldenfrei
Chuck Gard
Carl Oberg
Gloria McAlister
James Devens
Nikki Newcome
Brooke Pare
Richard Lorenc
Molly Walker
Wendy Langseth
Kent Runion
Dorothy M. Moore
Haden Bricker
Erik Haltness
Linda Guthrie
Sue Moeller
Walt & Dorothy Wamsley
James Perry
Annella Dickinson
Angela Obren
Carol & Bill Harris
Jonathan Goold
Barbara Bryson
Pat Day
Pam Verfaillie
Kerra Witte
Jane Haltness
Charlie Burd
Jennifer Kelly
Ed & Jan Nickerman
Pam Verfaillie
Marilyn Morrey
Mary Lou Vanderburg
Philip Farrelly
Nanci Hill
Bob Felland
Sharry Miller
Larry McIntosh
Shana & John Anderson
Marilyn Talmage
Colleen Stephens
Richard Lynn
Faith Revell
Douglas Fulton
Ruth Knight
Amber Jest
Gary Minish
Shannon Irish
Chris Sasse
Timothy Lopez
Christie Scott

Jade Jenkins
Ella Lanier
Allie Steed
Illysette Doran
Michael Hamm
Phyllis Johnson
Mary Mehlberg
Robin Felter
Michelle Casey
Names Gifford
Diana Kinnan
Carrie Rehder
Gretchen Dunkin
Bill Buchler
Carl Oberg
Robert Harden III
Judy Sutherland
Patricia Caples
Dan Kendall
CHAYAWAN VANWINKLE
Martin Salinas
Nicholas Snyder
Robin Turner
Joshua Allen
Danny Tapp
Suzie Koklich
Linda Gronewold
Gloria McAlister
James Devens
Nikki Newcome
Brooke Pare
Kalen McIntosh
Adam Matson
Kristin Kinstrey
Michelle Cullen
Lewis Pagel
Del Jean Dedeker
Jeffery Johnson
Agnes Hansen
Kerra Witte
Richard Lorenc
Vicki Wright
Becky Smilie
Larry Miles
Dalon Gage
Dan Gilson
Michelle Cullen
Stephen & Sara Irwin-Goudreau
Glen and Vernell Sodergren
Walt & Dorothy Wamsley
Theresa Corbin-Greene
Karen Johnson
Nathan Davis
Audrey Cunningham
Jane Haltness

STAFF

April Vasher-Dean,
Executive Director

Caren Oberg
Curator of Collections & Exhibitions

Amber Dennis
Marketing & Communications Manager

Andrea Searles
Museum Services Manager

Emma Brainerd
Curatorial Assistant

Guest Services

Rudy Benda

Max Brainard

Travis Ray

Jesse Chapin

Gianna Giusti

Elijah Haase

Cammie Hsu

Charlie Mehlberg

Jackson Vincent

Jessica Vincent

Molly Walker

Kyle Walker

Amber Mehlberg
Janel Beaudion
Sheila Marsh
David Bradley
Michaela Bigham
Lydia Rountree
Maggie Nylund
KCHU Radio
Petro Star
Alyeska Pipeline
Lynden Wilson Brothers
Robert Smith
Spencer Heston
Jane Cotter
Billie Mitchell
Donna Lane
AJ Moyer
Janet Blood
Nate Taylor
Santina Addy
Kyle Walker
Jodi Fowler
Molly Walker
Sarah Jorgenson-Owen
Katie Arnberg
Chris Walker
Tino Tucker
Melissa Wilczynski
Rhonda Sambo
Rachelle Barrus
Crystal Marso
Jessica Vincent
Gianna Giusti
Michael Freerksen
Crista Andersen
Chris Olson
Bernadette Irish
Doyle Dean
Will Stark
Susan Merica-Jones
James Perry
Annella Dickinson
John Clark
Skyler Britton
Sandra Retalia
Selina Burkitt
Jenny Sheldon
Whitney Root
Melissa Meux
Katie Harrison
Bryan Bailey
Margaret Nordstrom
John & Michelle Cullen
Kathleen Todd
Mike & Laura Meadors
Vince Kelly
Peter Carter
Leo & Marie Paddock
Natalie Staschke
Jennifer Hanson
Paul Contois
Dan Stowe
Jeannie Cobb
Frank Dickinson
Lester Greene
Charles Gard
Marie Paddock
William Brasic
Charles Gard
Thelma Barnum
Amy Goold
Janet Blood
Pam Shirrell
Wendy Langseth
Kent Runion
Dorothy M. Moore
Haden Bricker
Erik Haltness
Sue Moeller
Angela Obren
Carol & Bill Harris
Jonathan Goold
Barbara Bryson
Pat Day

The Valdez Museum & Historical Archive extends its appreciation to all on this page for supporting exhibitions, education programs and museum operations. Please accept our apologies in advance for any omissions as we transition to a new database.

ACCOUNTABILITY

Each October the Valdez Museum Staff present an annual report to the Museum's corporate board at City of Valdez, outlining Museum Board and Staff and a summary of the years' activities. It documents revenue vs. expenses for the reporting year up to late September. It reveals comparative data linked to visitation and budget performance for both 2024 and 2025.

Lastly, it summarizes the proposed 2026 budget with projections for how the new year will play out. Upon reading this document you will see the Museum's challenges and successes and better understand how the VMHA will move forward in 2026 and beyond to remain an economic driver in the community and key venue for locals and tourists alike to learn about the region.

The more resources we can invest at this stage of development, the more we stand to gain from our efforts and the more valuable we can be in strengthening community ties, giving visitors a reason to stay overnight and spend in local establishments and preserving and interpreting the meaningful and relevant culture and heritage of Valdez, Copper River Basin, and Prince William Sound.

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09 THANK YOU

This is your museum. Valdez! I look forward to working with you, the Museum Board, and our staff as we move into 2026 with visions for the future.

April Vasher-Dean

**EXECUTIVE
DIRECTOR**

**HAVE A QUESTION
WE SHOULD ANSWER ?**

WISH TO COMMENT?

Write me:
directore@valdezmuseum.org and
we may publish your comment or
question and answer.



2025 IN REVIEW

In 2025 there have been significant personnel changes at the Museum. After 1.5 years with an interim executive director, the Museum hired a new Executive Director, April Vasher-Dean, who began her tenure in January. Shortly afterwards, Amber Dennis became the full-time Manager of Marketing & Communications, and Emma Brainerd the permanent part-time Curatorial Assistant. In July, the Museum's longtime Curator of Education and Programs, Faith Revell, returned to the East Coast to continue art and work pursuits.

Early in the year, the Museum began working to bring the operations into the 21st century with updates to our tech stack, retail operations, and membership & donor databases, reducing both staff time and printing expenses.

The tourist year started with an abundance of Heli skiers and ice climbers visiting the Museum in February and March. During the late spring and summer, Museum staff welcomed people from around the world to learn more about the region's history through our exhibitions and programs.

We continually serve the community of Valdez year-round with educational programs and events. Throughout 2025 the VMHA collaborated with Valdez community members and organizations to enhance the lives of all its citizens.

New Memberships For Residents, Businesses, and Organizations

We are providing free memberships to Valdez residents, Prince William Sound College students, and Valdez Native Tribe members. Donors expanded the Museum collections and volunteers made the imagined possible. We are truly grateful for the support and long-standing partnerships. Teamwork prevailed with both Museum staff and Board members working together towards a common goal, that of preserving, presenting, and interpreting the history and culture of the region for all!

Partnering, Teaching and Learning

Museum staff brought the beauty, history, and unique nature of the region to life for cruise ship passengers and visitors from afar in 2025 and in so doing, became wonderful ambassadors for Valdez and Alaska. Museum tour guides shared what they know and love about the area with the hometown crowd and newcomers alike. Peak season tours stopped at Old Town, Solomon Gulch Hatchery, Keystone Canyon and Crooked Creek Information Site. Shoulder season tours took visitors to Worthington Glacier and Thompson Pass where they were spellbound by the beauty of this place. All the while the Museum sites were open for extended hours to provide our visitors with a place to begin or end their exploration of Valdez.

*"Excellent experience. Helps to better understand Alaska and its people."
- Franklin, Indiana*

ACQUISITIONS

NEW ACQUISITIONS: 24 OBJECTS FROM EIGHT DONORS

New acquisitions are reviewed by the Collections Committee and considered in terms of how they tell the stories of Valdez, Copper River Valley, and Prince William Sound in new ways.

Pictured:

- 3rd Infantry Company E Fort Liscum 1904-1906 and Company F Fort Liscum, 21st and 59th Infantry, 1919-22 lapel pins
- *Revolt in Full Bloom*, oil on canvas by Faith Revell
- *The Pied Piper* 2025, metal print by Shrimp Whisperer, Al Laudert
- Kal Doughman's 1950s Timebook, paycheck stub, loose paper at the back covered in calculations, and a handwritten Forman's Meeting Committee Report



*"The Witness Stone was so cool to see!
My father was the BLM surveyor who found it."
- Wasilla, AK*

COLLECTIONS

In 2025, the Museum prioritized active engagement with the collection and improving accessibility. A primary focus was the Native Collection, aligning with the 2024 NAGPRA updates. Local elders and knowledge keepers provided essential context for previously unidentified or undescribed objects:

- John Boone and Pat Olson contributed insights on sewing implements
- Sonya Selanoff identified trade beads and explained historical distinctions from contemporary beadwork
- Diane Selanoff and Bill Smith demonstrated the use of a stone scraper, offering first-hand knowledge of traditional techniques

A particularly notable discovery occurred when a bone half-circle, once thought to be a headband, was correctly identified by Bill Smith as the broken handle of a hunting kit. This, “reunion” of separated items underscored the value of community expertise.

RESEARCH REQUESTS: 56



*“Beautiful museum. Learned so much, want to know more about the area.
Staff very helpful.”
- Los Altos, California*

Oral History Grant Award

In September 2025, the Museum was awarded a \$15,000 grant from the Trust Management Services/Braemar Charitable Trust (Oregon) to launch Maritime Valdez: Collecting Our Stories Today to Educate Tomorrow.

This oral history initiative will record the experiences of 10 Valdezans, with a focus on maritime engagement since 2000. This project represents one of the Museum’s first deliberate steps in documenting 21st-century local history, while also re-centering maritime traditions within the Museum.

Digitization and Collections Access

In 2025, the Museum digitized approximately 300 photographs to support educational programming, research, and marketing initiatives. Building on this work, a framework is under development to guide ongoing digitization efforts. This framework addresses critical considerations, including copyright, intellectual property, and the fragility of original materials. The framework emphasizes that digitization creates digital surrogates to enhance accessibility and minimize the handling of artifacts but does not replace the physical objects themselves. With more than 13,000 photographic materials in the collection, this work represents a long-term, ongoing commitment to preservation and access.

EXHIBITIONS

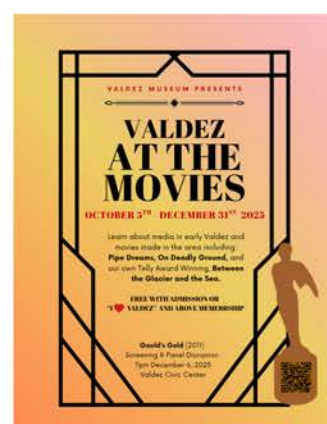
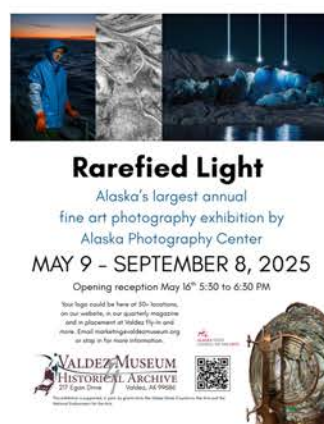
In 2025, the Egan Commons gallery provided an important platform to highlight the intersections of art, science, and human experiences. *Stacked Extensions*, by Homer-based sculptor Cynthia Morelli, presented a visual study of tenderness as a form of vitality. *In a Time of Change: Boreal Forest Stories*, a collaborative initiative originating in Fairbanks, examined the effects of change in Alaska's Boreal Forest. This traveling exhibition featured the work of 44 collaborators who interpreted this environment through literature and the visual arts.



During the summer, *Rarefied Light* returned to Valdez. As Alaska's premier annual juried photography exhibition, *Rarefied Light* celebrates the work of Alaskan photographers while also providing visitors with a broad view of the state's contemporary photography.

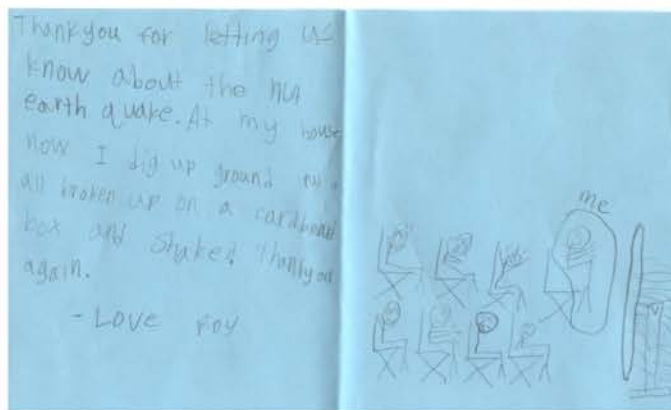
The final exhibition of the year, *Valdez at the Movies*, will open in October 2025. Movies brought the world to Valdez and Valdez to the world.

This exhibition examines the role of film in shaping community identity, featuring artifacts from the Museum's collection, including a 1904 movie projector and a poster from the 1994 film *On Deadly Ground*.



"Fascinating exhibits. Love the video presentations."
- Rick May 31st, 2025

Seventh graders kayaked to Old Town to learn local history with Museum staff. At the VMHA, 6th graders learned about the nature of oil and water and the impact of the Exxon Valdez Oil Spill in a makeshift laboratory; 4th graders went to Old Town Valdez Museum to learn about the 1964 Earthquake; 2nd graders visited both Museum sites and learned through exploration; and Pre-K children visited our Egan St location and had a scavenger hunt. The Museum partnered with the Valdez Senior Center to offer self-guided visits to our seniors.



Including guides, the museum employed ten part-time seasonal staff. Some of our seasonal staff are as young as 15 and receive customer service and museum services training. Staff are given opportunities to learn about customer service, operations and merchandising, developing skills in Excel and other office platforms.



Our Home
Presented by CAREN OBERG
A TUESDAY NIGHT HISTORY TALK
75¢
COMFORT

ROADHOUSES OF THE RICHARDSON HIGHWAY
A Tuesday History Talk with Emma Brainerd
OLD TOWN VALDEZ MUSEUM
436 S. HAZELT
DOORS 6:30
23 SEPT 2025 \$7 PRESENTATION 7:00

FREE TO ♥ VALDEZ ♥ AND ABOVE MEMBERS OR WITH ADMISSION

THE PRINSDEN RESCUE AND LIFEBOAT #4

OLD TOWN VALDEZ MUSEUM
436 S. HAZELT
12 AUGUST 2025 \$7

PRESENTED BY CAREN OBERG
FREE TO ♥ VALDEZ ♥ AND ABOVE MEMBERS OR WITH ADMISSION
DOORS 5:00
PRESENTATION 5:30

FIRES, FLOODS, AND FENISH FOLK: A DYSTOPIAN SCENARIO

VALDEZ MUSEUM 22 JULY 2025 \$7

PRESENTED BY DAN & TOM DOLLO
THE OLD TOWN VALDEZ MUSEUM IS A FIRE & HAZARD
FREE TO ♥ VALDEZ ♥ MEMBERS OR WITH ADMISSION
DOORS 1:00
PRESENTATION 1:30

ART AT THE MUSEUM WITH VISITING PHOTOGRAPHER BAGGELER FLENN

SOLSTICE CYANOCELL

Explore the art of making cyanotypes, camera-less photographic prints, that illustrate accordion books (leparolla).

JUNE 21 | \$25 PER PERSON
10 AM | UPPER ELEMENTARY STUDENTS
2 PM | ADULTS
EMAIL EDUCATION@VALDEZMUSEUM.ORG TO SIGN UP

A TUESDAY NIGHT HISTORY TALK - VALDEZ MUSEUM

CORSETS & CAPS OF EARLY VALDEZ

CAREN OBERG
5:30 PM 22 APRIL 217 EGAN DR

AROUND THE WORLD AT THE MUSEUM 217 Egan Drive

WILDLIFE OF INDIA'S TIGER RESERVES
WITH SHARAT MILLER

APRIL 25 5:30 PM

FREE MUSEUM ADMISSION 4 PM TO 5 PM FOR VALDEZ RESIDENTS
EVENT FREE TO ALL

ART AT THE MUSEUM

NATURE JOURNALING FOR ALL

CELEBRATE EARTH DAY WITH JENNIE KELLY
APRIL 22, 12-2 PM | ALL AGES | FREE

Take time to explore, observe and wonder about our beautiful surroundings. Join us for journaling to relax, inspire and open to all, no matter your level of artistic or scientific experience.

A TUESDAY NIGHT HISTORY TALK - VALDEZ MUSEUM

FISH FAMILY HISTORY

PAT OLSSON
5:30 PM 25 APRIL 217 EGAN DR

WILDLIFE OF INDIA'S TIGER RESERVES

APRIL 25 5:30 PM

FREE MUSEUM ADMISSION 4 PM TO 5 PM FOR VALDEZ RESIDENTS
EVENT FREE TO ALL

ART AT THE MUSEUM

NATURE JOURNALING FOR ALL

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APRIL 22, 12-2 PM | ALL AGES | FREE

A TUESDAY NIGHT HISTORY TALK - VALDEZ MUSEUM

FISH FAMILY HISTORY

PAT OLSSON
5:30 PM 25 APRIL 217 EGAN DR

WILDLIFE OF INDIA'S TIGER RESERVES

APRIL 25 5:30 PM

FREE MUSEUM ADMISSION 4 PM TO 5 PM FOR VALDEZ RESIDENTS
EVENT FREE TO ALL

HYPOTHERMIA IN VALDEZ

25 FEB 2025 5:30 PM 217 EGAN DR

25 FEB 2025 5:30 PM 217 EGAN DR

25 FEB 2025 5:30 PM 217 EGAN DR

25 FEB 2025 5:30 PM 217 EGAN DR

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MARKETING & COMMUNICATIONS

In 2025, we formed a marketing committee that would combine and streamline the efforts of fundraising and membership committees while engaging the board in creative and marketing strategy.

Working with the Marketing Committee, permanent and seasonal staff, Museum Marketing has executed a larger and more consistent presence while creating efficiencies in our tech stack and internal communications processes.

This includes on brand marketing tools for Museum programs and exhibitions across physical and digital spaces and a presence at community events such as Valdez Fly-In and Gold Rush Days, print advertising, social media and email.

In six months, Museum Marketing conducted a successful Annual Appeal with a new, no cost digital platform (saving \$3200 per year), created a new membership structure to increase community engagement, visibility to community organizations and businesses, and provide Valdez residents a basic free Membership year-round while increasing support from corporate sponsors and the level of Museum services we can provide to both the community and visitors.

After a soft launch of memberships at Gold Rush Days, we have gained 50 new member sign-ups. We expect this number to rise in October with promotion.

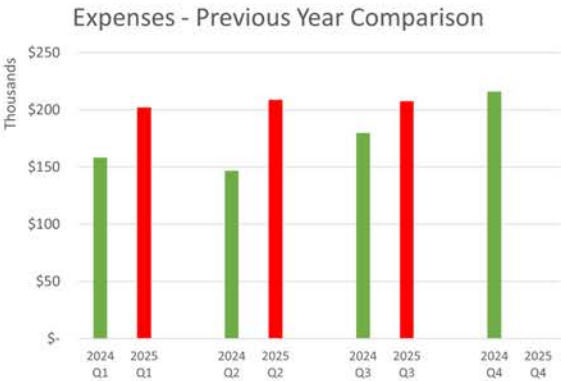
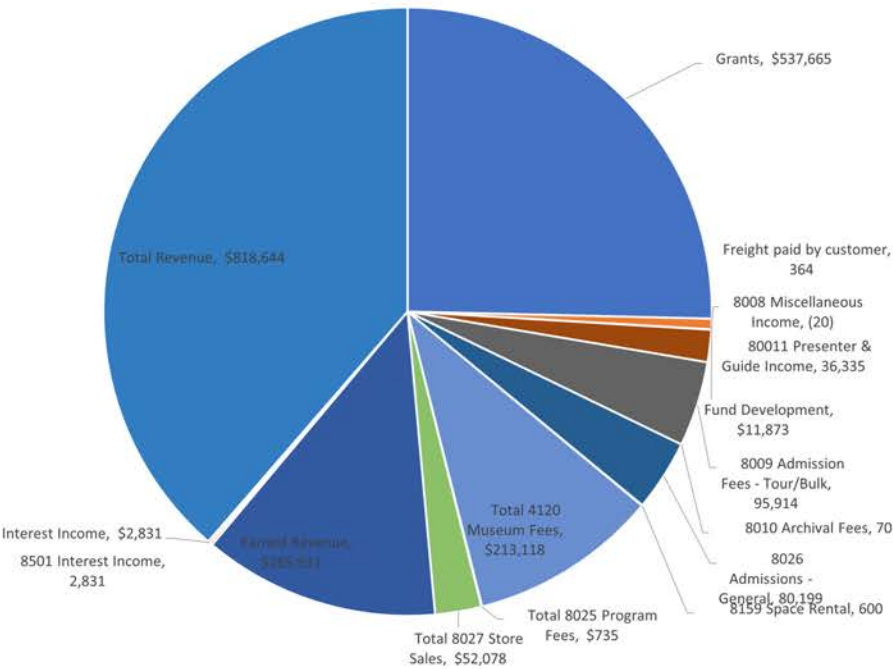
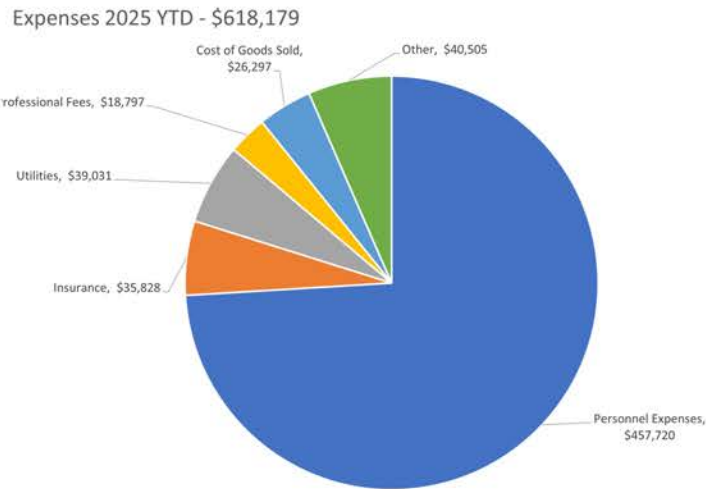
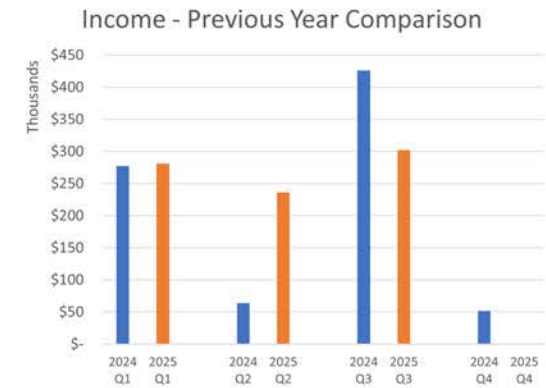
Even with the demand of cruise ships, we have been able to maintain routine marketing & communications while developing our local and Alaska Native consignments and overall shop inventory to see a growth in sales of around 20% compared to last season. In 2025, our shop grossed \$10k more from these consignments.

As visitor season comes to a close, Museum Marketing will be focused on cleaning up and updating website, local community engagement, promotion of educational programs and events, and further development and promotion of group sales and collections-based products.

We are gearing up for a streamlined Roadhouse fundraiser and in-house exhibition both titled, *Valdez at the Movies*.



FINANCIALS



The VMHA requests \$535,000 from the City of Valdez, as reflected in the Board approved 2026 budget to sustain full operations and work more closely with the corporate board on steering the direction of the museum’s growth.

EST 2026 BUDGET TOTALS

TOTAL REVENUE \$883,100.00
TOTAL EXPENDITURES \$881,992.95
NET REVENUE \$1,107.05

THANK YOU

SUPPORTING MEMBERS AND GRANTORS



KAREN ALLRED

KCHU RADIO

MAGPIES



THE PORT VALDEZ COMPANY, INC
VALDEZ, ALASKA

**THE VALDEZ MUSEUM PRESERVES, PRESENTS, AND INTERPRETS
THE HERITAGE AND CULTURE OF VALDEZ, COPPER RIVER BASIN,
AND PRINCE WILLIAM SOUND, ALASKA.**

VALDEZ MUSEUM & HISTORICAL ARCHIVE

Budget vs. Actuals: FY25

January - December 2025

	Actual thru Sep	Full Year Budget	Total Remaining	% of Budget	% Remaining
Revenue					
4200 Grants			0		
8006 State of Alaska	1,665	9,000	7,335	18.50%	81.50%
8032 4110 City of Valdez	535,000	535,000	0	100.00%	0.00%
8033 Foundation	1,000	5,600	4,600	17.86%	82.14%
Total 4200 Grants	\$ 537,665	\$ 549,600	\$ 11,935	97.83%	2.17%
8003 Fund Development			0		
Total 8003 Fund Development	\$ 11,873	\$ 69,775	\$ 57,902	17.02%	82.98%
8008 Miscellaneous Income	(20)		20		
8011 Freight paid by customer	364	0	(364)		
8024 Earned Revenue			0		
4110 Shipping and Delivery Income		75	75	0.00%	100.00%
4120 Museum Fees			0		
80011 Presenter & Guide Income	36,335	41,500	5,165	87.55%	12.45%
8009 Admission Fees - Tour/Bulk	95,914	86,000	(9,914)	111.53%	-11.53%
8010 Archival Fees	70	1,500	1,430	4.67%	95.33%
8026 Admissions - General	80,199	85,000	4,801	94.35%	5.65%
8159 Space Rental	600	1,500	900	40.00%	60.00%
Total 4120 Museum Fees	\$ 213,118	\$ 215,500	\$ 2,382	98.89%	1.11%
48600 Service Sales			0		
Total 48600 Service Sales	\$ 33,309	\$ -	\$ (33,309)		
Total 8025 Program Fees	\$ 735	\$ 700	\$ (35)	105.00%	-5.00%
8027 Store Sales			0		
Total 8027 Store Sales	\$ 18,769	\$ 35,956	\$ 17,187	52.20%	47.80%
Total 8024 Earned Revenue	\$ 265,931	\$ 252,231	\$ (13,700)	105.43%	-5.43%
8501 7015 Interest Income	2,831		(2,831)		
Phyllis Irish Memorial Fund CD		70,970	70,970	0.00%	100.00%

Total 8501 7015 Interest Income	\$	2,831	\$	70,970	\$	68,139	3.99%	96.01%
Total Revenue	\$	818,644	\$	942,576	\$	123,932	86.85%	13.15%
Cost of Goods Sold								
8101 Cost of Goods Sold		16,110		20,000		3,890	80.55%	19.45%
8102 Gallery Commission		10,188				(10,188)		
Inventory Shrinkage				6,500		6,500	0.00%	100.00%
Total Cost of Goods Sold	\$	26,297	\$	26,500	\$	203	99.24%	0.76%
Gross Profit	\$	792,347	\$	916,076	\$	123,729	86.49%	13.51%
Expenditures								
6185 Insurance						0		
8137 Liability Insurance		35,828		35,000		(828)	102.37%	-2.37%
Total 6185 Insurance	\$	35,828	\$	35,000	\$	(828)	102.37%	-2.37%
6205 Interest Expense		0				0		
8036 Fundraising Expenses		258		13,000		12,742	1.98%	98.02%
8036.1 Membership		1,176		2,500		1,324	47.05%	52.95%
8037 IT Services		6,046		15,250		9,204	39.64%	60.36%
8039 Education		294		1,500		1,206	19.57%	80.43%
8040 Collections		694				(694)		
8042 Collections Supplies		324		1,500		1,176	21.60%	78.40%
8043 Acquisitions		60		150		90	40.00%	60.00%
Total 8040 Collections	\$	1,078	\$	1,650	\$	572	65.34%	34.66%
8044 Contract Labor		1,200		1,000		(200)	120.00%	-20.00%
8047 Janitorial Services		15,667		16,775		1,108	93.39%	6.61%
8048 Utilities						0		
Total 8048 Utilities	\$	39,031	\$	51,872	\$	12,841	75.24%	24.76%
8049 Supplies						0		
Total 8049 Supplies	\$	4,355	\$	20,000	\$	15,646	21.77%	78.23%
8053 Advertising/Marketing		1,411		8,000		6,589	17.64%	82.36%
8056 Travel		775				(775)		
Total 8143 Travel	\$	285	\$	10,000	\$	9,715	2.85%	97.15%
Total 8056 Travel	\$	1,059	\$	12,000	\$	10,941	8.83%	91.17%
8058 Public Programs		1,036		3,000		1,964	34.54%	65.46%
8103 Personnel Expenses						0		
8104 Salaries & Wages		294,102		359,953		65,851	81.71%	18.29%

8105 ESC Payroll Tax		3,902	3,902	0.00%	100.00%
8106 FICA Payroll Tax	25,751	33,546	7,795	76.76%	23.24%
8107 403(b) - Employer	5,895	13,573	7,678	43.43%	56.57%
8108 Health Insurance	131,972	190,221	58,249	69.38%	30.62%
Total 8103 Personnel Expenses	\$ 457,720	\$ 601,195	\$ 143,476	76.13%	23.87%
8110 Professional Fees			0		
8045 Accounting	16,550	18,000	1,450	91.94%	8.06%
8046 Consulting	2,247	5,000	2,753	44.94%	55.06%
Total 8110 Professional Fees	\$ 18,797	\$ 23,000	\$ 4,203	81.73%	18.27%
8113 Vehicle Expense	570	2,000	1,430	28.48%	71.52%
8118 Telephone			0		
Total 8118 Telephone	\$ 3,796	\$ 7,725	\$ 3,929	49.14%	50.86%
8123 Postage and Delivery	268	700	432	38.22%	61.78%
8130 Dues and Subscriptions	9,497	12,500	3,003	75.98%	24.02%
8131 Printing and Reproduction	1,457	4,500	3,043	32.37%	67.63%
8133 Board Expense	7,310		(7,310)		
8134 Rent			0		
Total 8134 Rent	\$ 1,200	\$ 1,210	\$ 10	99.17%	0.83%
8135 ED Recruitment	0		0		
8138 Credit Card Fees	(2,612)	5,000	7,612	-52.23%	152.23%
Total 8138 Credit Card Fees	\$ 504	\$ 7,500	\$ 6,996	6.72%	93.28%
8139 Bank Service Charges	24	263	239	9.13%	90.87%
8140 Equipment			0		
8170 Office Equipment	614		(614)		
Total 8140 Equipment	\$ 614	\$ -	\$ (614)		
8144 Training & Education		5,000	5,000	0.00%	100.00%
8145 Licenses and Permits	55	750	695	7.33%	92.67%
8148 Contributions			0		
8057 In-Kind Expenses		10,000	10,000	0.00%	100.00%
Total 8148 Contributions	\$ -	\$ 10,000	\$ 10,000	0.00%	100.00%
9002 Freight and Shipping Costs	1,148	1,500	352	76.51%	23.49%
Exhibits	420		(420)		
8051 Permanent Exhibits	2,501	12,000	9,499	20.84%	79.16%
8052 Temporary Exhibits	3,860	6,100	2,240	63.28%	36.72%

Total Exhibits	\$	6,781	\$	18,100	\$	11,319	37.47%	62.53%
Total Expenditures	\$	618,179	\$	877,490	\$	259,311	70.45%	29.55%
Net Operating Revenue	\$	174,168	\$	38,586	\$	(135,582)	451.38%	-351.38%
Net Revenue	\$	174,168	\$	38,586	\$	(135,582)	451.38%	-351.38%

Above shows actuals through September.

Estimate of Full Year Financials	FY 2025
Total Revenue	885,246
Cost of Goods Sold	30,500
Gross Profit	854,746
Total Expenditures	808,246
Net Revenue	46,500

Statement of Financial Position
VALDEZ MUSEUM & HISTORICAL ARCHIVE
As of September 26, 2025

Distribution account	Total	
	As of September 26, 2025	As of September 26, 2024 (PY)
Assets		
Current Assets		
Bank Accounts		
Total for Bank Accounts	\$659,508.00	\$525,059.00
Accounts Receivable		
Total for Accounts Receivable	\$11,168.00	\$8,628.00
Other Current Assets		
1017 Undeposited Funds	14,968.00	6,448.00
1502 Museum Endowment Fund	1,322,350.00	1,322,350.00
2002 1120 Inventory Asset	19,637.00	19,637.00
8132 Cash Reserves	600.00	600.00
Cash on Hand	0.00	0.00
1016 Petty Cash	9.00	9.00
Total for Cash on Hand	\$9.00	\$9.00
Credit Card Receivables	-1,848.00	
Total for Other Current Assets	\$1,355,716.00	\$1,349,045.00
Total for Current Assets	\$2,026,392.00	\$1,882,732.00
Fixed Assets		
Total for Fixed Assets	\$98,438.00	\$98,438.00
Other Assets		
Total for Other Assets	\$1,283.00	\$1,283.00
Total for Assets	\$2,126,113.00	\$1,982,453.00
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable		
Total for Accounts Payable	\$7,024.00	\$809.00
Credit Cards		
Total for Credit Cards	\$3,964.00	\$6,535.00
Other Current Liabilities		
Total for Other Current Liabilities	\$53,211.00	\$59,020.00
Total for Current Liabilities	\$64,199.00	\$66,364.00
Long-term Liabilities		
Total for Liabilities	\$64,199.00	\$66,364.00
Equity		
3000 Opening Bal Equity	11,430.00	11,430.00
7503 Museum Endowment Fund Equity	1,322,350.00	1,322,350.00

8079 Contributed Capital	91,636.00	91,636.00
7502 3900 Retained Earnings	462,175.00	364,743.00
Net Income	174,324.00	125,930.00
Total for Equity	\$2,061,915.00	\$1,916,089.00
Total for Liabilities and Equity	\$2,126,114.00	\$1,982,453.00