**Arkansas Museum Association Board Meeting**

June 25, 2019

Conference Call Meeting

**Attendees:** Angela Gibbs, Gloriaann Sanders, Shane Lind, Samantha Bynum, Angela Ryland, Judy Costello, Jack Wilson, Ray Screws, Heather Marie Wells, Amanda Colclasure, Angie Albright, Richard Spilman

**Absent:** Ginsie Simmons

No minutes to approve, no financials to approve

* Committees
  + **Nominations (Gloriaann Sanders):** Heather Marie thanked her for how well it went at the annual meeting. The committee members are still willing to serve; it will not be necessary to find new ones. Several district representatives will be up for election at this year’s annual meeting. Angela Ryland, Ray Screws, Amanda Colclasure, and Jack Wilson are currently appointed and will be up for election if they so choose. Richard Spilman, Angela Ryland, and Angie Albright will be nominated for second terms if they so choose. Samantha Bynum (South District) and Judy Costello (Northwest District) are serving their second two year terms and will be rotating off the board if they do not go to another position. Heather Marie requested if anyone is interested in the vacant positions to let her know.
  + **Endowment:** Stephen Mitchell was appointed and agreed to be the Endowment Chair. He will be recruiting members for the committee, so board members are encouraged to put names forward.
  + **Membership:** Shane Lind is the newly appointed membership chair. One of the top priorities is to get the Hot Springs museums involved as members of AMA. Angie asked how members were recruited and suggested a direct mail campaign. Heather Marie thought it was before 2006 when one was done. When Wild Apricot was instituted, the mailouts became digital. Shane suggested an e-mail campaign and it is on his list to do. Angela Gibbs suggested sending out a quarterly e-mail blast to lapsed members. Heather Marie suggested running costs for a snail mail campaign to present to the board. It was also suggested that a membership drive be held this year as the Hot Springs venue was a good draw.
  + **Professional Development:** Angie Albright said that the post-conference surveys went well, although there was not as much response as she would have liked. The responses were very positive overall: the keynote speaker, opening event, and the sessions were well liked. She will send everyone individual session responses. There were few requests for improvement, but Angie suggested setting up tracks in advance and filling in sessions based on those to balance the session topics out. The current committee includes Angie Albright, Angela Ryland, and Angela Gibbs. Angie also suggested Attendify, a mobile app for creating conference programs which offers a free version.
  + **History and Communications:** Angela Gibbs has been checking the e-mail account and has forwarded relevant messages to the website’s general member forum.
  + **Awards:** Ray is volunteering to take Shane’s spot and will serve as the Awards chair. Shane will pass on the committee information and contact information. He tried to make sure that each district had one person, two if possible.
  + **Silent Auction:** Amanda Colclasure is the chair and did an excellent job. She sent on the last of the money for previously unclaimed items last week. Heather said there was some concern about card readers and whose to use last year. She suggested working with Ginsie to get an account and an AMA card reader. This would be helpful for a variety of tasks during the conference such as the silent auction, membership dues, and endowment donations. Amanda made several suggestions which would improve the flow of the auction: the card operator should not be presenting before or after the auction closes to take payments, only a few selected people should pack the items to avoid confusion, and perhaps forming a committee for the task. Dedicated iPad would help. Other suggestions included testing the internet connection beforehand, using a dedicated tablet for the reader, using a hotspot, and improving the way purchased items were distributed, and placing images of the silent auction items on the website before the conference to create interest.
* **Professional Development Requests**
  + Kim Hosey- Her conference was in mid-June and is up for reimbursement. $490 is the full amount she requested.
  + Daniel Cockrell- Seeking $1000 reimbursement for his trip. He received a half scholarship from another agency, and still needs $500 to cover the costs.
  + Heather Marie has received several suggestions as to how the money is disbursed, but recommended that the scholarship committee come up with guidelines as to how they are handled in the future.
  + Ray and Judy offered to be on the scholarship committee, and Judy requested a list of who was on the various committees. Angela Gibbs offered to put the names of the committee members on the board forum directories. Angela Gibbs made corrections to Awards Committee listing on the website by removing Liz Estes and Blake Wintory.
  + There is over $3100 left in the scholarship fund. AMA attendance scholarships are separate. The SEMC, ASTEC, AASLH meetings are still coming up. It was suggested by several people to give each current applicant $500 each. Judy suggested applicants try to cut their costs and the committee should reimburse based on the costs of their conference.
  + Judy asked if each applicant should submit receipts, Heather Marie said that it was not particularly necessary if each applicant was given a set amount. Angela G. and Shane said that in this case a summary or their application could be used for this purpose.
  + Gloriaann Sanders motioned and Angela Ryland seconded to give each applicant $500.
  + Angela Gibbs will contact each applicant that they have been awarded $500.
* **2020 conference**
  + At the current time, Hot Springs museums not in AMA, but the conference is a good way to get them back in.
  + Questions to ask the Venue:
    - Rooms
      * Do they charge a government room rate? Do the rates change based on the day of the week?
      * How many rooms can be reserved in a block?
      * What would the fee for event spaces be?
      * Would they charge extra for AV or tables in the meeting rooms?
      * Angie said parking in the parking garage was included when she stayed there, and Judy had no issues with parking during her stay. Angela Gibbs suggested adding a suggestion to carpool to the conference information to avoid unnecessary congestion.
    - Meeting Spaces
      * Will Foyer A work for exhibit space?
      * Is the Magnolia Room an option for the Awards Banquet and/or Business Luncheon?
    - Catering
      * Is there an additional charge for boxed lunches?
      * Will we need to use their catering if we get the meeting rooms free?
      * Can sponsors be found for the breaks?
        + Suggested sponsors included the Hot Springs Chamber of Commerce and several other local organizations.
      * Ray asked if all of our events needed to be at the hotel, and others responded it was not necessary.
    - Evening Events
      * Heather Marie noted that the National Parks Service was on board with making arrangements for special tours and other events. She suggested that one evening have events at the National Park area including brewery tour. She also knows someone who can conduct a baseball trail tour.
      * Pre and Post Conference Event Venues: Mid-America, Garvan Gardens
      * Heather Marie will contact other venues about possible discounts, but not as event spaces. The other local museums are more tourist destinations than museums.
      * Awards Banquet: The hotel ballroom is too expensive to rent, Heather Marie will contact Mid-America and Garvan Gardens about being possible venues. The National Park does not have a space for this event.
      * Local Arrangements: The National Parks has offered to help with local arrangements.
    - Dates
      * According to Shane, Arkansas Spring Break is the week before the conference. The conference will probably the last week in March or the first week in April. Oaklawn will not race until Thursday of that week. March 30th through April 3rd is ideal, or April 6th through April 10th is also an option. Ray recommended checking other events that are going on at the same time in Hot Springs.
    - Arlington Hotel
      * Samantha had heard that some of the rooms might not be up to snuff. Others said that they had stayed there and it was historic, but fine. Also, the Arlington is closer to downtown and our members appreciate historic structures.
    - Board members agreed that Hot Springs is a good venue for drawing members and bringing local museums/organizations back to AMA.
    - Gloriaann motion to adjourn, Shane seconded.