



Alice J. Seeliger
FOHBC Secretary
N8211 Smith Road
Brooklyn, WI 53521
aliceajscreative@gmail.com

Federation of Historical Bottle Collectors

Semi-Annual Board of Directors Zoom Meeting CONTINUATION

August 5, 2023, 10:00 am CST

President Michael Seeliger called the video conference call to order at approximately 10:00 am CST.

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
Henry Hecker, Midwest Region Director
Steve Jackson, Second Vice President

Absent: John O'Neill, Director-at-Large
Brian Bingham, Historian Director

Guests: None

Michael Seeliger welcomed those in attendance. Roll call was taken for board members. An agenda had been emailed to each board member.

No non-Board members were present.

13. Website

Ferd gave an overview of the current 10-year-old system and shared a document explaining the history of the creation of the website. At the request of Gene Bradberry, Ferd updated the website and then took over as webmaster on a volunteer basis. The previous webmaster was paid +/- \$600/month. A redesigned website project has been on the agenda for the last six years.

Ferd believes it should be a paid position again but it first needs to be totally overhauled. Ferd had asked Miguel Ruiz to put together a proposal for the cost and timeframe for a new website. Miguel felt confident the new website could be up and running by the end of the year.

Ferd also brought up an example of a current, very well-laid-out website at NewMoney.org, the American Numismatic website. It is much easier to navigate, using vertical scrolling and Ferd and Miguel will be using this as the general format for a new website.

Charlie stressed that even while the bylaws are in the revision stage, position descriptions should be pulled out and presented to the board for approval. Those position descriptions can then be used to solicit members to take on those positions. These descriptions should not be a part of the bylaws because it becomes too cumbersome to modify them to what might be currently needed.

Michael showed a draft of the Merchandise Director duties and indicated others being developed are for the Marketing Director, Membership Director, and Business Manager. Charlie asked that Michael send him the position description drafts so that he can use them to recruit people for the positions.

Charlie requested that the website update proposal be presented at a special meeting in August after it has been given to Michael for review. The Board gave a general vote of confidence in support of this project.

14. Hall of Fame

Discussion about what to do with the plaques and books currently being stored in several large boxes in Michael's warehouse. Should they be given to the family or club if family is not interested in them? The National Bottle Museum does not have the wall space or storage space for these. Alice made a motion that Michael contact the families and then clubs to see if they will accept the plaques and books and, if so, send them out. Steve seconded the motion. Charlie asked to amend the motion to allow disposal of anything no one wants. Motion carried unanimously.

The video still needs to be brought up to date. Could this be a Craig Cassetta or Brian Bingham project? (Neither were present to respond.) Michael noted we could write out the script and a board member with a good voice could read the script. Elizabeth has the video. Michael will contact Craig and Brian.

Elizabeth was authorized to order one plaque and one book for the McCann HOF award.

Ferd mentioned there is a pending nomination for Alan DeMaison in the works. It will be presented in a future zoom call with the board.

15. Insurance Update

John O'Neill's summary report was brought up on screen for review.

Siri questioned who clubs should contact to obtain show insurance. As long as the club is an FOHBC member club, they should contact Elizabeth well in advance of the show.

Kathie asked for clarification on the premium payment that was recently paid which was \$2,000 higher than the quote. Elizabeth noted that we will be getting a \$2,000 refund in October.

Steve asked for clarification if FOHBC carried Officer & Director Liability coverage. Elizabeth explained that is in a separate policy. Elizabeth, Steve and John will review all of the insurance policies and bring a report back to the board.

Ferd noted that the requirement for insurance coverage we provide to atypical clubs (associate, Facebook clubs meeting virtually, etc.) needs to be reviewed. He would work with someone on this, perhaps Elizabeth and Alice.

16. Membership

- a. Position description reported on earlier.
- b. Duties were presented earlier.
- c. The membership survey is being put on hold until it can be conducted on the new website.
- d. Michael has an ambitious plan to increase membership to 2500 and feels board member presence at shows is very important to accomplish this.

17. Merchandise

- a. Michael posted the list of duties of the Merchandise Director.
- b. He reviewed the location of the current inventory and how it is handled for sale.
- c. The Merchandise Director would be doing a ROI analysis so that this could be run as a profit center. Steve Ketchum has agreed to work with a director but does not want to be one. Michael asked if anyone knew of any candidates we could pursue. Michael will send out the Merchandise Director duties list so that board members can use it to seek someone for the position.

Tom Lines asked if there was a ballpark figure of current sales. At the Reno show we broke even and possibly made a bit of a profit. But Michael noted that sales are also a publicity vehicle to get new members. We have about \$2,000 of inventory on hand.

Elizabeth has several orders for items that we have run out of – short-sleeved men's denim jackets and caps and would like authorization to reorder these. She will get a price quote and present it to Michael or the board for approval.

Tom made a suggestion that FOHBC board members and/or FOHBC members who attend shows could all wear a FOHBC-designed noticeable shirt or jacket like they do at the Baltimore show so they are easily identifiable. Tom will work with the committee when a director is found.

Elizabeth noted that AB&GC magazines are merchandise also. Elizabeth gets requests for them and charges \$7 for magazines plus shipping if a non-member, and \$5 if a member. She always encourages non-members to join so they can get the lower price but non-members usually say they just want the magazine.

18. Regional Director Reports

Tom Lines, Southern Region Director, noted that Tom Hicks is in poor health and in a Hospice. Ferd mentioned that Bill Baab will be writing an obituary and Tom's passing will be announced on the website.

Tom noted several upcoming shows over the next six months and suggested Michael should definitely attend the Nashville show in October. Michael said he is planning to attend. He would also like to attend the Jackson, Miss. show in January but usually has a scheduling conflict.

There was discussion about holding a national convention in Nashville in the coming years if the Northeast doesn't submit a proposal to do so. Michael noted Nashville is a central location and shows held in that region (Memphis, Chattanooga, Augusta) have been very successful.

Charlie Martin, Northeast Region Director, noted several great shows will be going on during the height of the "leaf peeking" season. He's encouraging show attendees to combine the two opportunities.

Henry Hecker, Midwest Region Director, is seeing less activity in the Milwaukee area and Minnesota clubs lately, both with shows and meeting attendance. He is stressing that clubs should use a newsletter to increase membership like the Ohio bottle club did with their "*Ohio Swirl*" publication. It is a high-class publication and more a magazine than a newsletter and it has brought in about 50 members as a result of publishing that on a monthly basis.

Henry noted that George Hansen recently passed away at 92. He was well-known in the Midwest region.

Henry's health issues are improving and he plans to attend shows. He mentioned a great digging find now owned by Peter Maas – a sapphire blue glass horse collar – made in Milwaukee for an Eau Claire company. Ferd noted it is featured in the Lost & Found section of the September-October issue of AB&GC. Michael asked if Henry could ask Peter to bring it to the on-line educational seminar "Show & Tell" happening in a few days.

Eric McGuire, Western Region Director, said the next shows in the region will be the Northwestern Bottle Collectors show in September and the 49er show in November. There is also a small show in the Aurora area which brings participants from Washington and Oregon.

Eric is working on securing updated club contact information to update the information on the website that is quite outdated. It's been a difficult process to get responses from clubs and he has found some clubs have been disbanded. Sadly, that includes the club in Hawaii.

Richard Siri said the Reno club closed down, so no more Reno shows.

Michael said privy digging in the East is becoming more popular.

19. Security of Website

Michael explained that updating online security will be a big component of the Federation and Virtual Museum. He reminded everyone to beware of phishing emails supposedly coming from him. He will never ask anyone to buy gift cards, call or set up a meeting with him. Check who those kinds of emails are coming from.

20. Virtual Museum

Ferd noted that activity slows down over the summer. Several photo sessions are being set up now—fire grenades and sodas, for example. There is a backlog of about 500 items to be processed for inclusion in the VM. The VM contains about 1,000 spinning images now and is expanding almost daily. Alice reminded everyone to “share” new items announced on Facebook pages.

Richard remarked that The Casino Collectable Association has been looking at our VM and were very impressed. They are now considering trying to do something similar.

Michael mentioned that pages are stalling occasionally. Ferd noted the site is weighty and one of the reasons for revamping the website. They have been transferring all images to SASS but they’re only about 15% done. The VM team is well-aware of the issue and continues to mitigate it as much as possible. He reminded everyone that it might help to rebuild the cache on your computer to clear out old and broken links, etc. The VM is cleaned up periodically on a much bigger scale.

Ferd noted that the VM team has been discussing setting up a Foundation to seek grants that are available. They need an experienced grant writer to prepare grant requests. Setting up a Foundation should be a number one priority for the Federation and Virtual Museum.

Eric has been doing great work on new images and has completed 50-70 bottles recently. We need an imager in the Southeast, Mid-Central, Atlantic and Northeast regions. Gina Pelligrini-Ott is getting back to imaging also. The Federation pays for rotating equipment and software, but an imager needs to have a high-quality camera. Candidates could be sought through the magazine but probably more effectively on the website.

The Donor Wall including in-kind contributions is updated with donations which continue to come in. There are several monthly donors of \$500 and an anonymous donor of \$25,000.

Additional Items

Michael asked Steve about the status of setting up a foundation and he reported that it is easy enough to do when we decide to move forward on this. Alice mentioned that Brad Dalton, who is on the Houston 24 committee, set up a foundation all on his own—reading all the books for guidance. Perhaps he could help.

Michael is expecting a website update proposal from Ferd and will call a special board meeting to review it.

Charlie suggested a special meeting to review job descriptions.

The online membership meeting is scheduled for next Saturday, August 12. It will be recorded and available on the website. Nothing requiring a vote is on the agenda. [Note: This meeting was cancelled in favor of Michael preparing a “State-of-the-Federation” report to be recorded and placed on the website.]

Tom Lines made a motion to adjourn the meeting at 11:30 am, Steve Jackson seconded. Motion was unanimously accepted.

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