

Federation of Historical Bottle Collectors

FOHBC Board Meeting Minutes

Board of Directors Conference Call / Zoom Meeting

06 September 2022, 7:00 pm CST

President Michael Seeliger called the video conference call to order at 7 pm Central time

Present: Michael Seeliger, President
Elizabeth Meyer, Business Manager
Alice Seeliger, Secretary
Ferdinand Meyer V, Director-at-Large
Eric McGuire, Western Region Director
John O'Neill, Director-at-Large
Craig Cassetta, Historian
Henry Hecker, Midwest Region Director
Richard Kramerich, Public Relations Director
Charlie Martin, Northeast Region Director

Absent: Jim Berry, Treasurer
Richard Siri, Director-at-Large
Jake Smith, Southern Region Director
Jeff Wichmann, First Vice President

Michael Seeliger welcomed those in attendance. A roll call was taken for board members. An agenda was displayed. There were no guests present.

Old Business:

1. Bylaws Committee. Michael Seeliger

Michael has appointed Steve Jackson as chairman of the committee. Jim Berry and Henry Hecker, as well as Michael, are members of the committee. A meeting has already been held and Michael sent meeting notes to all board members. The bylaws were reviewed section by section, noting which sections needed further review. It was a productive meeting.

2. Reno Update. Richard Siri

In Richard's absence, Ferd noted that the bill from Grand Sierra Resort has been received and there are major discrepancies which Richard is trying to resolve; however, no one from GSR will return his calls.

3. Houston 2024 Update. Ferd

Ferd passed. Michael noted that the banner is up on the website, and he is talking it up.

4. Hall of Fame. Plaques, TV Player, Update

Michael is storing the plaques. He wants to set up a committee to work with the National Bottle Museum (NBM) for FOHBC display space. Jim Berry and Jim Bender are resources. Ferd noted that 5-6 years ago there was discussion about this and the National Bottle Museum needed money for their operations. FOHBC suggested using their upstairs space. It is not as important now because of the internet connection. It was noted that the upstairs is now being used as a community space for local artists. Michael suggested a visit to talk personally with them. Ferd noted we have given them free ads in the magazine (for many years), brochure design and paid printing cost (Jim Bender) so they owe us some consideration for reciprocation. Elizabeth noted that the video of the HOF recipients is actually stored within the flatscreen itself. Update required since 2012.

5. Magazine Advertising Rates



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According to the bylaws, the president and editor can present a recommendation to the Board for approval. If approved, new rates can be implemented as soon as practical. Ferd noted that he is not quite ready to make his recommendations to Michael, but his goal is to make the magazine self-supporting through advertising revenue without becoming ad-heavy. We will begin with personal contact with the big auction houses that are getting their ads well below market rates. In the past, when all ad spaces were not sold, free ads were given to fill the pages. Some people got used to that. Now everything is paid for, and ad space is filled. Ferd will be ready with a recommendation within 30 days.

6. Tentative Budget. Seeliger

No one has had a chance to formulate comments on Michael's preliminary budget figures. Ferd is still working on Reno and the magazine but should be able to provide comments within a week or two so that this can be reviewed at the next board meeting. Ferd noted the Virtual Museum funds need to be added but segregated since that is FOHBC money. Michael noted that it looks like even with no show next year, with increased ad sales for the magazine, the Federation should be in a good financial position. Ferd noted the Auction Price Report has brought in 25-30 new members.

7. Audit Report. Berry

Michael questioned why the outside, independent audit requested by Jim Berry, Treasurer, does not go directly to the president and business manager. Michael will ask Jim about this.

8. Merchandise. E. Meyer

Elizabeth talked to Chi Chi, Jeff Wichmann's assistant at American Bottle Auctions (ABA), to see if Jeff had talked to her about helping out with some Federation work. Jeff had not talked to her, but she said she would be happy to do so. Elizabeth then talked to Jeff, and he confirmed. Chi Chi would be handling merchandise fulfillment and sending out missed magazines and show kits to club show chairpersons, including ribbons (if they ask for them). Previously the Public Relations Director took care of a lot of this, but Elizabeth has been doing it for the last four years or so. Under Elizabeth's direction, Chi Chi can do mail runs for whatever needs to be sent out. Jeff might also take care of expenses, but that needs to be confirmed with Jeff when he has recovered from his health issues.

Michael will check with Val to see if she has an up-to-date inventory of merchandise or if she is willing to put that together. Michael will confirm with Jeff first but will have Val send the merchandise to Chi Chi if Jeff agrees. Meyers have dozens of boxes of older magazines (Bottles and Extras) to be sold or given away. Richard Siri has the Reno 2022 merchandise inventory (t-shirts). The goal is to get all of this in one place – preferably with Chi Chi. Ferd indicated the website's sales portal is being updated, which will make financial transactions easier and safer. We currently only do PayPal online. We should see an increase in merchandise sales.

9. Online Seminars. Seeliger

Michael asked what a "killer" seminar would be for the first one. Richard Kramerich suggested "How to Use the Auction Price Report," Michael suggested whole FOHBC website navigation, Charlie Martin suggested a tutorial on spotting damage in bottles, how to clean and repair bottles, and guidelines for how to tell if it's a good bottle. From a marketing standpoint, Ferd suggested a news blast with a complete schedule of a year's worth of monthly lectures, maybe beginning with "Digging."

New Business:

1. Appointment of E Meyer to Membership Director. Seeliger

Michael noted that Elizabeth Meyer, Business Manager, has also been carrying out the duties of Membership Director for some time. He has checked the bylaws, and nothing prohibits a person from holding two board positions. Michael moved that Elizabeth Meyer be appointed as Membership Director with voting privileges. Michael also noted that there is a discrepancy in the bylaws regarding voting privileges for the Business Manager. He included in his motion that the Business Manager has full voting privileges. It is noted that a person who holds two voting positions can cast only one vote—

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not one for each position. Richard Kramerich seconded the motion, and the Board was in unanimous agreement. Motion Passed.

2. Publicity Director Report. Richard Kramerich

Richard has submitted to Ferd a mock-up of a 4 x 9, 2-sided rack card that would be handy to send out for shows, visitor centers, inserts in magazines, libraries, etc. He would like Ferd's input on it. He also suggested the use of QR codes to bring in young people. QR codes would be scanned and directed right to the Federation's online sites (FOHBC.org, Virtual Museum, Auction Price Report). Ferd suggested it would be easy to put on the back of the magazine also. Currently, Richard doesn't have any material to send out to upcoming shows except a pdf of the membership page. Elizabeth will send him a packet of materials, including table stands and magazines (don't use current ones to give away – they are to be sold), and Ferd will send camera-ready artwork for PR pieces. Michael suggested we put a subscription/membership card in each magazine. Craig Cassetta will help on distributing materials to four upcoming shows he will be attending.

3. Website Update Help. Ferd, Richard K

Question if there is a 501(c)3 conflict with linking auction and sales on the Federation page. Ferd said he posts those on the Peachridge Glass Facebook site not on FOHBC social media sites. It is ok to share from there. We need to increase our FaceBook page presence—good goal would be 10,000 followers.

4. Membership Survey. Seeliger

Tabled

5. Membership meeting for 2023. Seeliger

Tabled

6. Bottles 101. Seeliger

Michael said he's trying to put together ideas for a Bottles 101 presentation.

7. Loop video on Membership values for presentation at shows. Seeliger

Michael would also like to see us set up a booklet of website info and a loop video for members and potential members to become familiar with FOHBC benefits.

8. Craig Cassetta, Historian Director. Seeliger

Michael made a motion to appoint Craig Cassetta as Historian Director. Charlie Martin seconded. Motion carried unanimously. Ferd asked for Craig's bio and photo so that they can be published online and in the magazine.

9. Gift Digital Memberships. Removal of members who don't renew. Seeliger

Michael wondered if we could allow members who renew to add two free digital memberships for their friends. Discussion on this was tabled for a future meeting.

Michael asked who takes members who do not renew off of the FOHBC portal. Elizabeth and Ferdinand do this. Very often, as soon as she takes a person and password off of the online membership list, they contact her to sign up again. Ferdinand assigns WordPress passwords and wants to continue doing this until we find a web-savvy person to take over. The FOHBC.org Members Portal membership list is out of date and needs to be updated. It is in WordPress code. Richard Kramerich volunteered to help with updating this.

10. Magazine Editor Contract Confirmation. Seeliger

According to the bylaws, the board needs to confirm the magazine editor contract annually. Michael made a motion to confirm Ferd as editor of AB&GC with payment of \$1200 per issue. Charlie seconded. Motion passed unanimously.

11. Hall of Fame nominee request. E Meyer

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Elizabeth will send out proper information/forms to complete a nomination on Thursday to the person who emailed that they want to make a nomination but did not have the ability to print out the necessary forms.

Miscellaneous:

Richard would like to help make show chairs and clubs aware of the ability to add shows to our site. Whenever Ferd gets a flyer, he promptly posts it, sends out a notice via social media, and in the past, sent it out in a newsletter by mass email. Ferd did 12-15 of newsletters at the beginning of the year but then became too busy to continue. He sent samples to board members. Sometimes these go to spam, so he noted we should look there if we hadn't seen them. Ferd would like to have someone take this over. He has a template he will share, and it is sent out by MailChimp. That is why it sometimes goes into spam folders because some security systems reject mass emails. Richard K. will work with Ferd on this.

Richard will mail materials to Charlie for show distribution. Elizabeth will send Charlie three packets for the shows coming up soon.

Motion to Adjourn by Charlie, Alice seconded. Meeting adjourned at 8:15 CST.

The next conference call date is undetermined.

The foregoing convey our 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 (1) week of the issue date of these meeting notes.

Respectfully submitted,

Alice J. Seeliger, Secretary