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Federation of Historical Bottle Collectors

FOHBC Semi-Annual Board Meeting Minutes #1

Board of Directors Conference Call / Zoom Meeting

7 March 2023, 7:00 pm CST

President Michael Seeliger called the video conference call to order at approximately 7:00 pm CT.

Present: Michael Seeliger, President
Alice Seeliger, Secretary
Ferdinand Meyer V, Director-at-Large
Charlie Martin, Northeast Region Director
Craig Cassetta, Conventions Director
Kathie Craig, Treasurer
John O'Neill, Director-at-Large
Elizabeth Meyer, Business Manager/Membership Director
Richard Kramerich, Public Relations Director
Eric McGuire, Western Region Director (joined at 7:50 pm)
Stephen Jackson, Second Vice President

Absent: Richard Siri, Director-at-Large
Henry Hecker, Midwest Region Director

Guests: None

1. Michael Seeliger welcomed those in attendance. Roll call was taken for board members. An agenda had been emailed to each board member.
2. No non-Board members had been invited as guests.
3. **Treasurer's Report / Overview**

Michael briefly gave approximations of FOHBC funds at month end February 2023. Investments have gone up by \$3,000 in the last month. Account balances are approximately \$206,000 with Accounts Payable of \$9,000 (which were paid in March). The FOHBC is in excellent financial condition.

Although Elizabeth received boxes of records and the laptop from our previous treasurer, Jim Berry, a check register was not included and the laptop is locked with a password and Jim has declined to provide it. It should be noted this laptop was purchased by Elizabeth personally and given to Jim so that he could keep accounting records on it in Quicken. So Elizabeth and Michael are continuing to work on filling in the blanks before recordkeeping can be turned over to Kathie.

A new checking account has been set up at Wells Fargo bank and Elizabeth has deposited all of the money from the previous bank account and payments received for membership, etc. Elizabeth will be talking with them about the fees they are charging which were not the agreed-upon amount. They charged \$.50 per transaction and each check in a deposit is counted as a transaction. This is not acceptable. Kathy Craig offered to talk to her local Wells Fargo banker if Elizabeth needs assistance in getting this into a different fee structure.

Kathy Craig will be using Quick Books to manage the records and will work closely with Elizabeth to set up the categories, etc. Elizabeth will retain the checkbook and write out checks as well as make payments out of the Paypal accounts as appropriate (foreign payments for example).

4. Recap of First Three Quarters (FOHBC fiscal year is July 1 to June 30)

a. Investment Review

Investments are doing well and have increased by \$11,000 since July 1, 2022.

b. Audit committee

Michael discussed setting up an audit committee from within FOHBC. He will ask a couple board members and report back to the board.

c. Tax Preparation

A new tax preparer will be chosen unless Kathy is able to produce the returns from the Quick Books accounts. No action taken at this time.

5. Past Show Reports

a. Reno 2020--cancelled

Ferd will put together a balance sheet. FOHBC lost money on this cancelled event.

b. Syracuse 2021--cancelled

Ferd will put together a balance sheet. FOHBC lost money on this cancelled event.

c. Reno 2022

Michael reported that it was profitable at around \$22,000, less any percentage payment to Richard Siri which has yet to be settled. Michael and Ferd will finalize this with Richard.

6. Business

a. The board accepted, by email vote, the resignation of Craig Cassetta as Historian Director and appointment by President Seeliger to Conventions Director. Appointment recorded.

b. The board accepted, by email vote, approving the amount of approximately \$860 for printing 10,000 promotional cards (5,000 each of 2 pieces, multiples on a page, double-sided). Elizabeth has received the cards and is distributing them to FOHBC board members. Michael asked if anyone is able to go to the Baltimore Show but unfortunately, no one on the board is able to make it. Elizabeth will ensure that a supply of promo cards is available there.

7. Magazine Updates

a. Ad revenue

Notification of ad price changes is complete and updated in AB&GC and website.

b. Subscribers/Tiers

Elizabeth noted that our current membership is 1858. That is down a bit but it is moving back up as renewals are coming in from those that were merged into FOHBC from John Pastor's magazine subscriptions.

Ferd shared several new member/renewal responses as to how they found out about FOHBC and AB&GC. Responses included bottle shows, magazine, friend and internet.

Ferd mentioned we really need a Marketing Director to get the word out over several platforms. We should have 10,000 members with all FOHBC has to offer! And they're out there, we just have to reach and inform them.

Ferd showed the Membership Tiers Step 11 in the 12 Step proposal he set up several years ago. He briefly explained the categories and his suggested changes. Board members were asked to

review the proposal before the next bi-annual board meeting scheduled for March 14 so that it can be discussed.

Ferd and Alice will work on adjusting the benefits page in the AB&GC to reflect any changes agreed upon by the board. (The closing date for the next issue is the end of March.)
Richard K. reviewed the membership list on line and requested a column “How did you hear about us?” be added to the spreadsheet and add “promotional card” to the selection.

c. Magazine Printing Proposal Review and Acceptance

Alice moved that we accept the proposal from Modern Litho, our current printer, as it was the most favorable of the three proposals submitted. Steve Jackson seconded. Vote for approval of the motion was unanimous.

We discussed print quantity, especially in light of the fact that Elizabeth ran out of the January-February 2023 issue. The print quantity had been reduced to save some money. The board discussed printing enough of each issue to have 250-500 extras (at a cost of \$1 each if 500) to use as promotional material and put that into the marketing budget. Or select one or two issues a year and print extra issues of those to use as promos. Richard K. recommended that we print 2250 for the next issue or two and then revisit this to determine if a larger printing is needed.

d. Assistant Sales Director

Ferd needs help selling ads for the magazine. The Regional Directors can help by sending the Auction Price Report ad Ferd developed and sent to them. They should forward a copy of the ad to clubs in their regions and request that they put it in their newsletters. If show chairmen have not placed ads, they should be encouraged to do so—with enough lead time to get into AB&GC—and it will also be placed on the web site and announced on Facebook pages.

e. Archiving Scanner Purchase

The past 20+ years of Bottles & Extras (previous FOHBC official publication) have been digitized. Need help on many more items.

f. Scanner Purchase

Michael had looked into scanners in the \$4000-\$5,000 range. Ferd and Michael will work on this and bring a proposal to the board. There was also a question of what the cost would be to have a business who has the equipment do this?

g. Advertising in Journal of Antiques April Glass Issue

An email board member survey was taken for approval of two full page ads at \$500 each. Richard K. moved and Charlie seconded. Motion passed with unanimous vote.
Michael reminded the board that a Marketing/Advertising Budget needs to be set up.

8. Auction Price Report

Phase II needs to be started beginning with part of 2021 and all of 2022. APR should also be expanded to include additional auction houses such as NAG and Holabird, and Terry McMurray’s, if possible. There is an option to add images. There is an amount budgeted each year for this which is covered by donations. Ferd will continue to work on this. Several people who have committed to work on this in the past need to be brought back in including Andy Kaufman, Bill Meier, Miguel Ruiz. Joel Bartsch has provided funding including \$10,000 to start the project.

9. Progress of work being done by assistants to Elizabeth

About two days a week, 4-6 hours a day are being put in. Work included preparing packages of materials for shipping which takes a lot of time. Elizabeth will be adding membership tasks as a project.

10. Hall of Fame Submittal

a. Board discussion regarding criteria for acceptance

Elizabeth had sent each board member the criteria for selection and the Submittal for Jerry McCann. Michael asked for any questions or discussion of the presented material. Several board members requested that Elizabeth resend the documents to them (Charlie, Craig, Steve).

b. Discussion of HOF nominee

Michael briefly described Jerry's involvement in the fruit jar collecting hobby and felt his contributions make him a great candidate for this honor.

c. Discussion of procedure to authorize secret ballot for acceptance/rejection

Each board member was asked to review the information presented so that Elizabeth can conduct an individual secret telephone vote beginning on March 21. A two-thirds majority vote of the board for approval is required.

11. Committee formation discussion (time permitting)

Charlie made a motion to approve Michael forming committees as follows. Steve seconded. Board vote was unanimous.

a. Website Committee – need to determine individual projects.

b. YouTube Video Committee – Craig Cassetta is already working on this.

c. Merchandise Committee – Michael seeking members.

d. Bylaws Committee report. Discussion on changes to bylaws is scheduled for next meeting.

12. Additional items from attendees

None

13. Adjournment

Alice moved to adjourn the meeting. Charlie seconded. Meeting was adjourned at 8:40 p.m.

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

Respectfully submitted,

Alice J. Seeliger, Secretary