

VIRTUAL MUSEUM NEWS

By Richard T. Siri, Santa Rosa, California

The FOHBC Virtual Museum has been established to display, inform, educate, and enhance the enjoyment of historical bottle and glass collecting by providing an online virtual museum experience for significant historical bottles and other items related to early glass.



we are headed. The formal notes can be found at FOHBC News on the FOHBC.org home page.

1. Ferdinand Meyer V (FM5) gave a high-level overview of VM progress since we soft opened on 01 January 2020.
2. Alan DeMaison (VM treasurer) gave an overview of cash on hand, fund raising, expenses etc. Alan also provided the annual financial report that was given to the FOHBC treasurer (Jim Berry) and board as he did at the recent Reno 22 board meeting. Alan also sends bank statements monthly to Jim Berry.
3. Alan DeMaison reviewed fundraising to date which is \$85,510. Available funds are \$29,147. See VM figural barrel advertisement on page 69 this issue. All donors are thanked with a letter and posted on the VM Donor Wall by Miguel.
4. FM5 reviewed the museum and gallery architecture and floor plans. The new Cures Gallery location, and planned Soda Pop, Beers & Ales, and Perfume, Scent & Cologne Galleries were reviewed and are ready to populate. Discussion ensued to plan a Druggist Bottle Gallery. Brian Bingham to head up.
5. FM5 reviewed the master VM Google-Docs spreadsheet that lists all Galleries and the status (planned, imaged, in progress or done) of each bottle or glass specimen (1,235 lines). Miguel suggested tertiary back-up.
6. FM5 gave a VM marketing and public relations overview. We will resurrect VM newsletter email blasts. Examples from earlier this year were reviewed. VIP and social media posts were discussed. We want to add relevant glass museums and historical societies to the list.
7. Grant examples were reviewed. The VM team needs to learn how best to apply for grants. High priority.
8. Sponsorship from corporate entities discussed like Coca-Cola for Soda Pop Gallery, Walgreen's for Medicine Gallery, Miller for Beer & Ales Gallery, Jack Daniels for Spirits Gallery, etc. Make contact in 2023.
9. Alan DeMaison gave an overview of Reno 2022 VM imaging. 90 new VM specimens were imaged that were either walk-up or pre-planned. The layout page in the Nov-Dec AB&GC was reviewed.
10. Miguel Ruiz gave an overview of VM mechanics such as maintenance, new gallery coding, spin technology, security, etc. Overview of split URLs (Uniform Resource Locator) was discussed as problematic. Miguel and Doug Simms will set up separate one-on-one webinar and report back on these topics and more.
11. Planned VM 3D experience was discussed. The J. Paul Getty Museum was reviewed as an example. We would have to build the museum in 3D using architectural software. Two to three year development window was noted and a broad \$100,000 budget was noted. This is where grant money would come into play.
12. Alan DeMaison gave a Midwest imaging studio report for the balance of 2022 and 2023. Alan will finish Midwest Soda Gallery work with Doug Shutler and Dennis Huey. A Houston trip is planned for more Bitters from the Meyer collection. The Meyer Lightning Rod Balls to be imaged. Hope to visit HMNS to image Fuss collection. Southeast trip to image balance of Jochums and Shephard Cures. Work with Tom Pettit to image his Soda Pop bottles. Alan is also planning another New England trip, possibly to image the Noordsy, Correia, National Bottle Museum and a prominent EAG collector. Alan also discussed new software he is using to remove the background of bottles that has considerably increased his proficiency.
13. Gina Pellegrini-Ott gave a Western region imaging studio report for the balance of 2022 and 2023. Gina will complete her father's Food Bottle collection which won Best in Show at Reno 2022. She is good to travel with an assistant. The VM will get her a list of some collections to consider imaging.
14. Eric McGuire, our newest imager, is nearing readiness to start imaging. He will start with his collection of Western medicines, etc.
15. Michael Seeliger gave an overview of the VM Research Library. A better, more cost-effective and professional method of scanning is required. Doug Simes studying search capabilities using Relevance. See VM Google Docs research link.
16. Bob Jochums and Bruce Shephard gave a Cures Gallery update. All good. Lots of movement to date including research (Jochums), processing (Alan), processing (Miguel), and website gallery visual set up (Meyer).
17. FM5 discussed the proposed Houston 24 exhibit. Alan will image in preparation of simultaneous 2024 VM exhibition of Fuss, Wilber and Gugliotti collections.
18. Retail-Gift Shop. No action at this time.
19. Museum Security. Doug and Miguel to connect and report back to the VM Team.
20. Historical Documentation (books, magazines, etc. scanning, indexing and OCR (Optical Character Recognition (Simms) See #15 above.
21. 2023 Schedule (Meyer) Develop 2023 VM schedule.
22. Specific spontaneous gallery pull-up desired such as creating a gallery of figural barrels, Indian bottles, or Warner's bottles for example. More research required.
23. End of Meeting

