

SHELDON MUSEUM AND CULTURAL CENTER, INC
Board of Trustees Meeting Minutes
Thursday, June 19, 2014, 10:00 a.m. at the Sheldon Museum

CALL TO ORDER: 10:05 a.m. by Board President Jim Heaton

ATTENDANCE: BOARD: Jim Heaton, Jim Shook, Michael Marks, Lorrie Dudzik, John Hagen, Jan Hill and Dave Pahl. STAFF: Helen Alten & Blythe Carter. BOROUGH LIAISON: Absent GUESTS: None

ADDITIONS TO THE AGENDA: Slogan & Rack Cards (Lorrie), Intern Trip to Skagway (Dave) and New Collection Category (Jim Shook)

APPROVAL OF AGENDA: M/S Jim Shook & Lorrie to approve agenda - approved unanimously

APPROVAL OF MINUTES: M/S Jan & John to approve minutes of last meeting - approved unanimously.

STAFF REPORT: A complete Staff Report was included in the Board's packet. Helen stressed:

- Donation of Eldred Rock Log Books with additional materials and the Eldred Rock model
- New Staff which includes Wendy Bergstrand-Museum Bookkeeper and Jay Proetto-Museum Aide
- Yacht with multibillionaire and family coming July 17. They will get a special tour of museum
- Excellent attendance last cruise ship day due to volunteer at dock with dollar off coupons and hawking Museum Pass

OLD BUSINESS:

- Discussion on purchasing Heidi Robichaud walrus axe for \$2,000. Board members shared that museum funds could be better spent on several new exhibits plus the fact that a grant for \$29,000 was submitted for the purchase of one of Heidi's works from the Rasmussen Art Acquisition Fund. Research selling the axe in the gift shop.
- History Day winners request for a donation to help pay for trip to Wash., D.C.. A motion was made to match up to \$500 the amount that the Historical Society donates. M/S Lorrie & Dave - approved unanimously
- Board Seat: Lorrie and Michael shall pursue Lorrie seeking the vacant board seat and Michael taking over the seat that was previously shared by both.
- 4th of July float: Jim Heaton has secured a trailer for the float and will bring to the museum this upcoming weekend. It will feature the parade Grand Marshals and gold nugget candy will be tossed from float. Board members will pitch in to help develop the float.
- State Fair: Will do the store and old photographs with frames available. Will sponsor the children's soap bubble area.
- Fundraising: The membership program was reviewed and it was suggested to change the guest passes for the last three categories to 4-6-10 guest passes respectively. M/S Dave & Michael - approved unanimously

Totem Pole 5K Walk/Run was re-scheduled to August 23, 2014

NEW BUSINESS:

- Lorrie shared that rack cards don't have the museum slogan and the walking distance to museum states .5 miles and could be mistaken for 5 miles should be listed as 1/2 mile. When new rack cards are printed those changes will be made.
- New Pathways grant requires three museum related people to attend three workshops in Anchorage it will include Helen, Anastasia and will see if Nancy Nash can attend. All expenses paid by grant. Request all board members to attend the virtual seminars.
- Helen recently taught a Collection Management Course though the AASLH in another state and recommended that she teach one in Haines it would require 15 participants. A motion was made to pursue this project. M/S Dave & Michael - approved unanimously
- Collection's Position will have the job description and post the job by the end of the month.
- It was discussed that the Museum needs a marketing plan and will continue to discuss this in the future. Helen will look into a large banner for the side of the museum and other ideas.

- Museum Intern trip to Skagway. A motion was made to allocate up to \$100 to pay for a trip to Skagway for the intern. M/S Dave & Michael - approved unanimously
- New Collection Category. Jim suggested the need to seek items from the movie “White Fang” to form the White Fang Collection before they disappear. It was recommended to send out a letter to residents to see if they want to donate any items they have from the movie. Jim donated the first item to the collection which was a Movie Clapper Board.

NEXT BOARD MEETING: Thursday, July 24, 2014 at 10:00 a.m.

MEETING ADJOURNED: at 11:50 p.m.

Respectfully submitted,

Michael Marks, Acting Secretary