

**American Numismatic Association**  
**Board of Governors Open Session Videoconference**  
**Tuesday, December 14, 2021 at 4:00pm MST**  
**(3:00pm PST • 5:00pm CST • 6:00pm EST)**

**Call to Order** – President Ralph Ross, PhD

**Roll Call** – Secretary Sandy Pearl

**1. Approval of Open Session Minutes** – President Ralph Ross

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve the minutes of the Board of Governors' Open Session Meetings on October 12, 2021 and October 18, 2021.

**2. Treasurer's Report** – Treasurer Larry Baber

**3. Banking Administration** – Chief Financial Officer Brent Howe

**4. Approval Committee Personnel Changes** – President Ralph Ross

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve the following committee personnel changes:

**ADD**

Akio Lis to Museum/Library

Sheila Fortenberry to Membership & Outreach

Sheila Fortenberry to Education & YN

**REMOVE**

Arlyn Sieber (resigned) from Publications

Logan Curtis from Membership & Outreach

**5. Selection of Host Club for the 2022 World's Fair of Money** – President Ralph Ross

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to select the Chicago Coin Club as the Host Club and Steve Zitowsky as Host Chair for the 2022 World's Fair of Money.

**6. Dr. George F. Heath Society** – Director of Development and Membership Donna Frater

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve the creation of a Fund Development program to be known as the Dr. George F. Heath Society.

Purpose: An opportunity to allow the Fund Development committee to begin work to develop a program that will supersede the 1891 Alliance.

In the renovation of this giving society, the committee would like to change the name to recognize Dr. Heath's positive contributions to numismatics.

To quote Dr. Heath directly, "There is nothing like the alliance of kindred pursuits to stimulate growth and interest." A campaign was begun to organize such an association, and numismatists from across the United States reacted favorably when they were urged to band together to derive greater benefits and pleasure from their avocation.

ANA's Dr. George F. Heath Society will offer an excellent way to cultivate, steward and upgrade members and their annual donation—this will increase donation retention rates and also boost the lifetime value of these donors to the ANA.

The Dr. George F. Heath Society can take our fund development program to the next level by providing a special place for current and prospective donors to belong in our organization. It does that by building a "tribe" of loyal and supportive members.

To encourage ANA membership to give \$1,000 or more annually to financially support the ANA and its services to the academic community, collectors and the general public with an interest in numismatics.

"The foundation of the ANA was not laid for today alone but for the long and distant future. Each member can do a little in contributing to its success."

### Pros

1. Encourages giving to the ANA.
2. Establishes a great way to give recognition to our members for their gifting and creating a culture of philanthropy.
3. To strategically develop program benefits for the Heath Society members.
4. Implement many simple, interesting, and affordable ideas that we can put forth to add some heft to the program. Retain interest, and renewal in the society.
5. Encourages and supports like-minded individuals who are compassionate about the future of the hobby.
6. Use gatherings, receptions to create an atmosphere of loyalty, be an inspiration for prospective/potential level giving members to become engaged.
7. Leads to developing a monthly (sustaining) giving program as well as encourage legacy gifts; generation of stretch goals within giving.

### Cons

1. Flat/non-increasing giving year after year.
2. Forgetfulness of time dedicated by the Director of Development & Membership and Fund Development committee, money spent on events and other society activities.
3. Not maintaining an educational component or unique feature at events/activities.
4. Forgetting that we're interacting with individual members. Focus should incorporate the individual relationship and the journey ANA takes with them in their cultivation and giving
5. Failure as previous program.

## **7. Discussion on Composition of ANA Membership** – Executive Director Kim Kiick & Director of Development and Membership Donna Frater

Request by Governor Morgan that the Executive Director discuss the composition of the ANA membership with a focus on demographic information, member retention, paid vs. free membership, a short and long term membership projection, plus initiatives and concepts the ANA has executed in the past ten years to address membership.

**8. Discussion on Current Educational Programs** – Executive Director Kim Kiick, Museum Director/Curator Douglas Mudd & Education Director Rod Gillis

Request by Governor Morgan regarding the current educational programs so that the board has a clear understanding of the participation rate, time involved, and turnaround time for each program. Are there programs that the staff would like to see updated or eliminated? How much time would the elimination of underperforming programs give the staff to pursue new concepts?

**9. Upcoming Board Meetings** – President Ralph Ross

The Board of Governors will meet at the NYINC on January 13, 2022 at 8:00am EST.

The next regular board meeting is scheduled February 8, 2022 at 4:00pm MST.