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The Federation of Historical Bottle Collectors

Minutes of the Board of Directors Meeting

Baltimore, MD

March 9, 2019 8 am

Current Board Members (X = those in attendance or on the phone)

x - Matt Lacy	President
x - Louis Fifer	First Vice President
x - John O'Neill	Second Vice President
x - Jim Berry	Treasurer
x - Andrew Rapoza	Secretary
x - Jim Bender	Historian
x - Lindsey Fifer	Conventions Director
x - Ferdinand Meyer V	Director at Large
x - John Pastor	Director at Large
Richard Siri	Director at Large
Jeff Ullman	Northeast Region Director
Brad Seigler	Southern Region Director
X - John Fifer	Midwest Region Director
X - Eric McGuire	Western Region Director
X - Elizabeth Meyer	Business Manager
X - Val Berry	Merchandise Director
X - Linda Sheppard	Membership Director
X - Elizabeth Lacy	Public Relations Director
Martin Van Zant	<i>Bottles and Extras</i> Editor

Meeting Agenda

1. Call to Order (M. Lacy)
 - a. Welcome, Roll Call and Introductions, Guest Recognition
Members present as well as those on the conference line introduced themselves. A Welcome was given to Andy Rapoza, Secretary, who is attending his first board meeting.
2. State of the FOHBC (M. Lacy)
 - a. Health of the Board
Matt reviewed the current state of the FOHBC particularly the financial challenges we are facing. We are, however, looking at making improvements such as memberships – new and renewals, looking at our income and expenses more closely and making changes to our conventions. Our presence in social media has improved greatly.

b. Recognition

Elizabeth Meyer was commended for working on increasing membership renewals, getting new memberships and club memberships. This has been a good income for our treasury.

3. National Events

a. 2018 FOHBC National Antique Bottle Convention and Expo, Cleveland, OH (M. Lacy, Louis Fifer, Lindsey Fifer, E. Meyer)

i. Closure

ii. Final Financial Report (E. Meyer) –

Elizabeth Meyer reviewed the Profit/Loss Statement (P/L) (report distributed; E. Meyer to distribute to Board Members not in attendance) from the Cleveland National Convention.

She commended Alan DeMaison for keeping such good financial records.

Ferdinand noted that these annual P/L statements are essential as a formal record for the FOHBC and reference for the future.

The itemized footnotes to the P/L statement are included as it incorporates additional expenses incurred – also important for future use.

Action: A motion was made by Jim Berry to accept the FOHBC Cleveland National Convention Profit/Loss Statement as presented. Motion was seconded by John O’Neil.

b. 2019 FOHBC 50th Anniversary National Antique Bottle Convention, Augusta, GA

i. Update (F. Meyer, Lindsey Fifer) –

Ferdinand updated board members on the current status of the 2019 convention. The information packet is not up-to-date as of yet (more concrete information is needed such as choice of meals). He does have flyers which can be distributed at the Baltimore show and some contracts for tables/early admission purchases, etc.

The convention has been changed to a three-day event removing Sunday. Ferdinand did note that he has not received any feedback, pro or con, regarding this.

The events were reviewed for Thursday and Friday. Since there are no hours for Sunday, the convention will end Saturday at 5p.m., therefore, cancelling the Saturday evening FOHBC auction. Back-to-back events feed each other, encouraging people to keep going from one to the next, etc. Some discussion was held regarding the fact that we need to highlight that this is the FOHBC’s 50th Anniversary. Ideas discussed: FOHBC historical display; Hall of Fame plaque display. It was

recommended that the historical display be in the forefront as an important feature of the FOHBC anniversary. As the Hall of Fame video does not include the past few years inductees, it will be updated to include all.

Ferdinand also reported on the Augusta budget where they are soliciting donations to help fund events and defray expenses. The number of table sales at this point is low as we are aware that procrastination is the rule of these shows. We need to increase awareness regionally and nationally about the event and key features such as free appraisals, name-dropping (well-known dealers). E. Lacy will work on emphasizing specific merchandise and/or dealers setting up to rouse interest. Good marketing/promotional things are being done by Bill Baab. In addition, Team Augusta will coordinate and locally advertise “free appraisals” for general admission interest.

Matt suggested getting regular emails regarding updates on the Augusta convention. All help is appreciated.

- ii. Hall of Fame/Honor Roll Nominees (M. Lacy) –
No formal submissions have been received this year, therefore, we will forego this event. Formal submittals have to be received by the President by January 1st.
 - iii. Service Recognition Plaques for Retired, Long-term Board Members (M. Lacy) –
There are board members who have served the FOHBC for 30+ years in one capacity or another; he asked for suggestions on criteria, type of recognition, etc. This will be followed up.
- c. 2020 FOHBC National Antique Bottle Convention, Reno, NV (Siri, F. Meyer, Lindsey Fifer)
- i. General Overview
Ferdinand reported (Richard Siri is chair but not able to attend today’s meeting).
 - ii. Updates – There would be no penalty if Sunday was dropped, but it was agreed that for some reason, the Western Region can support the longer format better than the other regions. The room rate is especially low (\$79) and great displays are planned. An auction will be held at Reno.
Conference calls regarding updates will be done and reports to the board will be made.
- d. 2021 FOHBC National Antique Bottle Convention, Northeast (Lindsey Fifer)
- i. Status of RFP –
Lindsey reported that RFP’s for the 2021 Northeast convention have been out for about a month.

- ii. Status of General Interest –
Lindsey said that she heard from one respondent, Rochester, NY, who asked some good questions. A recommendation was made to encourage the Genesee (Rochester, NY) club to submit an offer to sponsor the show.
Matt noted that we need to be more adaptive and less rigid to the regional needs, personalities and cultures of each region.
 - e. Future and Forward Motion –
It was suggested to try and align our future shows with other similar-interest shows (like the National Insulator Association [NIA], we should definitely look at this as a way to support our future.
 - i. Operations Manual (E. Lacy) –
Elizabeth reviewed an Operations Manual that she and Lindsey Fifer had collaborated on. It is for the benefit of show managers who are not experienced at putting on a national convention. This is a first draft and she encouraged comments and edits be sent to her. Additional information will need to be added, such as calculations for table space, aisle width, etc. Ferdinand will send previous location/size requirements for a convention center. Elizabeth would like any comments/ edits within the next two weeks (March 23rd) so it can be finalized and sent out to the Augusta group. She will send a reminder email.
 - ii. Hall of Fame Video Update (M. Lacy) –
The Hall of Fame video is brought to each national convention and is shown at the front reception desk during the show. It was made and narrated by Gene Bradbury several years ago, however, it is now out-of-date. Discussion was held on duplicating what we have and with new narration, bringing it up-to-date. Jim Bender has agreed to see about getting it duplicated and is willing to narrate the new up-to-date video.
4. Bottles & Extras, Website & Social Media (M. Van Zant, E. Lacy, M. Lacy, F. Meyer)
- a. Regarding the production of the magazine, Elizabeth Meyer reported our order level was at 1,500, but we have reduced it to 1,100 based on our membership numbers. This effort decreased printing and postage costs a bit.
 - b. Reach –
Elizabeth Lacy has been maintaining the FOHBC Facebook page. When news gets on the FOHBC website, she will put it on Facebook with a shorter version and links it back to the website. Member club show

calendars are put on as well. There have been a lot of inquiries and interest through Facebook. This is the most important, positive, future-focused solution we've discussed so far. Electronic media (social media, key hobby websites, auction sites, virtual museum, etc.) is a key feeder system for the FOHBC if developed well.

c. Content Needs –

Articles are always needed and welcome for the magazine. Board members are asked to help solicit articles. E. Meyer noted that when members join or renew, they check whether they are willing to write an article. E. Lacy will review authorship on the recent membership spreadsheet. We can also check with member clubs who publish articles in their newsletter. Ferdinand also suggested printing the winning articles from the club contests in Bottles and Extras, (if they haven't already).

5. Collector's Database Discussion (F. Meyer)

Ferdinand briefly explained the collector's database, an online technology. Christian (on the phone line) further explained his development of the website "Hobby DB." A power point presentation was given. Christian reported that there are 500K catalog entries; 300K registered users; 600 curators; 71 advisory council members. Board members were requested to review the website (www.hobbydb.com) to understand and consider how this may possibly fit into our mission. This agenda item will be followed up in the future.

6. Virtual Museum (Meyer, Siri)

a. Update –

Work continues on the VM website. Ferdinand presented power point slides on the progress of the site. Other work to complete the galleries, such as some item descriptions, is still needed. Alan DeMaison continues to film and the VM finances remain stable. Unveiling to the public is still undecided at this time as this is a major undertaking and progress can be slow at times.

b. Suggested Creation of Board Position (F. Meyer) –

Ferdinand said the FOHBC board officer list consists of 19 positions - the editor is appointed by the President but does have voting rights. The Business Manager does not have voting rights, therefore, making the voting board at 18. He recommended a Virtual Museum Liaison be a board member position as well (making 19 members voting) to ensure the Virtual Museum is represented on the board.

Matt Lacy also noted to consider creating an Advertising Director as a board position.

No decision will be made at this point, however, this will be followed up on with a conference call in the future.

7. Membership Report (E. Meyer, L. Sheppard)

a. Health Check –

Elizabeth reported that she has done an outreach through emails reminding members that their membership is due. This has been very effective and currently, the FOHBC has 838 members. The email reminders have been much more effective than reminders through the US mail. This effort to send reminder emails will continue. Other discussion was held regarding inquires through social media (followed up on by Elizabeth Lacy).

b. Forward Progress

c. Outreach Process

i. Renewals –

Brief discussion was held concerning the pros and cons of the 3-year subscriptions. We get the money now, but later, no money is coming in. It was also recommended that we consider another solicitation for donations from life memberships.

ii. Collaborative Recruitment –

Elizabeth Lacy, Public Relations, discussed other options getting FOHBC information (packets) to as many bottle shows as possible. She suggests supplying the Regional Directors a ‘tote’ (magazines, membership forms and stand) to display at either their table or the show’s information table to encourage recruitment of members. E. Meyer will revamp the mailing of magazines to include Regional Directors.

8. Financial Report (J. Berry)

a. Health Check

Jim Berry distributed copies of the FOHBC banking summary and financial report to date. He said we currently are in a good position financially thanks to the push on membership and club renewals.

b. Forward Progress

c. Investment Accounts –

The investment accounts are still in Gary Beatty’s name/address and Elizabeth Meyer recommended making the change to James Berry. A motion was made by Louis Fifer and seconded by John Pastor to approve the name and address change as noted. Motion was passed unanimously.

9. Insurance Policy Review (O'Neill, E. Meyer)

a. Policy Review Results –

John O'Neil was able to review the Federation's General Liability and Property Damage Insurance. A formal summary was provided to board members. John reports that the policy is excellent. He recommends the FOHBC re-evaluate the coverages annually and have the board consider any changes to the policy. He also reported that the general liability section of the policy is rated on overall membership, which is currently listed as 5000 members with a charge per member.

This number should be revised to reflect the actual membership as this is the costliest portion of the policy.

At the time of his report, John was not able to review the Directors and Officers policy, but has since reviewed the Director's policy. He reported that this policy is also excellent with appropriate coverage.

10. Terms & Elections –

As a follow up to previous board discussion, a copy of the revised bylaws - Article VIII, Terms and Elections - concerning the change in the FOHBC election process, was distributed. Minor changes were made to Article VIII, B; and Article VIII, C 1.

The significant revision is as follows and will be added in Article VIII, C 2:

In such a case whereas there is no opposition to any elected position, a motion shall be made and seconded for the FOHBC Secretary to cast one ballot for the nominated slate of officers, therefore, eliminating the need to conduct the election process described in C number 1 above.

Per the Federation Bylaws, Article IX, Amendments, the proposed change(s) will be published in advance in the Federation's official periodical (Bottles and Extras). The change(s) may be approved and amended by the membership at the annual general membership meeting.

A motion was made by Jim Berry to approve the recommended revisions to Article VIII, Terms and Elections of the Federation Bylaws and to follow the procedure as outlined in Article IX, Amendments. Motion was seconded by Jim Bender and passed unanimously.

11. Meeting was Adjourned at 12:01 PM.