



# *The Federation of Historical Bottle Collectors*

## **FOHBC Board Meeting Minutes**

### **Board of Directors Conference Call August 28, 2018 8:00pm CST**

President Matt Lacy called the conference call of the Federation to order at 8:00pm CST.

**Present:** Bender, Jim (Historian)  
Berry, James (Treasurer)  
Berry, Val (Merchandising Director)  
Fifer, John (Midwest Region Director)  
Fifer, Lindsey (Conventions Director)  
Fifer, Louis (First Vice President)  
Lacy, Elizabeth (Public Relations Director)  
Lacy, Matt (President)  
McGuire, Eric (Western Region Director)  
Meyer, Elizabeth (Business Manager)  
Meyer V, Ferdinand (Director-at-Large)  
Pastor, John (Director-at-Large)  
Rapoza, Andrew Secretary)  
Seigler, Brad (Southern Region Director)  
Sheppard, Linda (Membership Director)  
Siri, Richard (Director-at-Large)  
Ullman, Jeff (Northeast Region Director)  
Van Zant, Martin (Editor)

**Absent:** O'Neill, John (Second Vice President)

#### **ITEM: Position Training**

(Matt Lacy): Asking the board members to help define their positions, especially for transition in the future to other members who serve in these positions. Will talk more about this in the future.

#### **ITEM: Magazine Committee**

(Matt Lacy): Ferd has done a fantastic job over the last six years, updating the magazine and getting it where it is right now and continuing to drive it. But he is now looking to get out from the magazine position (compiler, producer, etc.). I'd like to form a small committee to facilitate the proper turnover of the magazine. There are a lot of elements to the magazine's production; first is staffing – we really don't have a staff; Ferdinand and Martin have been driving it for years. We have a little bit of a tight time line (to get it staffed). The November/December issue is already underway; the January/February issue is going to go into planning in October/November; we need staff in place to start that process.

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(Matt Lacy): Proposed members of this subcommittee: Martin Van Zant and Ferdinand Meyer have been driving the design and contents and layout; would like to keep his help and wisdom; Elizabeth Lacy has been doing a lot in the realm of photography and design and layout; Andy Rapoza has some publishing background; Jeff Ullman has great experience with online publishing (his bottle club publication). Matt Lacy will be a member ex-officio.

(Matt Lacy): We don't really have a staff for the magazine; we need some able, capable people to oversee developing a staff (willing contributors) to keep it going in a good direction. It's truly a world-class magazine and we want to keep it that way (and) keep it moving forward and adapting to the times. Maybe (use it) to push digital memberships.

**MOTION** for board to approve a small subcommittee. (Jim Berry); Second (Louis Fifer). Vote: None opposed. Martin Van Zant was invited to head the committee up (he accepted the request).

### **ITEM: Treasurer Update**

(Jim Berry): When I took over a few weeks ago, we had \$16,154 in the account and then we got some other funds transferred over, making it \$20,448; then expenses coming out, including wages, the magazine (\$5K), show expenses, etc. We're down to \$2,496, so the show gave us a pretty good hit. The way it stands right now, the show is roughly \$7,500 in the red; I don't have the money left in the account for that. The Augusta show is asking for up front payments (even Reno is asking for some). If we take \$20K out of our stocks, that should hold us. We're projecting out 2-3 years ahead. As of last week \$144K+ in stocks. I intend to work from the CPA historical report. We're taking out, but we're not putting back in. If we keep this up, within 5-10 years we're going to be out of money, in big trouble. I plan to put together budget projections for the years ahead to make sure we keep our spend under control.

**MOTION** (Matt Lacy): to allow Elizabeth Meyer to pull \$20,000 out of the account to replenish our checking account (Matt Lacy). Second (Val Berry). *Discussion:* (Jim Berry): Once I get the report back from the CPA, I plan to send it out monthly report to the entire board so they know what's going on with the finances. (Matt Lacy) That's great – will allow us to course-correct faster. *Vote:* A roll call vote; result: unanimous.

### **ITEM: Social Media Update**

(Elizabeth Lacy): Instituted Instagram and Twitter accounts to reach some of the younger members of the bottle collecting community; started the week after the Cleveland event, August 9<sup>th</sup>-10<sup>th</sup>. To date these accounts have gotten 50 followers on Instagram; 30 on Facebook. The content on Instagram is the same as on Facebook; nothing different; just trying to reach different platforms. Designed to promotion and educate about the FOHBC, especially to our younger audience. If you see something exciting, new, that I can put on these social media so that they associate us with all things bottles, to help us get the FOHBC brand out there. Most of the Instagram followers have not been FOHBC members; I think most are diggers; lots and lots of diggers.

(Matt Lacy): Instagram are shorty posts. Instagram is a picture and a few quick words (very much picture-related). Facebooks are also helped a great deal by pictures, maybe a paragraph or two max. If you're at a show or have a cool bottle you know the history about, snap a quick picture, send it to Elizabeth to include in these accounts.

(Jeff Ullman) I agree totally with that and Instagram will get you more members – diggers are younger and more apt to dig, find, and post). They'll take pictures right from the pit where they're digging. It's a great thing [you're doing]. (Elizabeth Lacy): And they're 15-20 years old.

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**ITEM: Magazine Merger Financial Analysis**

(John Pastor): I've got to focus on my October auction catalog and October magazine. (Ferdinand Meyer) We want to answer the questions as thoroughly and completely as possible, but it's going to take time. (Matt Lacy): We appreciate the update and understand the other obligations you have; we look forward to further updates.

**ITEM: Virtual Museum**

(Ferdinand Meyer): Would the Board consider making the Virtual Museum a Board position? It would take us to 19 members of the Board. If yes, then the Augusta membership meeting would have to approve it and then become effective in 2020. (Matt Lacy): I want to have further discussions about it in the next call but wanted Ferdinand to provide this review to get us thinking about it.

**ITEM: Around the room**

(Matt Lacy): Would like to hear what items we should include in the next board meeting. (Andy Rapoza): For planning purposes, I'd like to know what future board meetings we will be having that are to be in-person meetings, so that we can start making personal plans for that. (Matt Lacy): I would like to consider the semi-annual board meeting being held during the weekend of the Baltimore show instead of the Mansfield, OH show because Matt and Elizabeth Lacy and Louis and Lindsey Fifer run the Mansfield show and this makes it too hard to combine with a board meeting. We'll discuss this in the next board meeting. (Val Berry): We need to make sure we discuss our finances to keep them under control. (Lindsey Fifer): I'm going to be working on some new convention agenda layouts for 2021 and moving forward and hope to find an East Coast club that will take that on. (Richard Siri): I'd like to see a breakdown of the show expenses; used to be that the profits of the show supported the magazine. (Ferdinand Meyer): The federation makes money on donations and we need to actively look for donations; also need to push for more advertising. (Jim Bender): The Cleveland Rock'n Roll Reception cost \$12K and I don't think hardly anyone would not have not gone to the convention if we did not have that function; we need to look much more closely at these things. Unless you have a corporate sponsor, that's a huge amount of money; it's a big red flag that jumps out at me. Also, Matt, you put out an email about intellectual properties; are you going to put that in a future meeting agenda? (Matt Lacy): I will add that to a future agenda. (John Fifer): Let's try to get the extras negotiated up front and not be add-on expenses to the convention. (Matt Lacy): A lot of these charges are separate vendors. (John Fifer): I understand, but let's negotiate them. (Eric McGuire): I also feel it's important that we focus on expenses and the budget. (Matt Lacy): Agreed. There's a lot of great things we can do without spending large sums.

(Matt Lacy): I'm planning on monthly board calls for the foreseeable future. I feel there's so much going on right now; at least for the next six months we'll do this monthly. We also may have a special call for a special vote, as needed; we'll try to schedule these as far in advance as we can.

**The conference call was ended at 9:03 pm CST**

Respectfully submitted,  
Andy Rapoza, Secretary