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The Federation of Historical Bottle Collectors

MINUTES OF THE BOARD OF DIRECTORS MEETING

Conference Call

19 November 2019 8:00 PM (Central Time)

1. **Roll Call** (M.Lacy - 5 minutes):

(X = participating by phone; N = not in attendance)

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	Ferdinand Meyer	Director at Large
N	John Pastor	Director at Large
N	Richard Siri	Director at Large
X	Jeff Ullman	Northeast Region Director
N	Brad Seigler	Southern Region Director
N	John Fifer	Midwest Region Director
X	Eric McGuire	Western Region Director
X	Elizabeth Meyer	Business Manager
X	Val Berry	Merchandise Director
N	Linda Shepard	Membership Director
X	Elizabeth Lacy	Public Relations Director
X	Lindsey Fifer	Conventions Director
N	Martin Van Zant	<i>Bottles and Extras</i> Editor

2. **Reno Update & Progress** (F.Meyer - 10 minutes)

- Richard Siri is the convention chairperson
- Preparations are going fine:
 - Table sales: are strong
 - Auction: Not having a physical auction as in the past, but a silent auction instead. Prob.50-75 bottles set up on floor with reasonable commission rate. We've confirmed we can do this without legal problems.
 - Shoot-Out: Shoot-Out planned; promotional material sent to board. The Western region knows how to do this best because they've been doing it the longest.
 - Saturday Evening Event: Team bowling (bowling alley on site), flier mocked up and distributed.
 - Banquet: Eric McGuire keynote speaker

- Seminars: 5 of 6 seminars are firmed up. Should be able to get one more without a problem.
 - Displays: Max Bell heading up displays and that region's shows has had great displays in the past.
 - Souvenir Program: Ads are starting to sell for it.
 - I don't think there will be a problem selling out the tables or the displays.
- Augusta National financial summary: (Matt): The financial summary of the 2019 Augusta National was distributed by email and approved by Mat Lacy and Lindsey Fifer. No questions came up on this call. Board vote on accepting the Augusta National. Roll call vote: unanimously approved.
 - Cleveland National financial summary (Jeff): Can those who can't attend the in-person board meetings get copies emailed to them? (Ferd): Will send him a copy; it's also on the FOHBC cloud.
3. **2021 National Convention Update** (Jim & Val Berry, J.Bender - 10 minutes)
- Val sent a schedule proposal by email prior to this call. Just 3 seminars; Banquet Friday night and Saturday the show. Short and sweet.
 - Finger Lakes, Syracuse, and Mohawk clubs have agreed to assist, but still pursuing which will be the host club. Same location as the 2002 show. Waiting to receive cost proposal from the convention center.
 - Matt asked board if the committee should continue to pursue this option. No objections, therefore, Jim Bender and Jim & Val Berry to continue to move forward.
4. **Virtual Museum Update** – (F.Meyer – 10 minutes)
- Ferd sent prospectus out to Board on November 12th.
 - Monthly fee paid to FM Design for assistance with production.
 - We're planning on a soft opening January 1st, 2020. Viewers will be able to go into flasks and bitters galleries and two more galleries, fruit jars and spirits/whiskeys galleries are also in production for soft opening. Need to open with these rather than trying to keep developing a more complete site.
 - \$21,000 in the bank and continuing to raise money (Alan DeMaison, treasurer). It's an entirely separate bank account from the FOHBC money.
 - Trying to do everything digitally; day passes (24 hours) \$10; \$5 for FOHBC members; construction pass \$50 (FOHBC members \$25); payable on PayPal. Trying not to tie it in as a FOHBC membership benefit because any time we look at this it would require by-law changes.
 - Financials to be maintained separately from FOHBC finances for passes and merchandise. Truly believe it will be a money maker and membership generator because it will "push you" (attract people) to become members.

There's still a lot to do, like research libraries (like the McKearin book, etc.), virtual museum merchandise (a T-shirt, a hat, etc).

- (Jim Berry): Can you have Alan DeMaison send me (FOHBC Treasurer) the bank statements for the FOHBC records? (Ferd): Absolutely.
- (Matt): I think it's really important for this to start on January 1st. As Ferdinand said we want to keep it separate from membership. Roll call vote to continue to the soft opening on January 1st, including running ads in *Bottles & Extras* and *Antique Bottle & Glass Collector*. Passed unanimously (including Richard Siri's proxy vote).

5. **FOHBC Magazine Committee Update** (A.Rapoza, F.Meyer - 10 minutes)

- (Matt): Noted the financial report Ferd assembled and distributed to the board that showed a small profit currently for the magazine.
- (Andy): Currently there is a small profit on an issue-to-issue basis; hopefully membership and ad revenue will increase, which would further increase the profit. My big concern is the personnel structure that keeps the magazine going. It is on a volunteer basis with the addition of paid production with Martin, but more people needed to work on advertising solicitation, production, editing, and writing, and it needs to be more volunteers than the same faithful few who will burn out given the burdens placed on them. We need to recruit beyond board members to guarantee long-term viability of the magazine.
- (Ferd): The big elephant in the room is we need someone to lead the effort. We have survived with volunteers, but we need someone to lead the effort. I've done it for years but we need someone going forward into the future. If Matt steps down in July, we'll need someone going forward.
- (Matt): The structure of the board is some 30 years old and we need to relook at that structure; one of those areas is the need for a Magazine Director and possibly an Advertising Director on the Board.
- (Jim Berry): The revival of this is in large part due to Elizabeth Meyer's efforts in advertising and membership renewals. Suggested that cutting back another 100 copies would save another \$300 per issue.
- (Matt): No solution at present, but we'll have further phone calls regarding restructuring the board to better suit the needs of the organization.

6. **FOHBC Elections Committee Update** (V. Berry, J. Berry - 10 minutes)

- (Val): EM and I have been working with Eric, Jim Berry, and John Pastor on candidates for board positions with little results – have talked to people who were past officers, etc., but everyone's so busy. Does anyone have any suggestions? We've looked at eliminating some positions. Brainstorming on ways to double-up on tasks.

- (Matt): That doesn't come as a surprise to any of us. We need to have a slate of officers in our March/April issue for a vote in Reno. We can have another board meeting to help come up with solutions to this.
- (Jeff): Who is not coming back?
- (Val): Reviewed briefly: President, 1st VP, Public Relations, Conventions directors, 2 Delegates at Large, the Southern and Midwest Directors; I'll send out an email to the entire board about who is not coming back.

7. **Treasurer Update** (J.Berry - 5 minutes)

- (Jim Berry): Augusta funds have been deposited. Burt Spiller's donation saved us from dipping into stocks once again. CPA report came back okay but suggested more accountability. Our stocks lost \$884 in the last quarter and that shouldn't be happening because stocks have been doing very good.
- (Jeff): If we're making money at Augusta and with the magazine, where are we losing money? Is it because of Cleveland?
- (Jim Berry): Despite the income from the Augusta National and *B&E*, there are a lot of expenses that go out of here: Elizabeth, Martin, the CPA, tablecloths to California, etc.; if they weren't there, the treasury would be holding its own, but the stocks really aren't making a lot of money.
- (Jim Bender): My own stock is up 21% so far this year. We shouldn't be losing now with the market conditions we have right now. Jim Berry needs to be able to pursue with his own CPA to look into these funds and better investment options. We also need to be able to access the portfolio performance information regularly.
- (Jim Berry): I agree it should be making money, not losing. The account is in Sheldon Baugh's and Alan DeMaison's names.
- (E.Meyer): The account paperwork is in progress to change to current Business Manager and Treasurer, but it's a lot of paperwork to get the changed over so that I can look at it daily. I'll try to be a little more persistent on it.
- (Matt): I'm in favor of Jim Berry exploring options, etc, but we don't know what the funds look like; what's in it, etc.
- Motion made by Jim Bender to have the FOHBC stock portfolio re-evaluated because stocks should not be losing money in this market. Jeff seconded the motion. Motion unanimously approved.
- We also need to apply for a multi-state exemption to be exempt from individual state taxes; Elizabeth Meyer and the CPA are working on it.

(Matt): We will probably do another call soon, particularly the magazine committee discussion. Meeting adjourned at 8:51 Central Time.