

American Numismatic Association
Board of Governors Open Session Videoconference
Tuesday, June 8, 2021 at 11:00am MT
(10:00am PT • 12:00pm CT • 1:00pm ET)

Call to Order – President COL Steven Ellsworth, ret.

Roll Call – Secretary Sandy Pearl

1. Approval of Open Session Minutes [2 minutes] – President COL Steven Ellsworth, ret.

MOTION by _____, second by _____ to approve the minutes of the Board of Governors' Open Session Meeting Videoconference held May 4, 2021.

2. Treasurer's Report & Audit Update [5 minutes] – Treasurer Larry Baber & Chief Financial Officer Brent Howe

3. Site Selection for 2024 World's Fair of Money [5 minutes] – Executive Director Kim Kiick & Events Director Jennifer Ackerman

Note: the purpose of selecting Rosemont for WFM 2024 is to secure an offer to have zero hotel attrition for WFM 2021.

MOTION by _____, second by _____ to select Rosemont, Illinois as the site of the 2024 World's Fair of Money and to enter into the necessary contracts.

4. NHPRC Grant Application [10 minutes] – Director of Development & Membership Donna Frater

The Fund Development Committee has been researching grant opportunities, and we are currently applying for an Access to Historical Records: Archival Projects grant, made through the National Historical Publications and Records Commission (NHPRC).

The Commission provides no more than 75% of total project costs in the Access to Historical Records: Archival Projects category. For example, a request of \$150,000 in NHPRC grant funds means the applicant must provide at least \$50,000 in cost share.

Our archival project will be focused on American banknotes. The preliminary draft deadline for the grant is August 10th.

The final grant deadline is October 6th. Support of the grant begins no earlier than July 2022. (This when we would receive grant funding.)

The committee requests that the Board of Governors approve \$50,000 from the ANA's Ben E. Keith endowment to meet the cost share of the grant. If the Board does not approve this funding, the Fund Development Committee will initiate a campaign to raise the \$50,000 between now and September. After which, if necessary, the committee will return to the Board to request that it provide supplemental funding to the campaign so that the full \$50,000 of the cost share is secured.

MOTION by _____, second by _____ to approve funding in the amount of \$50,000 from the Ben E. Keith fund for the purpose of providing the cost share required by the National Historical Publications and Records Commission to be eligible to obtain an Access to Historical Records: Archival Projects grant in the amount of \$150,000.

5. Discussion of Free Memberships for District Representatives [10 minutes] –
Governor Rob Oberth

6. Increasing Marketing Budget for World's Fair of Money [5 minutes] – Executive
Director Kim Kiick

ANA has typically spent approximately \$58,000 in marketing for the World's Fair of Money. Although the funds don't go far in a major market such as Chicago, in the past we've been able to purchase some TV news exposure, a few print & digital ads, and a small Pandora radio campaign. We also put resources into social media and purchase exposure in the numismatic media, in addition to some pro bono exposure we receive from numismatic partners such as NGC. However, because of budget constraints and the fact that we were anticipating a smaller WFM in 2021, the marketing budget was

reduced to \$40,000. Everything has changed since then. We're planning for a full-blown show, PLUS we now have The Tyrant Collection exhibit as a major draw. In order to promote the show and The Tyrant Collection exhibit with greater impact, we are requesting an increase of the show marketing budget to \$70,000.

This is a \$30,000 increase to the current \$40,000 budgeted and requires board approval.

MOTION by _____, second by _____ to approve \$30,000 to be added to the 2021 World's Fair of Money marketing budget.

7. Upcoming Board Meeting Schedule – President COL Steven Ellsworth, ret.

Next regular Board meeting scheduled for Tuesday, July 13, 2021 at 11:00am MT
(10:00am PT / 12:00pm CT / 1:00pm ET)