

SHELDON MUSEUM AND CULTURAL CENTER, INC
Board of Trustees Meeting Minutes
Thursday, June 14, 2012, 1:30 p.m. at the Sheldon Museum

Informational Meeting: 1:35 p.m. by Board Members while awaiting enough members for a quorum.

ATTENDANCE: BOARD – Frankie Perry, Diana Pyle, Janine Allen, Lorrie Dudzik and Michael Marks
STAFF - Jerrie Clarke and Blythe Carter VISITORS – None
BOROUGH LIASON - Debra Schnabel

REVIEW OF MINUTES:

Michael shared that Jim Heaton did not volunteer to conduct wood carving workshops at the Museum but was interested in being hired to conduct the workshops. Jerrie displayed a letter from the American Association of Museums to support the President's budget for the AAM, NEA, and the NEH. The Sheldon Museum was mentioned as receiving a grant from NEH.

REVIEW OF FINANCIAL REPORT:

Jerrie informed the Board that the Museum collects memberships and donations for the Chilkat Valley Historical Society so the budget shows the money being deposited and later issued to the CVHS.

Debra asked if there was an estimate of the employee labor time associated with supervising the Gift Shop activities. Blythe reported that she spends approximately 30% of her time annually on Gift Shop operations. Debra responded that in the end that costs the Museum about \$10,000 a year, thus making the gift shop operate in the red. Debra mentioned that the Board's time may be better spent doing other activities beside fundraisers, since the fundraisers do not make much money. Lorrie responded that the Board and staff worked hard to raise additional funds for the Museum through the fundraisers. Debra shared that the Haines Borough Assembly wanted to identify what services it is offering and make them cost less. She went on to share that the Museum should focus on what it does best, such as archiving, holding the community's heritage, showcasing local artists, serving as a repository for artifacts, and serving as a research site.

Debra wanted to look into what each of the Museum's staff positions does. Frankie mentioned that the Board and staff need to work towards developing "What is our public face?"

Jerrie reported that there was not enough money to replace the Collections and Exhibits Coordinator and wanted to promote Kris to Museum Assistant and train her so she may assist in Collections duties. Jerrie will be advertising the aide position for the summer and hire as soon as possible; and will also advertise for an education coordinator. Debra inquired about the personnel budget cost of \$157,000 and the Borough funded \$178,000 and how there could be a \$22,000 increase. Jerrie reported that was due to step increases, 2% union required cola, and increase in health insurance.

CALL TO ORDER: 2:00 p.m. by Board President Frankie Perry
Frankie welcomed new Board Member, Janine Allen.

ATTENDANCE: BOARD – Frankie Perry, Diana Pyle, Janine Allen, Lorrie Dudzik, Michael Marks and Dave Pahl (via speaker telephone)
STAFF - Jerrie Clarke and Blythe Carter VISITORS – None
BOROUGH LIASON - Debra Schnabel

APPROVAL OF MINUTES: M/S Diana & Lorrie – approved

With the corrections on Jim Heaton and that Debra was in attendance at the previous meeting.

Motion to approve advertisement for Aide position and to promote Kris to Museum and Collections Aide. M/S Lorrie & Janine - approved

STAFF REPORT:

Jerrie shared the Museum and Staff report. Michael and Frankie mentioned that it was discussed in the past that one report would be satisfactory to save staff time. Jerrie concluded that it was important to create the two different but similar reports, since the Board report was more comprehensive than the one sent to the Borough.

CORRESPONDENCE: Ford Bell, Board President of American Association of Museums

COMMITTEE REPORTS: None

OLD BUSINESS:

The slogan survey results were not available to review at this time and would be addressed at the next meeting.

NEW BUSINESS:

Blythe discussed that July 4 will land on a cruise ship day. As a result, attendance should increase. Instructions were provided for volunteers, staff and Board Members that booth set-up will be at 9:00 a.m., activities will run from 11:00 a.m.-2:00 p.m., and then clean-up will begin. 5-6 people will be needed to rotate during those times. Debra asked why the Museum is conducting these activities, and Jerrie responded that the Chamber of Commerce encouraged the museum to do something for children, and Mayor Jan Hill asked all Haines organizations to participate in special activities during the 100th Anniversary Celebration. As a result, the Museum presented children's game booths, and this was well received by the community. Debra asked how this is helping the Museum. Frankie Perry and staff responded that it was a way for the Museum to give back to the community that supports it, shows off the Museum, and shows that the Museum can be fun. Debra suggested that the Museum may want to pass this responsibility on to another community organization in the future in order for the Museum to focus on its main role. Blythe asked Michael if he would provide bubbles as part of July 4th activities.

Frankie presented the idea of changing our meeting time, and it was concluded that the meeting time would be changed to 1:15 p.m. The next meeting will be July 12th.

Blythe reported on the upcoming Art & Antique Auction with the new concept that auction items will also have a "Buy Now" feature. She did say it gets more difficult every year to ask local artists for donations and that the overall quality of donations has not been as high as in the past. Debra responded that the high point of the auction has been the historic photographs and that the Museum should focus on that point. Everyone agreed that this was a good idea. As a result, the Museum will not mail out any solicitation letters and drop the auction feature (except, perhaps, for a few large old photographs). The Museum will concentrate on selling quality historic photographs of various sizes, with the ability to sell multiple copies to interested parties, and have a mini-gift shop open. It was also decided that any type of Jeopardy activities would not be a part of the new booth at the State Fair.

Motion to Change the Art & Antique Auction to Sales of Historic Photographs, Special Orders of Photographs and Gift Shop sales. M/S - Michael & Diana - approved

COMMITTEE MEETINGS:

Jerrie informed the Board that the Collections Committee should decide which artist's work will be purchased under the Rasmuson Art Acquisition Fund. The deadline is July 30th. A meeting was set for July 10th at 1:15 p.m. to decide the outcome.

Jerrie shared that she is developing staff position descriptions. She felt that it would be more efficient if she sent this information to the Personnel Committee by email for approval rather than have a meeting.

The Finance Committee comprised of Diana, Lorrie and Frankie will meet on June 21st at 1:00 p.m.

BOARD COMMENTS/DISCUSSION:

Blythe shared the review of web site hits from 2005-2012 and will continue to review the information with the Board.

Blythe mentioned that the Museum Pass is effective. 12 have been sold at the Museum and 42 from a combination of the Eagle Foundation and the Visitors Center. Michael asked that next year we should round off fee charged so it goes from \$14.40 to \$14. Michael and Lorrie would like to donate again the cost of the Sheldon Museum's advertisement in Milepost Magazine. They will advise the staff of the artwork deadline. Jerrie shared that she would like to discontinue paying the \$295 payment to the Chamber of Commerce for the small listing they provide in Milepost.

Michael asked for an update on the bookmark project, and Jerrie responded that she is working on it. Blythe said that 3-D bookmarks are very popular, and maybe we should look into making some in the future.

Blythe commented that she had a beneficial experience touring the Eagle Foundation with Cheryl. Cheryl informed her that, since they moved the gift shop to the entrance of the Foundation, their gift shop sales have dramatically increased. Blythe wondered if we should consider doing the same at the Sheldon Museum, since you would be surprised at how many visitors only want to go to the gift shop. Currently, if they are allowed to go to the gift shop without paying admission, they get to see the Museum for free. The change would require purchasing additional point of sales equipment that could cost about \$3,000.

Lorrie asked when the board will be able to participate in the Docent Tour prior to Karen's departure. Frankie commented that it was scheduled for today. Jerrie will get with Karen and select a time for the Docent Tour and email Board Members.

NEXT BOARD MEETING: Thursday July 12, 2012, at 1:15 p.m.

MEETING ADJOURNED at 3:15 p.m.

Respectfully submitted,
Michael Marks