

210224 Open Session Teleconference Meeting Minutes

Board of Governors

Meeting Minutes Draft for Review/Approval

Regular Meeting Teleconference

Open Session

February 24, 2021

(Note: Agenda item text is highlighted in gray)

Call to Order – President COL Steven Ellsworth, ret

Meeting was called to order at 3:02 MST.

Roll Call – Secretary Sanford Pearl

A quorum of 7 governors were present

Board Present: President COL Steven Ellsworth, ret; Vice President Dr. Ralph Ross (arrived 3:05 PM) Governors: Michael Ellis, Muriel Eymery, Mary Lynn Garrett, Greg Lyon, Clifford Mishler, Robert Oberth (arrived 3:05 PM), Shanna Schmidt.

Non-Voting Attendees Present: Executive Director Kim Kiick, General Counsel Hollie Wieland, Chief Financial Officer (CFO) Brent Howe, Executive Assistant Donna Nunez, Parliamentarian Mark Lighterman, Secretary Sanford Pearl, Treasurer Larry Baber, Past Presidents Gary Adkins, Ken Bressette, Gary Lewis, John Wilson, *The Numismatist* Editor-in-Chief Caleb Noel, Museum Curator/Museum Director Doug Mudd, Education Director Rod Gillis, Exposition/Facilities Manager Sam Joseph, Conventions/Club Coordinator Logan Curtis, Former *The Numismatist* Editor-in-Chief Barbara Gregory, Development/Membership Director Donna Frater, Marketing/Communications Director Deborah Muehleisen, Advertising Sales Manager Nathan McAllister, Museum/Library Committee Chair Rick Ewing, Past Vice-President Don Kagin, Cole Schenewerk, Bylaws Committee Chair Joseph Boling, NYICF Bourse Chair Kevin Foley, Ray Williams, National Volunteer Paul Hybert, Conventions Committee Chair Tom Uram

Agenda Item #1 Approval of Open Session Minutes - President COL Steven Ellsworth, ret. (210224 OS #1) MOTION by Governor Mishler, second by Governor Eymery to approve the minutes of the Board of Governors' Open Session Meeting Videoconference held January 19, 2021.

Discussion: None further.

Vote Passed 7-0-0 (Vice-President Ross, Governor Oberth absent)

Agenda Item #2 Discussion of ANA Opportunity at NYINC – Governor Shanna Schmidt and Kevin Foley, Bourse Chairman of the New York International Coin Fair

Discussion: Governor Schmidt introduced NYICF Bourse Chair Foley who then presented several opportunities for the ANA to participate in the 2022 NYICF. Governor Mishler suggested the participation could also provide the option to visit the Museum of American Finance. President Ellsworth indicated the Board would review Mr. Foley's presentation and decide on participation at the March Board meeting.

Agenda Item # 3 Discussion of Staffing Options for Museum Cataloging – Governor Greg Lyon, Museum/Library Committee Member

(210224 OS #2) MOTION (amended) by Governor Lyon, second by Governor Schmidt to approve museum staffing option # 3 in order to expedite cataloging of the museum collection as approved by the Board during the September 15, 2020 meeting (20200915, OS Agenda Item 5b) funding for this expenditure may be obtained from ANA investments, eBay auctions' revenues and/or fund development's related initiatives.

Agenda Item #5B. (200915 OS #5) MOTION by Greg Lyon, second by Ralph Ross to direct the ANA Executive Director complete a thorough cataloging of the approximately 90,000 uncatalogued pieces from the core collection of the ANA Museum, in preparation for an audit at a future date. This will require attribution, data entry and photography of each object. The Board of Governors will ensure sufficient funding for paid staffing at the current level to continue this on-going project with no predetermined end date. Volunteers can be used at the discretion of the Executive Director and director of the museum. If the Board of Governors wishes to expedite the completion of the inventory, the purchase of additional photography equipment and the addition of up to two staff should be supported and financed through Ben E. Keith funds.

Vote Passed: 6-2-0 (For Vice President Ross, Governors Ellis, Eymery, Oberth, Lyon, and Mishler; Against President Ellsworth, Governor Garrett) (1 absent Governor Schmidt)

Table	Staffing Plan	Data Entry Resources	Time To Complete Data Entry	Photography Resources	Time To Complete Photography	Additional Cost Per Year
Baseline	Current staffing, losing P/T data entry resource in January for deaccession sales	Current minus 1 P/T	7 years	Current (1 F/T at 50%)	5 years	\$0
Option 1	Current staffing, replacing P/T data entry resource	1 P/T @ 70%	4 years	Current (1 F/T at 50%)	5 years	\$18,928
Option 2 (Opt. 1, plus photographer)	Option 1, adding part time photographer	1 P/T @ 70%	4 years	Current (1 @ 50%) + 1 P/T @ 70%	2.5 years	\$37,856 (+\$5,333 for photo station)
Option 3 (Opt. 2, plus 1 part-time data entry staff)	Option 2, adding additional P/T data entry response	2 P/T @ 70%	3 years	Current (1 @ 50%) + 1 P/T @ 70%	2.5 years	\$56,784 (+\$5,333 for photo station)

Discussion: Governor Lyon presented the background and discussed the options for this motion. He indicated that all the items had been inventoried so the remaining effort is to catalog the core collection items. Museum/Library Director Mudd clarified the staffing situation as impacted by the COVID-19 virus situation.

Governor Garrett asked where the funding would come from for the options. Executive Director Kiick indicated that funds may be used from investments, fundraising initiatives, and grant requests being prepared by staff.

Vote (roll call) Passed 8-1-0 (Governor Mishler against)

Agenda Item #4 Museum Sales of Deaccessioned Items – Governors Muriel Eymery and Rob Oberth, Executive Director Kim Kiick, and Museum Director/Curator Douglas Mudd (210224 OS #3) MOTION by Governor Eymery, second by Governor Oberth to use eBay for the sale of previously deaccessioned objects from the non-core collections of the Edward C. Rochette Money Museum and the Dwight N. Manley Numismatic Library. The proceeds of the sales will be used to offset the costs of sales and to support the Edward C. Rochette Money Museum and the Dwight N. Manley Numismatic Library to maintain and grow the collections and collection-based education programs.

Background:

1. The Museum and Library has thousands of non-core low value items (coins, medals, banknotes, bonds), which could be auctioned as a benefit for the ANA and its membership.
2. This project was initially proposed by the Membership Committee together with the support of the Museum team, to offer an additional benefit to members (concept of ANA members-only auctions), thus encouraging their retention and the engagement of new members.
3. Additional advantages include enhanced recurring traffic, hence visibility and monetization of the ANA's website, revenue for educational mission-based programs, and a boost to the lower market by offering to Young Numismatist members additional experience and first level materials to build their collections.
4. Various auctioning software, including eBay, Shopify, Auction Mobility and Invaluable, were analyzed to select the best option – see attached summary Excel and Word document Pros and Cons recap.

The joint proposal by the IT/Museum/Membership committees is to start with the use of eBay as the best cost-effective, user-friendly and less staff-intensive solution:

eBay Pros:

1. All costs are based on sales.
2. As a non-profit, the ANA should be eligible for waived fees from eBay with charity status confirmation.
3. Software is all inclusive – no add-ons needed – easy integration of charging/payments/shipping.
4. Training is available for free.
5. Able to apply discounts for ANA members.
6. eBay has an enormous web presence and name recognition – it will attract many potential new ANA members with minimal effort on our part.
7. Auctions can be run on a continuing in-line basis – they do not have to be run as one-off events.
8. eBay adds all applicable tax information and remits to each state gov't.
9. Buy it now feature could be utilized by the Museum gift shop.
10. Easy user interface would take minimal setup time to start running auctions.
11. Offers shipping discounts through relationship with mail carriers.
12. Access from mobile devices.
13. Worldwide access and notoriety.

eBay Cons:

1. No easy way to restrict auctions to ANA members only. The ANA will offer discount-only options to members to be further detailed by the Membership team.
2. Given the diversity and low value of the items considered, major or 2nd tier auction houses are unlikely to be interested by this project. It is based upon previous conversations. As a courtesy, we will reach out to them nonetheless.

Discussion: Governor Eymery indicated that the multiple different state taxation issues drove the committee to recommend deaccession sales using eBay. The multi-year sale effort would involve approximately 60,000 numismatic items including Museum and Library collections, and would be managed by Museum staff.

Governor Oberth commented he thought that the sale would increase public awareness of the ANA and help grow ANA membership.

Executive Director Kiick expected that existing staff could handle the effort and the proceeds would be used to fund the operating budget.

Vote (roll call) Passed 9-0-0

Agenda Item #5 Revised ANA Organizational Chart – Executive Director Kim Kiick

Discussion: Executive Director Kiick presented the updated chart.

Counselor Wieland asked that the chart show a dashed line of communication between her and Executive Director Kiick.

President Ellsworth asked that he be copied on communications between Counselor Wieland and Executive Director Kiick.

Agenda Item #6 Discussion of ANA Dealer Day – Executive Director Kim Kiick

Discussion: Executive Director Kiick discussed Convention Committee open issues on table fees, table holder dealer credentials, and the quantity of people per table.

The discussion resulted in Board consensus that the table fee would be \$250 per table and a limit of two (2) people per table. The cost to add people to the table would be \$125 per person.

Convention Committee Chair Uram presented the committee's thoughts on considering Phoenix for the 2023 NMS, on whether PNG badges could be used in place of ANA dealer badges, and on the auction house RFP's. He advised that the committee was in full support of the holding the 2021 WFOM.

Agenda Item #7 Proposed Change to Bourse Application – Governor Shanna Schmidt

(210224 OS #4) MOTION by Governor Schmidt, second by Governor Eymery to rewrite a provision on the bourse contract to state the following, effective 2022 and going forward.

ORIGINAL PROVISION:

7. As provided in the ANA Code of Ethics, no dealer at any ANA convention may knowingly exhibit for sale any illegal coins, counterfeits, forgeries, unmarked copies or other spurious merchandise. No auction may be conducted in any form or format at any booth. No auction lots may be shown or delivered at any bourse table. Any such infraction of this rule shall be construed as

REVISED PROVISION:

As provided in the ANA Code of Ethics, no dealer at any ANA convention may knowingly exhibit for sale any illegal coins, counterfeits, forgeries, unmarked copies or other spurious merchandise. No auction may be conducted in any form or format at any booth. ~~No auction lots may be shown or delivered at any bourse table.~~ Auction houses or dealers can exhibit auction lots

being against the best interests of the ANA. The penalty for such action shall be immediate removal of the dealer from the bourse floor and possible suspension and/or subsequent expulsion from the ANA. The ANA Member & Dealer Code of Ethics can be found online at www.Money.org.

for an upcoming auction provided that the auction is not within 10 days of the convention. Any such infraction of this rule shall be construed as being against the best interests of the ANA. The penalty for such action shall be immediate removal of the dealer from the bourse floor and possible suspension and/or subsequent expulsion from the ANA. The ANA Member & Dealer Code of Ethics can be found online at www.Money.org.

[If the motion passes, the strikethrough text will be removed and replaced by the text shown in red.]

Discussion: Governor Schmidt asked Ray Williams to speak on a concern that the motion may impact collectable counterfeits from past history.

Executive Director Kiick suggested referring the concern to the Bylaws Committee.

Bylaws Committee Chair Joe Boling advised that the Bylaws and Code of Ethics already address Mr. Williams' concern.

Vote (roll call) Passed 9-0-0

Agenda Item #8 Treasurer's Report – Treasurer Larry Baber

Discussion: Treasurer Baber advised that the financial statement is on schedule. A total of \$100,000 was transferred from savings to the operating account – less than expected so far to compensate for COVID-19 virus budget impacts. He explained that we would not be applying for USG Paycheck Protection Program funds as his interpretation of the law requires that applicants need the funds to keep operating – not the situation of the ANA. Finally, he expects to begin planning for the next fiscal year budget in mid-summer after accumulating nine months history on the current budget.

Agenda Item #9 Board Resolution for State of Minnesota Charitable Organization Registration - President COL Steven K. Ellsworth

(210224 OS #5) MOTION by Governor Garrett, second by Governor Schmidt to approve the Charitable Organization Annual Report Form for the State of Minnesota and its content and to allow the President and Treasurer to execute the signing of the document page as Officers of the Association.

Discussion: None further.

Vote Passed 9-0-0

Agenda Item #10 Proposed Addition to Fund Development Committee Roster – Governor Mary Lynn Garrett

(210224 OS #6) MOTION by Governor Garrett, second by Governor Eymery to add Pat McBride to the Fund Development Committee.

Discussion: None further.

Vote Passed 9-0-0

Agenda Item #11 Scheduling Remaining Board Meetings in the 2019-2021 Term – Governor Greg Lyon

(210224 OS #7) MOTION by Governor Lyon, second by Governor Mishler to have all remaining Board meetings during the 2019-2021 term to begin no earlier than 11am MT and no later than 3pm MT.

Reasons to support:

1. Mr. Ellsworth does not recognize that other Board members have outside jobs which does not allow them to have the flexibility to be available at all times during the typical business day.
2. Our board members who are based in Europe (permanently or temporarily) have indicated that this time period is not a difficulty for them.

Reasons to oppose:

None

Discussion: Governor Lyon related the background on the motion.

Governor Mishler commented that it would be helpful, and in accordance with past precedent, to schedule Board teleconference meetings on the same day of the week and time of the day each month.

Vote (roll call) Passed 9-0-0

Agenda Item #12 Upcoming Board Meeting Schedule – President COL Steven Ellsworth, ret.

The next regular Board of Governors meeting is scheduled for Tuesday, March 16, 2021 at 11:00 am MT (10:00 am PT/12:00 pm CT/1:00 pm ET).

The Service Awards Meeting is scheduled for Tuesday, March 30, 2021 at 11:00 am MT (10:00 am PT/12:00 pm CT/1:00 pm ET). This closed session meeting is limited to discussion and review of the awards nominations.

The meeting adjourned at 4:58 PM MST