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Federation of Historical Bottle Collectors

Semi-Annual Board of Directors Zoom Meeting

August 4, 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
Kathie Craig, Treasurer
Elizabeth Meyer, Business Manager/Membership Director
Eric McGuire, Western Region Director
Richard Siri, Director-at-Large
Tom Lines, Southern Region Director
Charlie Martin, Northeast Region Director
Craig Cassetta, Conventions Director

Absent: John O'Neill, Director-at-Large
Brian Bingham, Historian Director
Henry Hecker, Midwest Region Director
Stephen Jackson, Second Vice President

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 were present.

Before beginning the published agenda, President Seeliger asked for confirmation of the email vote to transfer \$2,500 from the FOHBC general account to the Houston 2024 Exposition account as seed money that will be returned when the Expo brings in enough money to operate. All board members voted to confirm their positive email vote.

3. Financial Report

- a. An Audit Committee has been set up to review all funds and transactions for fiscal year July 1, 2022 to June 30, 2023. The committee consists of John O'Neill, chair, Steve Jackson, and Henry Hecker. All financial records will be made available to them and they will report their findings back to the board.
Kathie Craig will present the financial information to the tax accountant for the completion of the annual tax return.
- b. Investments continue to do well. Michael showed a statement of all accounts.
- c. Michael displayed a Profit & Loss Statement. Kathie provided an overview indicating there was a net gain for the fiscal year of \$4,900. Some expenses were out of period due to past-due payments to the Business Manager. Charlie noted that the investment accounts should be included as escrow accounts.
- d. Michael will email his proposed budget for fiscal year July 1, 2023 to June 30, 2024 to all board members for review and later discussion. He will update to show income from 78 clubs. Elizabeth

noted she sends out renewal notices for clubs whenever their renewals are late. Michael reiterated the fact that we need a Marketing/Sales Director to help grow the organization. He will use 2,000 memberships as the basis for the budget.

Kathie questioned why Gary Beatty's name was still on the TransAmerica Funds account on the most recent statement she received. It also did not include Elizabeth's name as it should have. Elizabeth will check with TransAmerica Funds on this issue. Elizabeth, Kathie, and Michael will ensure that Beatty's name is removed. Elizabeth has had trouble getting them to do this in the past.

Eric noted the investment accounts are doing exceptionally well.

- e. **Virtual Museum** financial report was tabled until Alan DeMaison is able to attend.
- f. A process has been put in place where Elizabeth sent out another invoice for past due ads for the Reno 2020 Expo with a copy sent to Kathie Craig. If the payments are not received in a timely manner, Kathie will follow up with another invoice again. At this time there are 11 ads remaining unpaid. Michael said he would make personal calls if these methods are not successful.
- g. Figures for the Reno 2020 Expo (cancelled) were not available.
- h. Figures for the Syracuse 2021 Expo (cancelled) were not available and we will not be pursuing further.
- i. Michael presented the Reno 2022 Expo financial summary. The Expo netted a profit of \$22,140 after the \$4,400 event chair payment was made to Richard Siri. Richard and Bev Siri very generously donated this commission to the Virtual Museum.

2. Antique Bottle & Glass Collector Overview

- a. A Sales and Marketing Director is needed to make calls for ads which Ferd is doing now. Ad space could be sold on the widgets section on the website also. Each magazine has many ads and Ferd has to spend too much time soliciting updated ads.
- b. We don't need to sell more ads (all available space is used) but follow-up calls to repeat advertisers takes a lot of time and a collections person could also help get ads paid for. Michael will help make calls if any ads are seriously past due.
- c. Brian Bingham has a list of past issues of AB&GC that need to be archived. We were supposed to get all of the record copies of magazines Val was holding when she was secretary, but we never got them, so now we will have to find certain issues.
- d. Ferd will send out a list of all the issues we need for archiving to board members first to see if we can come up with them. Then we will have to go to the general membership.
- e. Ferd had suggested Alice check into purchasing InDesign software which is what he uses for the magazine. This would be a Federation expense. Alice will follow up on this.

3. Bylaws Committee Report

Steve Jackson was not present for a Bylaws Committee update, but Michael noted that another meeting would be set up soon. Their goal is to have them ready for a special on-line membership meeting before the end of the year where they would be presented for a vote as required in the bylaws.

4. Advertising

Michael noted that he would like to include an annual budget for advertising including promo cards, ads in other publications, ad trades.

Elizabeth noted that we need to reorder the promo cards if we are going to continue using them. Everyone agreed that they are working very well to spread the word about FOHBC membership

and the benefits of membership. They are being distributed to dealers at shows, in show packets that Elizabeth sends out, and made available at Federation tables when Regional Directors are able to secure one. The previous order was for 5,000 for each of the two cards. Alice made a motion to authorize Elizabeth to order 10,000 each of the two cards, leaving it up to Elizabeth to work out the prices with the printer. Michael seconded. Motion carried unanimously.

5. Archiving Project

Report was tabled because Brian Bingham was not present.

Craig Cassetta reported the interview Michael had with Bill Mitchell, including his acquiring the “blue fish” bottle back in the 70’s, is now up on the Federation’s YouTube channel.

Craig would like more videos he can put on YouTube to expand the project.

Ferd noted that he received a huge amount of fruit-jar-related photos from Sonny Jackson to be archived and added to the Virtual Museum. Michael will be learning how to do this—it is a large project.

6. Auction Price Report

Ferd noted that they will wait until the end of 2023 to update the APR with 2021 (partial), 2022, and 2023 auction data.

7. Bottle Show Presence

Michael would like to have an FOHBC table at as many shows as possible, with a computer that could show viewers how to navigate the Federation website. He thought a tablecloth with the FOHBC logo and its QR code would be good PR. Other items to display include promo/marketing cards, membership applications, FOHBC poster, Houston 24 poster, VM poster, APR poster, list of membership benefits, magazines. Ferd mentioned they have two magazine racks that display multiple issue very well.

When packets are ready, there should be a notice put in the magazine encouraging members to oversee an FOHBC booth. Maybe they could get free early admission?

Elizabeth noted she needs items for the show packets including stand-up posters (just the FOHBC logo). Elizabeth will get prices for these from Mark and Ferd will send the quote to the board for review. They will get pricing for 100, 250, and 500.

Elizabeth also includes 10 membership applications, three AB&GC magazines for display only and a supply of promo/marketing cards.

The best PR is when Michael or Charlie as well as other board members attend shows and take photos to put in the magazine and website.

8. Houston 24

Ferd reported that there were meetings in Houston on Thursday with representatives of HMNS and Hotel ZaZa. An information packet is in the works and has been previewed by the Houston 24 committee members.

Ferd noted that he is serving in several capacities: as an FOHBC board member, overseeing the bottle show and sale including the souvenir program; and as a principal of Peachridge Collections, LLC. In the latter capacity, he is providing consulting services for the Sandor Fuss and Gugliotti and Wilber collections exhibits and is designing and publishing a book for each of the two exhibits.

Michael is working with Mike Craig on producing commemorative blown bottles for sale at the event.

9. 2025 National Show

Craig explained that no proposals were presented from the Northeast Region. Therefore, the reach will need to be expanded to other regions. The committee will meet soon to plan the next steps.

Grand Rapids was suggested as a possible location, but a team would need to submit a proposal.

Michael mentioned a possible “super convention” bringing together collectors and sellers from many different categories and other organization for 2028-2029.

Michael will contact the Corning Museum of Glass to see if they have any interest/ability to host such an event.

10. Board Positions

Ferd/Elizabeth maintain a spreadsheet of members who have indicated a willingness to participate in FOHBC positions. Since we are still in need of a few board members, Michael will review that list and contact all of those who have indicated an interest in serving on the board, or committees and try to fill those positions.

A list of duties for each position is being developed in the process of preparing the bylaws revisions. This should help explain the responsibilities of each position to prospective board members.

As an example, Ferd showed a preliminary Membership Director list of duties. Kathie Craig asked Ferd to send this list to her as she might have someone in mind.

11. Marketing Director

Need to fill the position. Marketing Director would handle social media, newsletters, promotional material, and attend shows representing FOHBC.

12. Educational Program

The next educational seminar via Zoom is Tuesday, August 8 and features a Show & Tell format. Michael will lead and has requested participants to send him photos of items they want to display. The video will be available on the website shortly thereafter.

Michael asked for a motion to adjourn as it was 9 pm, the appointed end time of this meeting to be continued tomorrow (Saturday) morning beginning at 10 am CST. Charlie made the motion, Tom Lines seconded it. Passed unanimously.

Continuation of Semi-Annual Board of Directors Meeting will be on Saturday, August 5, 2023.

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