

**American Numismatic Association
Board Meeting – Conference Call
Tuesday – December 10, 2013 at 4:00 pm MT**

MEETING AGENDA – December 10, 2013

President Ostromecki calls meeting to order: **4PM MT**. Quorum: _____

1. Member Types to Platinum, Gold, Silver and Bronze (Maintain Life)

Motion by _____, second by _____, to change the membership types from Regular, Basic, Associate, Young Numismatist, Senior and Emeritus to the following:

Maintain	Life Member	= Life Member
Change	Platinum	= Regular
Change	Gold	= Basic
Change	Silver	= Associate
Change	Bronze	= Subscription

Membership types for Young Numismatist (17 & Younger), Senior (65+) and Emeritus (50 years of membership) will be incorporated appropriately to the above groups with discounted membership dues for Young Numismatist and Senior and non-dues for Emeritus. We will offer this option once we launch the new website.

2. Monthly Subscription Option for Bronze Type Only

Motion by _____, second by _____, to offer a new monthly payment plan option for digital subscription to *The Numismatist* referred to as Bronze Type at \$4.00 per month with a minimum of three months. We will offer this option once we launch the new website.

3. Fiscal Year Budget 2013-14

Motion by _____, second by _____, to accept and give approval of the fiscal year end budget submitted and recommended by the Budget and Finance Committee.

Adjournment. Thank you for your participation in the Meeting Session.

AMERICAN NUMISMATIC ASSOCIATION

Fiscal year November 2013 to October 2014

** PROPOSED BUDGET **

	TOTALS
Revenues	
Admissions-Conventions & Museum	36,050
Advertising Income	380,000
Banquet	8,000
Book Replacement Charges	300
Convention Revenue	1,870,000
Consultation	40
Submission Center	150,000
Donations	150,400
Sponsors	215,950
Dues & Applications	900,000
Grants	21,210
Interest and Dividends	70,000
Research Fees	1,500
License Fees	100,000
Mailing Revenue	4,249
Medals & Badges	25,000
Miscellaneous	2,208
Photography	1,540
Program Conventions	39,000
Rebates-Hotel-Shuttle	65,000
Rental Property	6,060
Road Show	29,485
Sales	17,270
Sales-Museum Store	55,000
Seminar -	18,000
Seminar - Summer	230,900
Numismatic Diploma	39,000
Subscriptions	4,320
Tours	15,875
Traveling Exhibits & Traveling -Club	1,500
Transfer - Restricted Funds - Subtotal:	<u>210,700</u>
Young Numismatist	120,703
Exhibit Awards	11,970
Lecture Series - Sundman	3,300
Numismatic Diploma - Walton	30,002
Florance Shook School of Numismatics	12,500
Engraving Program - Gilroy Roberts Fund	10,725
Bob Lecce Fund	21,500
Transfer - Designated Funds - Subtotal:	<u>157,459</u>
Museum	99,457
Library Fund	58,002
Transfer - Board Designated Endowment - Subtotal:	<u>748,365</u>
Student Assistants	90,365
Legal Expenses	168,000

Investment Percentage	490,000
Transfer - Undesignated Reserves - Subtotal: *	<u>776,195</u>
Total Revenue	<u>6,350,576</u>

*Previously approved for capital expenditures for 2014

Expenses

Acquisitions	703
Advertising/Promotion World Fair of Money	60,000
Advertising/Promotion National Money Show	24,000
Advertising/Promotion General	63,188
Auction	6,000
Auto Expenses	1,275
Awards-Non-funded	20,205
Awards-funded	11,970
Bad Debt	1,200
Bank & Investment Fees	62,400
Book Purchases	10,000
Banquet	47,825
Bass Exhibit	21,696
Bereavement	600
Bourse	182,050
Club Representative	9,733
Committee	11,500
Computer Technology Services	40,354
Contract Labor - Authors	33,016
Contract Labor - Computer	97,500
Contract Labor - General	46,308
Consultants - National Money Show	7,600
Consultants - World's Fair	15,200
Consultants - Professional	30,500
Cost Of Sale	28,100
Cost of Sales Indirect-Enterprise	504
Employee Benefits	491,991
Employee Retention	6,400
Equipment Maintenance	62,660
Equipment Rental	13,850
Exhibits - General	89,070
Exhibits - Convention Showcase	11,680
Exhibits - History of Money	1,680
Exhibits - Club Traveling	1,420
Exhibits - Treasure Exhibit	24,000
Fund Development	7,950
General Service Contractor	321,000
Insurance	100,788
Legal Fees	168,000
License Fees	42,521
Life Members Expense	4,500
Mailing	173,763

Medals & Badges	20,000
Membership	4,500
Miscellaneous	3,656
National Coin Week	3,850
Numismatic Diploma Program	44,579
Officers	6,000
President	12,000
Preservation	5,000
Printing & Production	258,115
Professional Development	33,673
Program	21,628
Recruitment	500
Rent- Convention Facilities	145,225
Road Show	29,485
Salaries	1,690,544
Salaries-commissions	39,668
Security	223,722
Seminar - Coins in the Classroom	1,193
Seminar - Pre-convention	11,725
Seminar - Money Talks	2,734
Seminar - Sundman/Littleton	3,780
Seminar - Summer	180,045
Special Events	12,290
Sponsors	84,237
Supplies	45,693
Taxes - Warehouse	7,140
Telephone	24,115
Tours	14,405
Travel	189,069
Treasure Trivia	500
Utilities	71,160
Volunteers	19,450
PNG Preshow Stipend	10,000
Subtotal Expenses:	<u>5,574,381</u>
Capital Expenditures - Various	150,600
Capital Expenditures - Web Site	625,595
Total:	<u><u>6,350,576</u></u>

**American Numismatic Association
Schedule of Funds
Projections for 2013 and 2014**

Fund Group	Actual	2013 Year			2014 Budget			
	<u>10/31/2012</u>	<u>Revenue</u>	<u>Expense</u>	<u>Transfer</u>	<u>10/31/2013</u>	<u>Revenue</u>	<u>Expense</u>	<u>10/31/2014</u>
Restricted	1,182,602	345,986	(161,100)	96,685	1,464,173	223,095	(210,700)	1,476,568
Designated	9,643,046	2,650,610	(287,958)	(96,685)	11,909,013	1,024,338	(905,824)	12,027,527
Undesignated	6,308,473				6,308,473		(776,195)	5,532,278
Total	17,134,121	2,996,596	(449,058)	0	19,681,659	1,247,433	(1,892,719)	19,036,373

The value of membership

A New Approach to membership in the ANA

A sense of urgency

Why this plan needs immediate attention:

- It begins to address ANA's budget deficit.
- Modernize membership marketing, which will lead to membership growth.
- With the new website and database under construction, waiting to adopt this plan will complicate and increase costs.

Membership today — member types

Associate members

YN Regular

Basic members

YN Basic

Regular members

Seniors

Life member Regular

Emeritus

Life member Basic

Dictionary definitions

Basic: Not including anything extra. No prestige, advantage, frills.

Regular: recurring, attending, or functioning at fixed, uniform, or normal intervals.

Summary:

BORING, UNDERSELLING and CONFUSING

Our membership today

Billing and retention problems

- Can't auto-bill a credit card
- Website often broken, making it hard for members to renew or join
- All memberships on an annual (1,2,3) or life member basis

Statement of the problem

Because of the longtime nomenclature (i.e. Basic, Regular), the ANA is not seen as a good value, it is seen as a cheap membership. **There is no prestige attached.**

Member types are too cumbersome and confusing for potential new members.



Welcome to the
future

Presenting: A New Approach to membership

The Netflix model

- Monthly subscription
- Choose between streaming and DVDs
- \$8 per month
- Auto-billed

The Netflix logo is displayed on a red rectangular background. The word "NETFLIX" is written in a bold, white, sans-serif font. Each letter has a black drop shadow, giving it a 3D effect. The letters are slightly slanted to the right.

NETFLIX

A New Approach to subscriptions

Adopting a Netflix-inspired model for the ANA:

Bronze Digital Subscriptions

- Monthly magazine option ONLY
- Receive the digital edition of *The Numismatist*.
- \$4 per month
- Auto-billed

Membership types

Life Member = Life Member

Platinum = Regular

Gold = Basic

Silver = Associate

Bronze = Digital
subscription only (not an
actual membership)

***Membership types
that will be
incorporated:**

- Young Numismatists
- Senior
- Emeritus

*More on this in a moment

A New Approach — member types

Bronze:

Subscribe to the digital edition of The Numismatist for \$4 a month.

No other membership benefits.

Silver:

\$14/year only. Must be sponsored by gold or platinum member

No change from Associate

A New Approach — member types

Gold:

\$28 a year only.

No change from Basic

Platinum:

\$46 each year,
receive a print edition
of *The Numismatist*.

No change from Regular

A New Approach — member discounts

- Seniors
 - Discounts available for all four member types.
 - Seniors want a discount, but otherwise want to be treated as Life, Platinum, Gold or Silver member.
 - Discounts will be automatically calculated based on age (Senior).
 - Discounts will be calculated to match current rates (**no increases**).

A New Approach — member discounts

- Young Numismatists
 - Discounts available for all member types.
 - YN's want a discount, but otherwise want to be seen as Life, Platinum or Gold members.
 - Continue to promote and grow YN programs for members age 17 and younger (no change).
 - Automated marketing to help transition YN's out of discount program.

Goals for A New Approach

- More effective membership marketing
 - Platinum, gold, silver is what we do
 - New opportunities for revenue
- Simplified registration and member management
 - Increase membership retention
 - Grow membership
 - Improve efficiency for ANA staff

ACTION IS NEEDED NOW

- Membership types need to be decided before programming begins in mid-December.
- Move membership into the modern era.
- Give potential members more options.
- Grow membership, grow revenue.
- Make an even bigger splash

A New Approach to membership

Any questions?