

SHELDON MUSEUM AND CULTURAL CENTER, INC
Board of Trustees Meeting Minutes
Thursday, September 20, 2012, 1:15 p.m. at the Sheldon Museum

CALL TO ORDER: 1:17 p.m. by Board President Frankie Perry

ATTENDANCE: BOARD – Frankie Perry, Diana Pyle, Pam Randles, Dave Pahl (via telephone), Janine Allen, Anastasia Wiley, Lorrie Dudzik and Michael Marks
STAFF - Jerrie Clarke VISITORS – None
BOROUGH LIAISON - Not present

ADDITIONS TO THE AGENDA:

Old Business: None
New Business: Ad for Alaska Magazine

APPROVAL OF AGENDA: M/S Pam & Anastasia - approved

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

With the correction of “under use of Ripin Fund” to read *Using the donation will provide time for Stacie to scan the research documents*. Additional correction to include *The approval of all staff positions descriptions, except the Director’s position description*.

CORRESPONDENCE:

None

STAFF REPORT:

August 2012:

Paperwork was circulated that described Blythe’s percentage of time spent on operations, store, special events, IT and administration over a 12 month period.

FINANCIAL REPORT:

To be presented at next Board Meeting.

COMMITTEE REPORTS:

- Railing Committee met and viewed outdoor stairs and discussed improvement options. Dave is working on a drawing that will be shared at the next Board Meeting.
- Slogan Committee met and reviewed proposed slogans. It was determined that we could have a few slogan categories such as slogans that define the Museum, slogans that advertise the Museum and slogans that help brand the Museum or are used on Museum products. New ideas for slogans emerged that will be added to the list: “Epicenter of Learning” and “Spend an evening at your museum.” At the next meeting Blythe will prepare some logos with the final ideas for slogans to review.
- Governance Committee provided notes on the meeting with committee members, Mayor Scott and Debra Schnabel and subsequent emails. The Borough has two classifications for Borough entities, Departments and Components. It was determined that the Sheldon Museum is a Component. Other Components include the School, and the Klehini Fire Department. The Library used to be a Component but is now a Department. A Component is supported by the Borough but is an autonomous entity. The next step for the Governance Committee is to make suggestions to rewrite the code to clarify that the Museum is a Component, review things that don’t apply and review our by-laws. Dave was concerned that we are a public charity and a Borough entity. Mayor Scott had no problem with this fact. As a Component the Borough can still provide the employees with union and PERS benefits but can still change funding levels if they so desire. The committee will review the particulars of being a Department vs a Component.

OLD BUSINESS:

- Describing the Director Position: Changes were made in the Director's position description, which focused on the requirement that the Director be a Business Manager with experience in Museum Studies. A motion was made to approve the new Director Position Description. M/S Diana & Anastasia - approved
- Advertising the Director Position: It was shared that the Borough will now be able to post the Museum Director's position in the channels they typically use. It was discussed that this is such an important role for the Museum that we should look at alternative channels to supplement the Borough's position postings. A motion was made to allocate up to \$500 for Jerrie to post the position with other sources such as General Museum lists, Small Museum lists, Western Museums web site and possible other independent web sites. Motion to approve up to \$500 in advertising for the new Director position. M/S Michael & Anastasia - approved
- Leo Jacobs Totem Pole: Photographs were displayed showing the totem pole with feedback from Jim Heaton that the pole displayed some damage. The owner is requesting \$10,000 and will ship it free to the Museum from Colorado. Leo studied at AIA and was a respected carver who has since passed away. He was a contemporary of Carl Heinmiller. Dave asked how tall the pole is, and it was suggested that it may be about 5 feet tall. It was discussed where the funds would come from. Michael suggested that, for the same amount of money, we could hire local artists to conduct daily totem pole carving workshops in front of the museum next Summer to attract tourists to enter the Museum and then display this finished totem pole. It was decided that more information is needed to make a decision.

NEW BUSINESS:

- Harriet Brakken's Bequest: \$25,000 was generously donated to the Sheldon Museum. It was discussed what should be done with the money. Should some be placed in the Endowment, some in savings and some in Special Projects? Our current Endowment is about \$133,000 and earns interest of approximately less than a \$1,000 per year. Board was asked to think about how the money should be used and discuss at the next meeting. Michael mentioned that it might be wise to place the money in a Museum bank account and leave it as an enticement for the new Director. It would be a great incentive to the new Director if they knew there was \$25,000 that could be used for projects that they felt were needed to improve the Museum.
- Frankie's leave of absence: Frankie had informed the Board prior to the meeting that she and her husband need to relocate temporarily to the Lower 48 for medical reasons. She has asked Vice President Jim Shook to assume her duties in her absence, and he whole heartily agreed. By Frankie taking a leave of absence, it will be easier for the Board to obtain a quorum at meetings. Motion to approve President Frankie Perry's leave of absence. M/S Lorrie & Pam - approved
- Michael shared that he would like to sponsor an advertisement for the Sheldon Museum in the Southeast Alaska issue of Alaska Magazine which would come out prior to the tourist season next year. It was decided that the Museum would keep the same advertisement that has previously been used.

COMMITTEE MEETINGS:

Governance Committee will meet on October 8, at 11:00 a.m..

BOARD COMMENTS/DISCUSSION:

NEXT BOARD MEETING: Tuesday, October 9, 2012, at 1:15 p.m.

MEETING ADJOURNED at 2:47 p.m.

Respectfully submitted,
Michael Marks