



The Federation of Historical Bottle Collectors Board of Directors Meeting Minutes

March 5, 2011, 9am EST

The meeting was called to order at 9:04 am EST by President Gene Bradberry.

Present: Gene Bradberry, President
Bob Ferraro, 1st VP
Ferdinand Meyer V, 2nd VP
Sheldon Baugh, Director at Large
John Pastor, Director at Large
Carl Sturm, Director at Large
Randy Driskill, Secretary
James Berry, Public Relations Director
Richard Watson, Historian
Jack Hewitt, Southern Region Director
Ed Kuskie, NE Region Director
Dave Maryo, Western Region Director
Joe Hardin, Midwestern Region Director
Mike Newman, Treasurer (via telephone)
Martin Van Zant, Editor (via telephone)
June Lowry, Business Manager (via telephone)
Wayne Lowry, Convention Director (via telephone)

Absent: Kent Williams, Merchandising Director

1. Agenda Item: Website Update and Proposed Revisions - Ferdinand Meyer V

The FOHBC website is in need of updating with a ‘new look.’ Ferdinand Meyer noted that he was interested in overseeing the design and development of the new FOHBC Web Site. In the interest of time and efficiency, Ferdinand proposed that he would solely direct this project and take on full responsibility for the content and delivery. Ferdinand stated that the new web site would go-live by 05 June 2011 to coincide with the Memphis National Show. The design would be based on the work previously submitted by Mr. Meyer. Mr. Meyer further stated that he would oversee the web site for approximately three months after the go-live date in order to ensure that the site was being maintained correctly.

At a future date, a committee will be formed and made up of the major contributors to the website and magazine. This committee will oversee the continued effort. Ferdinand suggested a startup budget of \$4,000.00, which will be used to hire a programmer and webmaster to develop highly technical areas of the site.

There was a brief discussion concerning the Virtual Museum and Ferdinand’s desire to “get moving” on the project. Ferdinand stated that he had requested the Virtual Museum be on the agenda and was concerned that it had not been included. Secretary Driskill spoke up and said the reason that he could not vote to fund the museum project is the huge start-up cost that was projected which did not include any specifics or evident way to recover the start-up investment, and, thereafter there would be significant costs to pay a webmaster/programmer to maintain and upkeep the site. Secretary Driskill asked Ferdinand to produce a prospectus with specific numbers on start up costs vs. revenue recovery because without that it would be difficult for the board to comfortably move forward, especially with the ball park figure in the first proposal of \$75,000.00. Ferdinand stated that there are always challenges with any

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large and complicated endeavor and stated that planning should still continue including the development of funding sources etc.

President Bradberry tabled the discussion of the Virtual Museum at this time.

Action Taken:

President Bradberry proposed the motion to approve Ferdinand Meyer's proposal to be the sole administrator of the development of the new FOHBC website. Motion was seconded by Bob Ferraro. Vote was unanimous approving the project. Ferdinand Meyer will report periodically to President Bradberry and Board Members during this 3-month period. New software may be required.

Special Note:

Due to the previous action in Item #1 Secretary Driskill moved to withdraw the motion for a Committee to be formed to oversee the development of a new FOHBC Web Site. Motion to withdraw was accepted.

2. Agenda Item: 2011 National Show Report - Wayne Lowry

Wayne Lowry gave a report on the Memphis show and the status of the preparations. Contracts are being printed and will be mailed out next week.

All items needed for the show have been covered except the local club's participation and President Bradberry will handle that. The auctioneer is licensed and in compliance with Tennessee state laws. President Bradberry said that someone from the local Memphis show will be handling the consignments for the auction, including procuring them and taking photographs for the auction booklet. Wayne said that the consignment information was in the contract and will be available on the website. Copies of the contract were made available at the FOHBC table in Baltimore.

No Action Taken

3. Agenda Item: Expo 2012 Show Report-Wayne Lowry

Wayne Lowry reported on the progress of the 2012 Reno show. He said at this time, everything was on target and in his opinion, it is a bit early to be doing too much on that yet. Bob Ferraro stated that Richard Siri is currently working on the show. A brief discussion ensued regarding distributing Reno show contracts before the Memphis show. Wayne said that the contracts for Reno should not be distributed until after the Memphis show.

Gene Bradberry said he had taken the initiative to print and collate 300 copies of the contract to disseminate there in Baltimore at the FOHBC table.

Action Taken:

It was agreed that contracts will be ready in time to distribute at the Memphis show.

4. Agenda Item: Budget Committee Report - Sheldon Baugh

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A Budget Committee for the FOHBC was formed to compose a proposed budget for next year using the recorded expenses and income from this past fiscal year. The budget committee was made up of four directors - Sheldon Baugh, who led the committee; John Pastor, Jim Berry and June Lowry.

Sheldon Baugh presented and gave details of the proposed budget to members present. He explained that to balance the budget, we can increase revenue or cut spending. He gave an example citing an increase in FOHBC memberships would help increase revenue.

During the discussion, June Lowry stated an additional expense of \$450 may be needed for the software to enable Ferdinand, our webmaster and our editor to function uniformly. She also stated that the budget proposed the purchase of two licenses at \$150 each, but realized that three would be needed, increasing the budgeted amount by \$150. No action for authorization occurred.

Mike Newman, Treasurer, gave comments on balancing a budget. President Bradberry reviewed how investments have been able to provide for any deficits. Mike Newman said he thought that special projects and "special expenses," i.e., website costs, should come out of our investment account rather than our income revenue.

Action Taken:

Sheldon Baugh moved that the Budget Committee report be accepted and the committee be dissolved as per by-laws. Vote was unanimous.

5. Agenda Item: Hall of Fame Nomination

Mike Newman presented a nomination letter and nomination booklet for the induction of Bill Baab into the FOHBC Hall of Fame.

Action Taken:

The Motion to induct Bill Baab into the Hall of Fame was made, voted on and passed unanimously.

Discussion:

There was a brief discussion regarding the deadline date for the submission of nominations into the Hall of Fame. The Board agreed to make the guidelines more available to members and the Board and the deadline date will be included in the guidelines.

6. Agenda Item: Treasurer's Report

Mike Newman has recently assumed the duties of treasurer and is getting himself up-to-date.

No Action Taken

7. Agenda Item: Show Chairman for National Shows and Expos

President Bradberry suggested that the board discuss this topic on a conference call and proceed with the agenda.

No Action Taken

8. Agenda Item: National Shows and Expos Auction

President Bradberry suggested the creation of auction guidelines that could be followed at each annual show/expo. It was recommended to form a committee to develop these guidelines.

Action Taken:

John Pastor was asked to chair this committee and he agreed. Committee members will include Jack Hewitt, Wayne Lowry and Randy Driskill.

9. Agenda Item: Souvenir Program

June Lowry reported. She has acquired an estimate from the printers of Bottles and Extras. Ed Kuskie's wife, Diane, has volunteered to head up the production of the program with the Lowry's promoting advertising, etc.

No Action Taken

10. Agenda Item: Membership Directory

June Lowry stated that we are obligated to produce this directory periodically. June has been actively calling and selling advertising for the directory to help defray costs. June is hoping to have the booklet scheduled to mail sometime after April 1st 2011.

No Action Taken

11. Agenda Item: National Show and Expo Rotation

Discussion was held regarding the rotation for annual shows and expos.

Action Taken:

The rotation will resume as per schedule beginning with the 2013 show in the Northeast. June Lowry suggested that we do not include Expos in the rotation.

12. Agenda Item: Membership Promotion of the Federation

Active promotion of the Federation must be done. To help increase individual and club memberships and to help promote the hobby, President Bradberry suggested obtaining bottle and/or bottle collecting articles, which could be published in various magazines (i.e., airplane magazines, antique periodicals, etc.). There are many, many articles available, but someone must take the initiative to follow through. He also suggested sending copies of Bottles and Extras to libraries for viewing.

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Action Taken:

President Bradberry requested a report with recommendations from the Membership Director, Ed Herrold. Ed Herrold said he would prepare a report with recommendations, however, it would not be ready in time for the conference call. He requested assistance from President Bradberry.

13. Agenda Item: Stipend for Business Manager

Regarding a stipend for the business manager, Treasurer, Mike Newman, stated he will need to discuss further with the business manager exactly what the needs for cash are.

Action Taken:

When further information is obtained, a report will be completed with a recommended amount for that purpose, if necessary.

14. Agenda Item: Membership Director Position

President Bradberry would like the Membership Director to assume membership promotional efforts and take over full management of the membership, as well. This would include accepting membership applications and working in conjunction with the business manager.

No Action Taken

15. Agenda Item: Membership Cost & Benefits

Brief discussion was held on postage issues. Further research needs to be done.

No Action Taken

16. Agenda Item: Club Membership Outreach

June Lowry presented the status of the outreach effort. She has sent the promotional flier to a list of potential members and clubs to include in their newsletters. There have been several new members and requests for sample magazines. We are still getting members through the website and many are paying with our PayPal module.

No Action Taken

17. Agenda Item: Business Manager Report

June Lowry reported that she feels the printer is doing a good job. She added that the magazine is on time and all articles are ready for the next issue.

No Action Taken

18. Agenda Item: Bottles & Extras Magazine Editor Report

It was reported that things are going well.

No Action Taken

19. Agenda Item: Magazine Direction & Suggested Improvements

President Bradberry stated that he is interested in improving the direction of the FOHBC and magazine. He would like to hold conference calls periodically to ensure everyone is aware and involved with the Federation and the magazine.

Sheldon Baugh suggested publishing the proposed budget and everyone agreed.

Meeting adjourned at 12:06 pm EST.

Respectfully submitted,

Randy Driskill, FOHBC Secretary*

*Meeting minutes revised, July 6, 2011, by James Berry Secretary.