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The Federation of Historical Bottle Collectors

MINUTES OF THE BOARD OF DIRECTORS MEETING

Conference Call

01 August 2020 10:00 AM (Central Time)

1. **Roll Call** (M.Lacy):

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

X	Matt Lacy	President
X	Louis Fifer	First Vice President
X	John O'Neil	Second Vice President
X	Jim Berry	Treasurer
X	Andrew Rapoza	Secretary
N	Jim Bender	Historian
X	Ferdinand Meyer	Director at Large
X	John Pastor	Director at Large
X	Richard Siri	Director at Large
N	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 (non-voting)
X	Val Berry	Merchandise Director
N	Linda Shepard	Membership Director
X	Elizabeth Lacy	Public Relations Director
N	Lindsey Fifer	Conventions Director
X	Martin Van Zant	<i>Bottles and Extras</i> Editor (non-voting)

No guests on the call.

1. **RENO 2020.** Reno had to be cancelled. (Richard): There is an outstanding ad invoice for Antique Bottle and Glass Collector that still needs to be paid. Otherwise all finances have been settled, refunds issued.
2. **RENO 2022.** (Richard): Deposit has been made for Reno 2022; same contract is being used. 2020 prices being honored for 2022 as well.
3. **SYRACUSE 2021.** (Jim Berry): Syracuse 2021 mini-contract was forwarded for review. Just need to get the programs, speakers, and food arranged yet. There haven't been any meetings (due to Covid), so we're anxious for those to get some details worked out. Tablecloths are being provided by the On Center. Poster for Syracuse is still needed from Jim Bender.
4. **FOHBC WEBSITE.** (John O'Neil): We don't have anyone going forward to handle our social media or website. That's a key position to be filled going forward. Does someone have the skillset or is this something that will need

to be contracted out? (Ferd): The website is still moving along; there isn't a day that goes by that I don't put something on it. It isn't hard to post on it. I'm promoting the Federation every day, on the website or my site. I'm willing to train someone. We need to post more on the website and on the Facebook page for sure. The show pages are the most accurate and complete on the web; I mine the Facebook pages because they don't all send us the show notices. It has to be kept up – I can't stop doing it, but it would sure be nice to find someone else to do this. (John): we don't have anyone in the wings; maybe this should be considered a paid position. (Ferd): It used to be a compensated position, \$600-\$800. I'm putting 10 hours a day on the Federation as it is. I'm not complaining and the money won't make a difference to me. (John): Do you know anyone who can assist you? (Ferd): Compared to the magazine and the show, it's my least concern.

5. VOLUNTEERISM. Ken Hall is a social media expert and has hired someone to assist him. New Bedford Museum of Glass as a specialist as well. This type of person will be excellent to have but it will cost us. Elizabeth noted that in talking to FOHBC people in Augusta, a number have the technical skills, but volunteering the time to do it is the problem. Ken Hall is soliciting business and Ferd will set up a call this week with John, Matt, Jim, and Val to listen to him and his new person about this.
6. VIRTUAL MUSEUM. (Ferd): We started out at 100 pieces on the museum Jan 1st, and we're now at about 350. Our visitors are way up; in a dry spell for raising money right now. Miguel is way into the mechanics of the website, but he is paid \$1,100-\$1,200 for his work. It's a really good tool. The paradox is that no one wants to pay money, but there's no way to sustain the site without funds. How do we increase our FOHBC membership? (John): Maybe we should increase our membership cost and include the virtual museum membership as a benefit.
7. HALL OF FAME. Will Van Den Bosche was voted into the Hall of Fame. We contacted him by phone and Matt send the required letter as President. The books and plaque have also been sent. We can project him on a screen in a live congratulatory interview in Syracuse to recognize him since it wasn't able to happen this year in Reno.
8. CURRENT ISSUE OF MAGAZINE. (Martin): Being printed now; should be out by August 8th or 9th. Getting enough content for each issue is always a struggle ("I can't make it up."). (Ferd): large concern that with the departure of the Lacy's, we don't have a leadership for the magazine going forward. I think Martin's doing his best work ever, but he's had more time to do so since he's not teaching during Covid. (Liz): we have a big problem with quality proofreading. (Martin): I send it out to 6-7 people, but maybe 2-3 respond. (John): Ferd, what do you think is the solution to this? (Ferd): We need a person soliciting ads. (Liz): Maybe Regional Directors can be engaged to get member and club news from their regions. (Ferd): People weren't consistently sending in quality and quantity of regional news. It would be great to have people submit in Word format and get them proofed before being sent to Martin for inclusion; would reduce error rate. (John): I

will set up a call with the board do discuss a go-forward on the many issues concerning the magazine (leadership, subscriptions, costs, submissions, proofreading, etc.).

9. MEMBERSHIP. (Elizabeth Meyers): July 2019 = 899 members; Jan 2020 = 795; July 2020 = 807 (digital and paper copy); this morning = 813, so it fluctuates, mainly because of the economy. Number of magazines in a run has been reduced to printing 1,000. Out of this, 821 are mailed out to members, 15 to board members for distribution to clubs, etc. I get all the extras; we're running out of storage space for these magazines. (Ferd): People don't want magazines like they used to; we need membership levels: magazine member; digital magazine member; magazine & virtual museum member, etc. The magazine subscription needs to be 2,000-4,000 to make it cost effective and our hobby has *two* high-quality magazines to serve this readership: that's crazy. (Matt): Gave his kudos to Elizabeth for all the excellent work that she has done in this area.
10. BOARD POSITIONS. (Val): We believe we can reduce the following board positions: 2nd VP and Merchandise Director By laws would have to be worked on to adjust the structure of the board. We would need the Public Relations Director, a VP, and the Conventions Director that would really need to be filled if it's agreeable to downsize a little bit. (John): Will put together a conference call in the next few weeks to work this out.
11. FINANCIAL. (Jim Barry): We've had a loss of \$15K+ but we've had some major expenses like insurance. I'd like someone to review all the insurance and see why we need all this stuff. (John): I'll volunteer to review that.
12. QUESTIONS/COMMENTS. (Jim Barry): The Spring meeting is in Baltimore; why can't we have a fall meeting on the West Coast? (Matt): Baltimore is considered the biggest show in the country, so a natural gathering point, and that's why the Board has met there. Fundamentally, there isn't a reason we couldn't have one on the West Coast. It's a good thought.
13. WELCOME OF JOHN O'NEILL AS INCOMING PRESIDENT. It's an awesome and overwhelming responsibility. We've all enjoyed this hobby for countless years. It's harder and harder to get people to volunteer. I'll do my best to get some of these major issues resolved; number one focus is the magazine. Thanks for all your service and to your continued service.
14. John O'Neill, President, hereby appoints the following officers:
 - Steve Lang, Midwest Regional Director,
 - Jake Smith, Southern Regional Director
 - Val Berry, Secretary.

These officers will take their respective positions immediately and remain for one year at which time they will need to be on the ballot for elections in 2021, if they so choose.

Meeting closed at 12:29 PM.