

# Valdez Museum & Historical Archive Association, Inc.

2017 Annual Meeting



# President's Report

## We Come Together

- Dedicated Board & Staff
- Engaging programs
- Addressing tough challenges

## Michelle Cullen



# Committee Reports

- Finance Committee
- Board Development Committee
- Strategic Planning Committee
- Roadhouse Committee

The Valdez Museum & Historical Archive's  
XVI ANNUAL FUNDRAISER

# Relocation

ROADHOUSE DINNER

SATURDAY, OCTOBER 14<sup>TH</sup> 2017  
6PM AT THE VALDEZ CIVIC CENTER

## TICKETS \$60

*Honorees:*

Valdez City Council 03.27.64 - 10.01.67:  
Mayor H. Bruce Woodford, Mayor Max H. Wells,  
Mayor George H. Gilson, Nes Klestad,  
James F. Bedingfield, Don J. Williams,  
William L. McIntyre, Robert O'Grady, William Pettit,  
Don Teeters, D'But Teeters, Ralph Magliacola,  
David Velti, Walter Day, Helen Long,  
William Strouder, Raymond Huddleston, Marvin Beatz,  
Jack Devault, Frank J. Minick, Harold E. Stelling,  
Walter Farmer, Ed Walker, James Brayton,  
Herman Landogin, L.H. Parker, Leora R. Rutledge,  
Orville C. Ness, and John "Sm" Giesler



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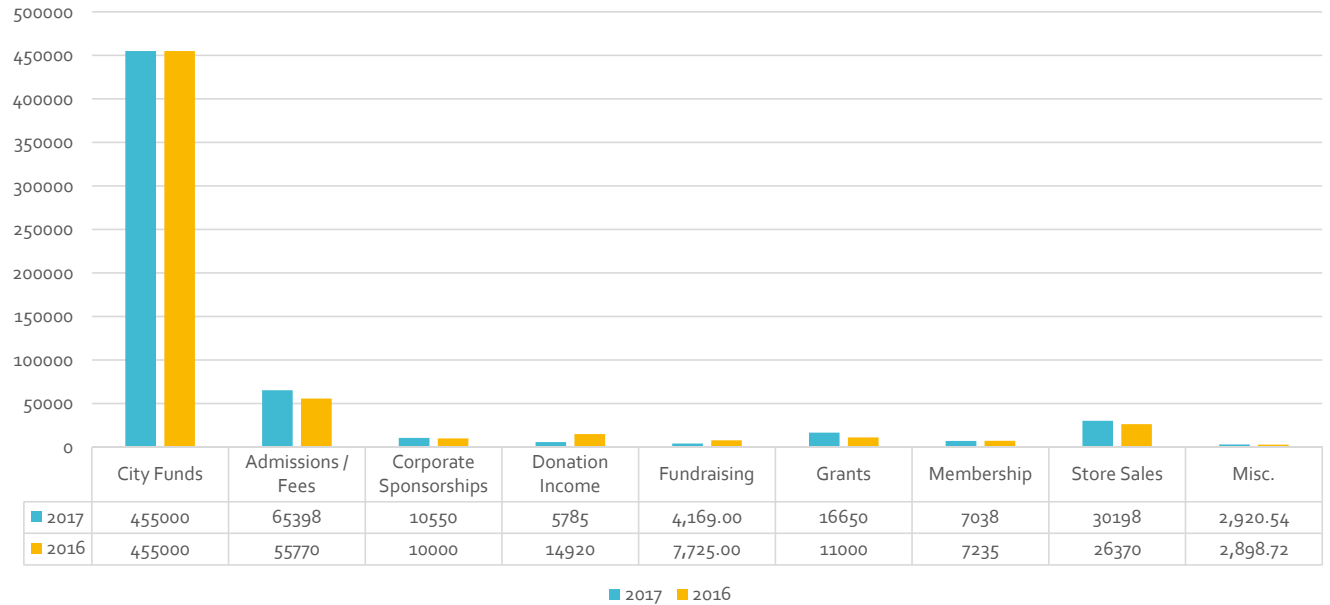
# Finance Report: 2017 Budget to Actual

As Of 9/30/2017	Actual	Budget	%
Income	\$585,252.09	\$657,175.00	89%
Expenses	\$441,973.50	\$657,175.00	67.3%
Net	\$143,278.59	0.00	

- 2017 budget is performing as expected for this time period
- Income still pending: Roadhouse, Annual Appeal, Membership, non-City Grants, in-kind and additional store sales.
- Expenses still pending: cost for Roadhouse, appeal mailing, utilities and personnel to name a few.

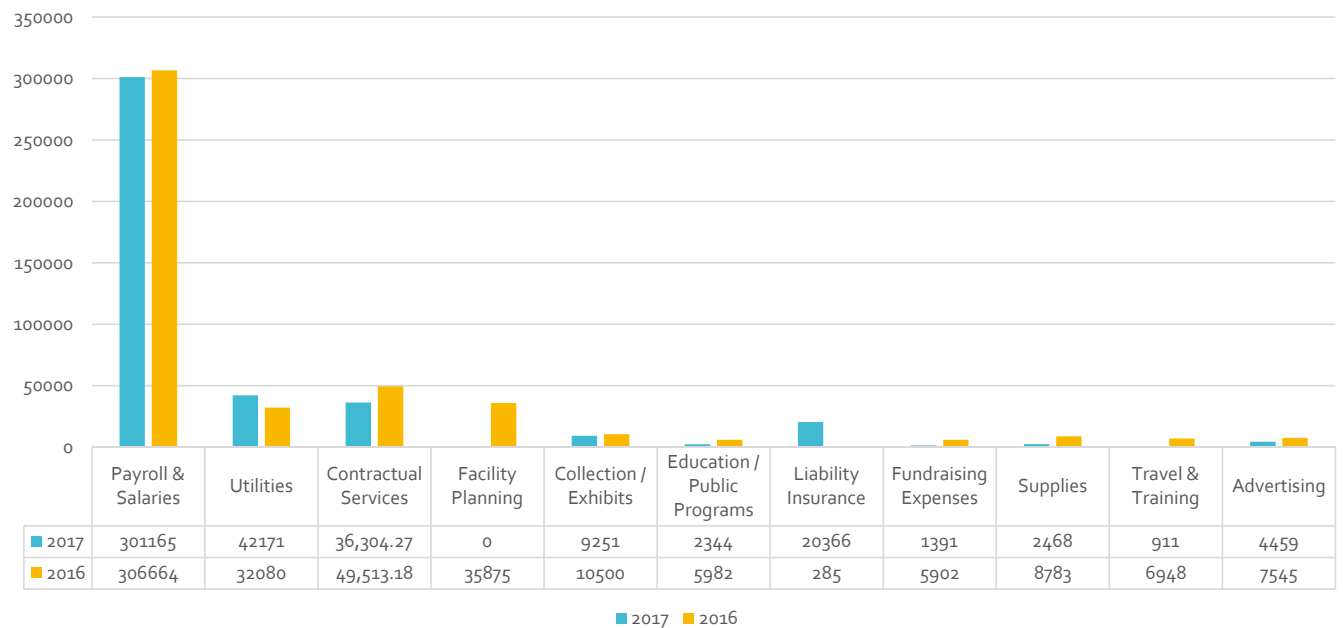
# Finance Report: Previous Year Comparison – Income As of 9/30/2017

Previous Year Comparison  
as of 9/30/2017



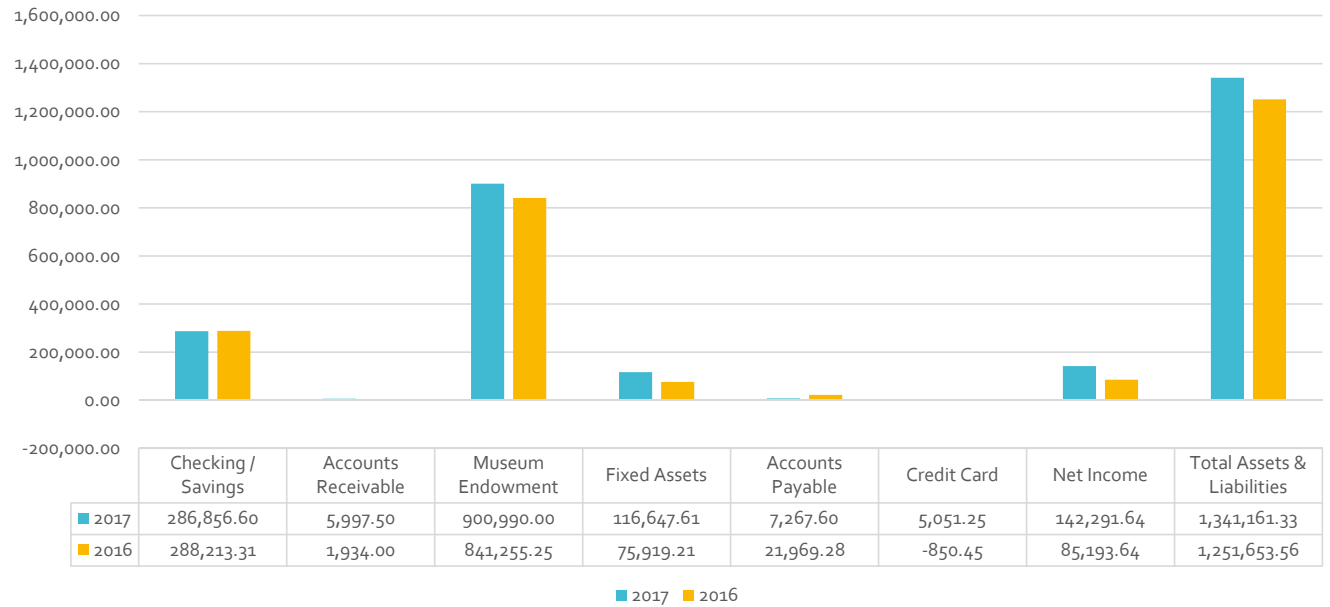
# Finance Report: Previous Year Comparison – Expenses As of 9/30/2017

Previous Year Comparison  
as of 9/30/2017



# Finance Report: Balance Sheet Previous Year Comparison As of 9/30/2017

Previous Year Comparison  
as of 9/30/2017



# Finance Report: 2018 Museum Budget

	2018	2017	%
<b>Income</b>	<b>\$653,123</b>	<b>\$657,175</b>	<b>-1%</b>
<b>Expenses</b>	<b>\$653,123</b>	<b>\$657,175</b>	<b>-1%</b>
<b>Net</b>	<b>0.00</b>	<b>0.00</b>	

- 2018 Budget is balanced as per Non-Profit GAAP
- Income: While Earned Revenue reflects a 3% increase, Fund Development accounts are reduced based on current performance. The 4% increase in City Funds will support general operations: Payroll, Utilities and a portion of Audit Fees
- Expenses: Of special note Contingency , Personnel and Utilities. All mission driven programs are support by non-city grant and fundraising efforts.

Fund  
Development  
Report :  
**2018 Goal:**  
**\$178,122.62**

## Fundraising

- Unrestricted Donations
- Corporate Sponsorships

## Earn Revenue

- Admissions / Store Income
- Archival Fees

## Non-City Grants

- Program specific funding
- Align with human resources

- 27% of overall 2018 Budget
- Sustainability & Growth
- Diversify and create new strategic income streams.
- Strengthen relationships with tourism marketing organizations.

# Executive Director Report

## Relationship Building

- Fostering a sense of Community
- Addressing complex challenges
- Creating innovative solutions

## Patricia Relay



# Curator of Collections & Exhibits Report

## Preserving & Presenting

- Increased revenue
- Broadened collections accessibility
- Upgraded the Victorian Era Parlor
- Featured 5 temporary exhibits, spotlighting both art and history

## Andrew Goldstein



Everything  
that museums  
do flow from  
their  
collections.

### Preserving



### Presenting



# Curator of Education & Public Programs Report

## Interpreting & Engaging

- The education program promotes life-long learning
- Fosters interest in local history and its impact on a larger scale
- 3395 contacts during the reporting year through education initiatives, public programs, community events, collaborations and outreach.

## Faith Revell



Providing a vibrant gathering place for ideas, learning and sharing to unfold and flourish.

Interpreting



Engaging



# Museum Planning: Where do we go from here?

## Commitment to Proceed

- We are all in the Museum business together
- Financial Support to leverage grants and donations

## Site Selection

- Main Street
- Kelsey Dock / Uplands
- Other location

## Design Development

- Concept renderings
- Fundraising materials

“Work backwards from a clearly defined completion date, assemble a team of experts, develop a plan, assign roles, and commit to the task at hand.”

Ken Marlin  
“A Boot Camp for Business”  
The New York Times, Business  
August 8, 2016

