



Federation of Historical Bottle Collectors

FOHBC Board Meeting Minutes

Board of Directors Conference Call / Zoom #3 Meeting October 27, 2021 8:00pm EST

President John O'Neill called the conference call/Zoom meeting of the Federation to order at 8pm EST.

Present: John O'Neill, President
Jeff Wichmann, First Vice-President
Michael Seeliger, Second Vice-President
Jim Berry, Treasurer
Elizabeth Meyer, Business Manager
Ferdinand Meyer V, Director-at-Large
Richard Siri, Director-at-Large
Steve Lang, Midwest Region Director
Eric McGuire, Western Region Director
Jake Smith, Southern Region Director

Absent: Martin Van Zant, Editor
Fred DeCarlo, Northeast Region Director
Val Berry, Secretary, Merchandise Director

AGENDA A: Call to Order (O'Neill) Welcome, Attendance, Roll Call, Guest Recognition

John O'Neill welcomed all who were in attendance for the conference/zoom meeting. Roll call was taken for board members (ten members present).

This Zoom meeting #3 is a continuation of the FOHBCs conference calls.

AGENDA B: Old Business

Ferdinand Meyer noted that he and Elizabeth Meyer issued an FAQ (Frequently Asked Questions) report to only Board members; John O'Neill, Elizabeth Meyer, John Pastor and himself put together as many questions and answers as possible to help others who may ask questions. Please read over.

Ferdinand gave an update regarding the November/December 2021 issue of *Bottles and Extras*. Typically, we mail around the 15th of the month. If you look at the website, Ferdinand always put there when it was due out and when it was actually mailed, which goes back 10 years. It is mailed by the 15th because we can't guarantee the postal service. All magazines come out earlier than what's on the cover. So, we like to get there 10 days ahead of time because advertisements are in there about shows, auctions, etc.

We got a late start and it won't be mailed until about the 8th of November, which means it will get in people's hands 2, 3 sometimes 7 days later. This is catastrophic. We have advertisers who will want their money back because why buy a full-page ad when the magazine is received after the show. We've got some issues we have to deal with, however, none of the auction houses are affected.

Every different juncture of this – no response with emails, somewhat flippant sometimes, horribly poor submittals (the first to proofreaders came 4 days late, and that was 4 days late from when it was supposed to be at the printers) – the first time we saw this, the wrong attachment was sent by Martin Van Zant. It took two days to send the magazine proof with about 40% missing.

John O'Neill spoke with Martin and Martin said unexpected family issues arose, he apologized and was going to do his best to get it to us within a day or so; this did not happen with financial impacts. It has been a long history; Martin did the best he can but there are unfortunately deadlines and those deadlines have consequences.

Therefore, Ferdinand has agreed to take over the magazine effective for the January/February 2022 issue. John spoke with Martin about this and Martin wanted to transition out anyway.

AGENDA L: Web Site and Social Media (Meyer)

Website: Ferdinand said Michael Seeliger made a comment a while back that we need to let members know of all the bells and whistles we have on our website. For instance, Ferdinand added five shows where three shows weren't even sent to us, but were in John Pastor's magazine. We have a new piece called Member News with everything in it - links, meeting notes. We document and record everything we have ever printed. The membership needs to know because it is hugely valuable to people that do research – just go to the member portal, type in a key word and it pulls up your article. It is in ISSUU format (you can read it left to right, cover to cover); and by PDF. It is indexed by categories, collecting types, digging, etc. The next phase of this is putting up Michael Seeliger's books that he has been scanning. We are working on this with Miguel who is handling the new Virtual Museum resource library. This will be a big point also for our members to be able to read many past articles, auction catalogues, etc.

Please contact Ferdinand if you don't know how to get in the member's portal; spend some time looking around as there is much documentation included.

Social Media: Ferdinand is posting every day, copying board members on Facebook Peach Ridge. He has a ten times broader reach than the Federation Facebook page due to algorithms; he posts there and we are getting things copied ten times. Social Media is something new; we've talked about it for years. It was a big deal when Matt and Elizabeth Lacy, who were heavy into this component, in catching the next generation. So, we hired Ian Moody out of New York; he charges \$250 a month. It has been very successful; however, Jim Berry questions how many members have we gotten through this. Ferdinand thinks FOHBC 2022 when all these things come together – the merger, killer board, auction price guide, newsletter, Reno 2022 – we are going to be really relevant. He thinks people would really miss the Federation should we cease to exist. Ferdinand recommends we keep Ian on, otherwise, he would take it over, unless one of the board members would take this position at no cost saving the \$250 a month. Without a doubt, we need to stay on Instagram; Ian also posts on Facebook and he has a different perspective and gets a lot of response.

Michael Seeliger commented that one of his pet peeves is that he went on the FOHBC website looking for Warner bottles to see if any of his articles were there. They were dated back to 2007; he didn't realize that you have to log into the portal and he hasn't done that yet. This information needs to be

clearer to members that to get the full value of the website, you need to go through the portal. Ferdinand explained how to search for whatever you are looking for on the website and the portal.

Michael also noted the difficulty transitioning from the Virtual Museum website to the FOHBC website and would like to see this made easier. Ferdinand explained there is information on the website on how to do it.

AGENDA M: Historical Documentation (Seeliger)

Michael reported that initially when he began this project, he received good response with lots of people sending in pictures. Also, a lot of people said they were going to send him some stuff. He feels we need a place on the website where he can put some of the stuff he has and then take pictures of this and write small articles for the magazine that explains what we are starting to do and if anyone has more information, send it in. He hasn't received much lately.

Michael stated he needs a place to download all the information he has. Ferdinand noted the full-page ad continues to run in the magazine. He has hundreds of pictures from the past kept in folders and he can help Michael with this. This project is a great idea as there is no one else out there tracking history other than the FOHBC. It is commendable, tremendously important and it needs to continue. A thank you was given to Michael for spearheading this project. Both Eric McGuire and Jeff Wichmann have information to send to Michael.

Ferdinand has information in the "cloud" and will give access to Michael to create folders - either sorted by year or person. With this access, Michael can add information he has into these folders.

AGENDA N: Auction Price Report (Wichmann)

The Auction Price Report committee includes John O'Neill, Jeff Wichmann, Ferdinand and Elizabeth Meyer. (This project is similar to the past auction price guide books put out by D & C Collectors Jim Mitchell and R. Brown.) Jeff gave an update. He said essentially the whole thing balanced around getting permission from the auction houses and then compiling it into a report that actually is a user-friendly format; i.e., typing in the name of a bottle or whatever you are looking for to do a search. To proceed with this project, permission was granted from the auction houses and Jeff also stated that he was able to get someone to donate \$10,000 to the effort. He then went to software computer person, Bill Meier, sent him everything he had and Bill compiled everything into the auction price report as we see it now (on screen). Ferdinand said this will be the cat's meow and those who want to access it will have to be an FOHBC member and is available online only. This is nearing completion. Ferdinand explained an issue with Bill and is working on it with Jeff.

Ferdinand said this is another great undertaking and thanks to Jeff for spearheading this project. Jeff was able to find the value of a bottle for a club auction very quickly. Ferdinand said anyone can access this on their iPad, computer and phone; so, if you were at a bottle show, you can enter whatever on your phone and get the information. This will help increase membership and is part of our FOHBC 2022. Officially, we hope to announce this in the next couple of weeks.

Ferdinand said there are tens of thousands of listings - basically anything the four major auction houses have done in the past 10 years will be here. Bill Meier said for an extra 10-12 hours, he could add

everything back 10 more years if we wanted. Jeff thought we would not need to go back 20 years as there is already so much information and people would want the current prices. Ferdinand agreed and also said we will not be going to add potpourri.

AGENDA O: Regional Director Reports

Ferdinand said the response to the questions regarding what to keep in the magazine following the merger were good. Most were in favor of keeping the Regional reports. We will need to watch, however, what is submitted and suggests that it is interesting.

AGENDA P: Hall of Fame and Honor Roll (E. Meyer)

Ferdinand explained that 2020 Hall of Fame inductee, Willy Van den Bossche, received his award (book and plaque) in Belgium. Since the 2020 and 2021 National shows were cancelled, there was no actual ceremony.

At this point in time, there have been no new submittals but Ferdinand said one may be submitted. The deadline is January 1, 2022.

AGENDA Q: Sullivan Bequest

Ferdinand reminded members that through a bequest, Jack Sullivan has given us hundreds of articles. These bequests are offered so people can give the FOHBC whatever they wish including items and money.

AGENDA R: FOHBC Book Publishing (Meyer)

Ferdinand explained about publishing/writing books. He has had a couple requests asking if the Federation would be interested in putting our logo on front and be listed as the publisher. He further explained that to print 100 copies would cost \$1,100. Selling 10 books at \$50 would be \$500 – half returned already. He doesn't think the Federation would lose money but he also think it is kind of neat. It is another way to get our name out there and he asked for comments. Jim Berry asked if this would affect our 501-C-3 non-profit organization status. Elizabeth Meyer noted that this is considered informational and educational which follows the guidelines.

Brief discussion held regarding this proposal. If the board is interested, we can look at this in the future. Most people who write books, do so because they are interested in the topic/collections, etc., and people end up with a lot of books not sold. Most people are not inclined to buy books. No action was taken at this time as this was a discussion item only.

AGENDA S: Membership Booklet (Joint FOHBC & NIA Project)

Ferdinand discussed his contact with the president of the insulator group. The NIA had a new membership booklet and suggested the next time they print could possibly be a dual membership, NIA-FOHBC booklet. Michael Seeliger said he uses past membership booklets to see who may be in the area he travels and may want to stop in and see. He thought this could be something that is put in the "cloud." Ferdinand said the membership list is on our website and you can do a search. Jeff

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Wichmann questioned whether every member agrees to be publicly put on the list. The FOHBC application has a question on whether they want to be listed or not.

Ferdinand asked three questions: Are we interested in a printed version? If so, are you interested in a partnership with the NIA? Are you satisfied with the ability to find what we have now on our portal?

Jeff said it should be available on request. However, does that mean printed? Discussion ensued with how to approach this. Most agree that the information is already there for members. Printing a list is not worth it. Michael Seeliger suggested putting the membership list on a thumb drive and it can be update it as needed. Ferdinand said this membership book is not designed; this would have to be formatted and will take time to do. No action taken at this time.

The conference call was ended at 9:03pm EST

The next Zoom meeting will be held on Wednesday, November 10, 2021 8pm EST

Respectfully submitted,

Val Berry, Secretary