

211214 Open Session Teleconference Meeting Minutes

American Numismatic Association

Board of Governors

Meeting Minutes

Draft for Review/Approval (R1)

Regular Meeting Teleconference

Open Session

December 14, 2021

(Note: Agenda item text is highlighted in gray)

Call to Order – President Dr. Ralph Ross

The meeting was called to order at 4:00 PM MST

Roll Call – Secretary Sanford Pearl

A quorum of 7 *voting Board members (R1)* were present

Board Present: President Dr. Ralph Ross, Vice President Joseph Boling (arrived 4:03 PM), Governors: Mary Lynn Garrett, Mark Lighterman, Clifford Mishler, Charles Morgan. Robert Oberth, Shanna Schmidt.

Board Absent: Governor Michael Ellis

Non-Voting Attendees Present: Executive Director Kim Kiick, General Counsel Hollie Wieland, Chief Financial Officer (CFO) Brent Howe, Executive Assistant Donna Nunez, Treasurer Larry Baber, Parliamentarian Greg Lyon, Secretary Sanford Pearl, Past-Presidents COL. Steven Ellsworth, Ret, Gary Lewis, ANA Staff Doug Mudd, Rod Gillis, Donna Frater, Caleb Noel, Bylaws & Ethics Committee Chair Doug Andrews, Publicist Donn Pearlman, Assistant Treasurer Carol Hull, District Representative Bob Mellor, Museum/Library Committee Member Rick Ewing

Agenda Item #1. Approval of Open Session Minutes - President Ralph Ross

(211214 OS#1) MOTION by Governor Mishler, second by Governor Oberth to approve the minutes of the Board of Governors' Open Session Meetings on October 12, 2021 and October 18, 2021.

Discussion: None further.

Vote Passed 7-0-0 (2 absent, Vice President Boling, Governor Ellis)

Agenda Item #2. Treasurer's Report – Treasurer Larry Baber

Discussion: Treasurer Baber and CFO Howe commented that they were preparing for the upcoming audit.

Agenda Item # 3. Banking Administration – Chief Financial Officer Brent Howe

(211214 OS#2) MOTION by Governor Mishler, second by Governor Lighterman to authorize President Ross to issue a letter to Chase Bank giving Executive Director Kim Kiick, and Assistant Treasurers Jan Valentine and Carol Hull the authority to sign ANA checks. The letter would also give CFO Howe authority to administer and Executive Director Kim Kiick, Treasurer Larry Baber, and Accounting Assistant Laura Vatcher authority to access the ANA accounts online.

Discussion: None further.

Vote Passed 8-0-0 (1 absent, Governor Ellis)

Agenda Item #4. Approval Committee Personnel Changes - President Ralph Ross

(211214 OS#3) MOTION by Vice President Boling, second by Governor Garrett 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

Discussion: None further.

Vote Passed 8-0-0 (1 absent, Governor Ellis)

Agenda Item #5. Selection of Host Club for the 2022 World's Fair of Money ® – President Ralph Ross

(211214 OS#4) MOTION by Governor Oberth, second by Governor Garrett to select the Chicago Coin Club as the Host Club and Steve Zitowsky as Host Chair for the 2022 World's Fair of Money ®.

Discussion: None further.

Vote Passed 8-0-0 (1 absent, Governor Ellis)

Agenda Item #6. Dr. George F. Heath Society – Director of Development and Membership Donna Frater

(211214 OS#5) MOTION by Governor Mishler, second by Governor Morgan 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.

Discussion: Governor Garrett and Director Frater discussed the background on the motion and indicated some of the benefits planned to recruit members.

Vice President Boling asked for clarification on the educational component and Director Frater indicated that the intent would be to emphasize the fundraising and camaraderie aspects of membership.

Governor Schmidt advised that there would be educational components in society membership.

Governor Morgan commented that there could be multi-tier membership levels with benefits appropriate for the level of fundraising.

Discussion: None further.

Vote Passed 8-0-0 (1 absent, Governor Ellis)

Agenda Item #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.

Discussion: Executive Director Kiick presented shared screen documents breaking down ANA membership by age, gender, type (life, honorary, free, etc.) member, retention rates and initiatives for member recruitment and retention. She also documented the financial impacts related to the membership breakdown.

Agenda Item #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?

Discussion: Executive Director Kiick presented shared screen documents providing the ANA educational programs, staff involvement and member participation.

Governor Morgan commented on potential future opportunities such as licensed sale of digital books.

Governor Mishler commented on near term efforts to recruit and retain members including (a) surveying past and current members to determine their primary interests to help marketing members, (b) identifying premiums that aid membership recruitment/retention, and (c) follow up efforts to retain new members.

Agenda Item #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.

The meeting was adjourned at 5:31 PM MST