



Re: FOHBC Virtual Museum Team Meeting | Zoom Conference Call | Host Ferdinand Meyer V (FM5)

Date: 17 January 2023 – 10:00 to 11:30 am CST

Attendance: Brian Bingham, Kathie Craig, Alan DeMaison, Richard Kramerich, Eric McGuire, Ferdinand & Elizabeth Meyer, Gina Pellegrini-Ott, Miguel Ruiz, Michael & Alice Seeliger, Bruce Shephard, Doug Simms, Richard Siri • **Absent:** Terry Crislip, Ron Hands

1. **General Overview:** FM5 called the roll, displayed the agenda, and gave a Virtual Museum (VM) general overview of the past year. FM5 said it was important to focus on all the positive comments we are receiving rather than the childish negative ones from a few folks who promote that the museum “is for snobs” and “why would they want to go to a museum if they can't afford the bottles.”
2. **Houston 24 Exhibition:** FM5 displayed a [2-page advertisement for the FOHBC Houston 2024 National Antique Bottle & Glass Convention](#). The [Houston Museum of Natural Science](#) (HMNS), [Hotel ZaZa](#), and the [Houston Museum District](#) was briefly discussed. Events were discussed. • Most of the conversation centered on this being the Virtual Museum's first exhibition which will parallel the actual exhibition at the HMNS, which will be the feature component of the FOHBC national event. This could be the most comprehensive grouping of great American bottles and glass in one setting ever. Two premier hair and barber bottle collections are also being displayed. The VM exhibition space is located on the Lower Level of the museum that was originally intended for specific one-year +/- exhibitions for subjects like Warner bottles, Bininger, or collectors, for instance, Bob Ferraro (as used in the original 2010/2011 presentations to the board). • Alan DeMaison will need to spend a couple of days in Houston to image the exhibit collection. He will need help. FM5, Gina, and Michael said they could be available. FM5 mentioned that some of the pieces might have already been imaged (for example, when Alan and FM5 visited with Sandor Fuss in Denver). • A Peachridge “Glass in the Grass” event was briefly discussed.
3. **Financial:** Alan DeMaison gave an overview of the VM accounting, expenses, fundraising, donor wall, bank account, etc. His latest report was projected (attached). • FM5 projected the new Phase 4 Wishart's Pine Tree Tar Cordial bottle that we have started to fill since we broke the \$90k threshold. This graphic will appear in the next issue of the magazine. • FM5 noted that we have two different VM donor walls; one on FOHBC.org and one in the Virtual Museum. Both look different and contain the same information requiring duplication of efforts. We only need

one. We need to cross-reference both walls and make sure the list is up to date. We recently had an experience with the Reno Antique Bottle Club where we did not list a \$500 donation causing concern with the club. • Michael Seeliger, FOHBC president, gave an overview of what he is trying to do with the organization's finances, i.e...trying to be more transparent and get budgets established. He stated that the FOHBC has a new treasure who is Kathie Craig, from Campbell, California. Kathie joined the call and discussed her background. Her bio is on the FOHBC.org website. • FM5 reminded everyone that the VM has never taken or been given any money from the FOHBC main bank account and has always relied on donations. A history of the financial budget projections to the FOHBC board was discussed. Back in 2011 or so, FM5 predicted \$60 to \$80,000 to get the Virtual Museum up and running. Alan DeMaison gave an overview of the unit cost for each spinner. • FM5 and DeMaison gave an overview of the types of donors we are presently dealing with. Some are confidential. • Seeliger suggested that anyone traveling or spending money for the nonprofit FOHBC organization may be able to declare the expenses as a write-off. Individual consultations with tax accountants are required. • FM5 reminded everyone that VM travel reimbursements are available. You need to keep your receipts and submit them to Alan for reimbursement. A budget plan is needed first.

4. **Design** (Meyer) FM5 reviewed the latest [VM floor plan](#) making specific note of galleries where we have been working of late (Ales & Beers, Cures for example) and galleries that we have not really started, such as Lightning Rod Balls. • Future 3D modeling of the museum was briefly discussed but will not start for a few years. • The VM master list of items in the museum was discussed. Each team member had been sent a link to the [Google Docs spreadsheet](#) prior to the meeting. FM5 had previously sent out an email to VM team members explaining the chart nuances and color coding. [See email](#). Follow-up work is required with Brian Bingham and Tod von Michow.
5. **Technical** (Ruiz) Miguel gave an overview of website performance issues and monthly work. Miguel is a paid consultant to the FOHBC. Short-term vs long-term projects were discussed. Miguel is working in several areas to improve the website's performance. Memory and storage space had previously been increased and is sufficient. Miguel gave an overview of NitroPack and how it is being used to run our site. FM5 projected the NitroPack dashboard that showed the present state of the website's performance. Miguel must constantly monitor this situation, and he is having some issues now. • FM5 noted that there are very few, if any, websites trying to do what we're trying to do with the Virtual Museum and that there are many thousands of images. For example, each spinner has 36 images x 700 = 25,200. Each page has an average of eight supplemental support images x 700 = 5,600. This means we have at least 30,000 plus images. This does not include the website museum framework and all the graphics associated with the website. • Doug Simms reviewed his experience with websites and his company and questioned Miguel in certain areas, such as themes, storage, and disabling unneeded applications that may be slowing down the site. • Miguel will confirm where the servers are based for both [FatCow](#) and [NitroPack](#). Miguel and Doug will have direct communications regarding VM website performance improvements. • It is critical to correct the website performance before we start marketing the website nationally.
6. **Imaging** (DeMaison, Pellegrini, McGuire) Alan, Gina, and Eric gave an overview of their imaging progress and plans for 2023. [Alan](#): Northeast trip planned for Tod von Mechow (sodas and beers) and Joan Cabaniss (poisons). He will also visit a local Ohio region collector to practice and start out our Soda Pop Gallery. Tom Pettit Atlanta trip mentioned. The Houston trip was

discussed again. Alan will also visit with FM5 to image more bitters noted on the master list and lightning rod balls. Alan expressed an interest in starting up galleries that were not officially opened. Bruce Shephard asked about the Cures visit to Tampa. Alan mentioned that it will be included on his next trip to the southeast but as of right now it is not a priority. FM5 noted that we have a robust Cures Gallery at this moment with plenty of work to do. Other options are also available closer to Alan such as the Sue and Dann Lewis Cures collection. They purchased the legendary John Wolf collection of Cures. • [Gina](#) gave an overview and said that she was finally finding some time to get back to the Virtual Museum imaging and finish her father's collection. She will be working with FM5 in this area. New files have been put into Dropbox. In future years, Gina could travel to Belgium, Germany and England to image some of the great collections. Gina submitted a Remove BG receipt for reimbursement from Alan. • [Eric](#) was determined to move into creating spinners using his own technology and work process. He has many bottles of great interest to the museum and will keep everyone abreast of his progress. • FM5 suggested that we get an East Coast imager to lighten Alan's workload.

7. **History** (Meyer) FM5 reminded everyone that the website has a very well-designed graph showing the [history of the Virtual Museum](#) that is periodically updated.
8. **Research Library** (Meyer) FM5 previously provided a link to the [Google Docs spreadsheet](#) of books, auction catalogues and periodicals that need to be scanned and put in our VM Research Library. We need help in this area. Scanning equipment might be something we investigate to speed up the process and to make it more professional.
9. **Marketing** (Meyer) FM5 we'll finally start sending out weekly or biweekly e-mail blasts containing FOHBC information including the latest virtual museum bottles that have been added to galleries. Once we resolve the museum technical issues regarding speed, we will be contacting large institutions for assistance, promotion, and donations. Doug Simms discussed using a professional grant writer, and he knows a few, to help us solicit funds for the museum. • No action at this time for merchandise though the more we can get the VM logo out at bottle shows and other events the better for marketing.

The foregoing conveys my understanding of items discussed and decisions reached during this meeting. The FOHBC will assume these notes correct and as a matter of record unless notice to the contrary is brought to our attention within one week of the issue date of these conference call notes.

Ferdinand

FOHBC Director-at-Large and Virtual Museum Founder/Curator