

**VMHA CORPORATION**  
Annual Meeting of the Members  
October 16, 2018  
Minutes

- 1) CALL TO ORDER
- 2) ROLL CALL  
All members present.
- 3) APPROVAL OF MINUTES FROM OCTOBER 17, 2017  
Minutes were approved as presented.
- 4) ANNUAL REPORTS
  - a. Board Reports
    - President's Report
    - Committee Reports
    - Financial Report
    - Fund Development Report

President Gary Minish stated that all the reports were carefully prepared for the Corporation members and would provide a positive overall picture of the museum operations over the past year.

Patricia Relay, Museum Director, stated that the Building Committee continues to work on drafting an MOU with the City which is currently under review by city administration.

Ms. Relay thanked the Roadhouse Committee for a successful event this year. The event raised over \$10,250 dollars in corporate sponsor support and surpassed the auction proceeds revenue from previous years, bringing in over \$26,500. Ms. Relay thanked Sarah Irwin Goudreau for her guidance and leadership organizing this event.

Ms. Relay reviewed the financial information included in the annual report. She stated that since the reports were written the museum had taken in \$46,106 in revenues and had \$77,000 in expenditures. The current operating surplus is \$135,000, which will get them through the 4<sup>th</sup> quarter of 2018. She stated that fund development had exceeded expectations by 117 percent.

The museum will raise additional revenue by conducting a raffle in December, collection of membership dues and additional store sales. They are also waiting on several grants to meet projected grant revenue.

Ms. Relay pointed out increases in the general operating budget to support costs such as insurance, which increased by 18 percent. She pointed out that the cost of utilities had stabilized thanks to the city maintenance department. She will be purchasing two new computers for the museum store from their contingency fund. She pointed out that the museum had generated additional membership revenue and corporate support along with a significant increase in public program proceeds and tour bus revenue. The Museum Endowment Fund earnings were up by 3.7 percent in first quarter.

Ms. Relay stated that the museum was operating conservatively with a 48 percent decrease in accounts payable. They continue to use Alaska Airline credit card miles to bring in presenters and fund travel.

Ms. Relay stated that the City Budget request in 2019 is \$475,000, which is 69 percent of the museum annual operating budget. Last year, the city funding request supported 73 percent of their budget. In 2019, city funding will support the general operating budget such as personnel in the amount of \$438,971, IT services, professional fees, utilities, janitorial etc. The total 2019 general operating budget in the amount of \$573,503 will be partially funded through earned revenue. Ms. Relay stated that last year the Council had instructed her to find new revenue. Although general operating costs continue to increase, the education programs and exhibitions are funded through grants. Corporation Member Shirrell thanked Ms. Relay for a good job.

#### Fund Development

Ms. Relay stated that the museum would be working with cruise ships on shore excursions over the next year. Cruise ship passengers will be visiting both museum sites. The cruise ship tour organizers will pay usage fees for museum visits, and additional fees for bringing in presenters twice a day at the civic center. Ms. Relay will also be present on the bus tours of the Fish Hatchery which includes a historic tour along the way and information on what there is to do in Valdez. Ms. Relay said she will continue to develop a working relationship with Premier Tours and Viking cruises. The museum is committed to fund raising and diversifying their earned revenue.

#### b. Staff Reports

- Executive Director

Ms. Relay stated that she will continue expanding her reach with summer visitors and partnering with cruise ships. The mission is to provide opportunities for education and learning and to attract tourism. She pointed out the volunteer and donor recognition page included in the annual report.

- Curator of Collections & Exhibits

Andrew Goldstein, Curator, reported that the summer internship program just completed cataloging of artifacts. The interns cataloged and updated over 600 items. Many of the glass plate photo negatives were preserved and digitized for public access.

Mr. Goldstein stated that 2018 had been a slower year for acquisitions. However, the museum had received the Neil Herring collection of personal correspondence, 200 items from Hal and Opal Barnett from the Golden North Hotel which operated in the 1940s, and a donation of items from Joanna Applegate which belonged to Helen Long a long time resident of Valdez. Mr. Goldstein also received about 120 reference questions which generate income.

He participated in a television interview with KTUU about the relocation of the town following the Valdez Earthquake.

Mr. Goldstein performed minor upgrades to a few displays and continues to work with Chugachmiut on displays for the Native Gallery.

Mr. Goldstein reported he has booked several exhibits through 2020 with an emphasis on more history related content.

- Curator of Education & Public Programs

Faith Revell stated she had made 4600 contacts through teaching, public programs and community events. Ms. Revell highlighted several education programs and student field trips and read several thank you notes from students.

She stated that she had conducted 16 guided tours and offered many public programs. The monthly "Tuesday Night History Talks" were a success and continued throughout the year. Ms. Revell encouraged people who had a historical story they would like to share to contact her.

5) Old Business

a. Museum Planning Update

Ms. Relay stated they were still committed to consolidating both museums into one structure. Recently she attended a town hall meeting which was attended by approximately 20 residents for the purpose of discussing what to do with the yellow warehouse building. A straw poll of hands were in favor of cutting it off on both ends and wrapping the building. The written survey response revealed that a majority wanted the building removed completely.

Elke Doom City Manager, stated that Nate Duval, Capital Facilities Director, will be consolidating all of the survey comments into a summary report. She stated it was dependent on council regarding what to do with the building. However, the City is prepared to fast track whatever decision is made.

Ms. Relay stated that the museum had submitted a Memorandum of Agreement to move forward in establishing a commitment by the city to agree to a scope of work in order for the museum to secure future fundraising dollars. Member Shirrell asked the status of the document. The City Manager responded that the MOA is currently being reviewed by the city attorney and will be brought forward to the council in the near future.

6) New Business

7) Public Business from the Floor

8) Member Business from the Floor

Mayor O'Neil thanked the museum for a very well written annual report.

9) Adjourn

VALDEZ MUSEUM CORPORATION

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Jeremy O'Neil, Corporate Chair

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Sheri L. Pierce, Corporate Secretary