

**American Numismatic Association  
Board of Governors Open Session Meeting  
Phoenix National Money Show  
Friday, March 3, 2023 at 10:00 a.m.**

**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 Meeting on February 7, 2023.

**2. Board Resolution for State of Minnesota Charitable Organization Registration** – President Ralph Ross

MOTION by \_\_\_\_\_, second by \_\_\_\_\_ 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.

**3. Living American History** – Executive Director Kim Kiick

The Pennsylvania Association of Numismatists (PAN) has launched a new Living American History Program. This is the historical re-enactment of Benjamin Franklin (by Patrick McBride), Abraham Lincoln (by Dennis Boggs), and George Washington (by Curt Radabaugh) which is planned at the ANA World's Fair of Money® in Pittsburgh this year. PAN is currently raising funds for the program and has asked for support from ANA in these motions:

- A. MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve \$6,000 for the Living American History Program at the 2023 ANA World's Fair of Money® in Pittsburgh.

- B. MOTION by \_\_\_\_\_, second by \_\_\_\_\_ to approve placement of this expense in future ANA Conventions annual budgets.

**4. Discussion of Postage Increase and New Dues Model** – Executive Director Kim Kiick

The Outreach Committee has approved the following proposals to increase international postage rates and membership dues in an attempt to bridge the rising costs associated with producing and mailing *The Numismatist*. This presentation to the board is to provide information and receive feedback prior to placing motions on the April agenda.

- Increase International Postage from \$36 to \$56 per year. This would only affect international members who receive a print copy of the magazine.
- Change the qualifying age for Life Membership discount rates from 55 to 65.
- Increase Life Membership dues. (Effective September 1, 2023)

**CURRENT**

Basic Life, under age 55 (Digital version of *The Numismatist*) \$800  
 Basic Life, age 55 and over (Digital version of *The Numismatist*) \$600  
 Regular Life, under age 55 (*The Numismatist* delivered by mail) \$1,200  
 Regular Life, age 55 and over (*The Numismatist* delivered by mail) \$900

**PROPOSED**

Basic Life, under age 55 (Digital version of *The Numismatist*) **\$1,100**  
 Basic Life, age 55 and over (Digital version of *The Numismatist*) **\$700**  
 Regular Life, under age 55 (*The Numismatist* delivered by mail) **\$1,500**  
 Regular Life, age 55 and over (*The Numismatist* delivered by mail) **\$1,100**

- Increase Regular Membership dues—except YN. (Effective September 1, 2023)

Platinum – magazine subscription: *The Numismatist* by mail and online access

CURRENT	<b>1 YR</b>	<b>2 YRS</b>	<b>3 YRS</b>	<b>5 YRS</b>
Regular (Platinum) (64 & under)	\$46	\$88	\$130	NA
Senior (Platinum) (65 & over)	\$41	\$78	\$115	NA
<b>PROPOSED</b>	<b>1 YR</b>	<b>2 YRS</b>	<b>3 YRS</b>	<b>5 YRS</b>
Regular (Platinum) (64 & under)	<b>\$55</b>	<b>\$105</b>	<b>\$155</b>	<b>\$255</b>
Senior (Platinum) (65 & over)	<b>\$50</b>	<b>\$95</b>	<b>\$140</b>	<b>\$230</b>

Gold – magazine subscription: online access only				
CURRENT	<b>1 YR</b>	<b>2 YRS</b>	<b>3 YRS</b>	<b>5 YRS</b>
Regular (Gold) (64 & under)	\$30	\$57	\$84	\$138
Senior (Gold) (65 & over)				

<b>PROPOSED</b>	<b>1 YR</b>	<b>2 YRS</b>	<b>3 YRS</b>	<b>5 YRS</b>
Regular (Gold) (64 & under)	<b>\$33</b>	<b>\$63</b>	<b>\$93</b>	<b>\$153</b>
Senior (Gold) (65 & over)				

Silver (Spouse or domestic partner of an ANA member, living at the same address) – magazine subscription: online access only

CURRENT	<b>1 YR</b>	<b>2 YRS</b>	<b>3 YRS</b>	<b>5 YRS</b>
Basic Associate (Silver)	\$16	\$30	\$44	\$74

<b>PROPOSED</b>	<b>1 YR</b>	<b>2 YRS</b>	<b>3 YRS</b>	<b>5 YRS</b>
Basic Associate (Silver)	<b>\$20</b>	<b>\$38</b>	<b>\$56</b>	<b>\$92</b>

## 5. Multi-Year Convention Location – Governors Shanna Schmidt & Mark Lighterman

MOTION by Schmidt, second by Lighterman to direct staff and convention committee to conduct a thorough search for a multi-year (5 years or more) contract in a METROPOLITAN CITY with ease of access (direct flights) for dealers, mints and public from around the world. The recommendation must be presented to the board one meeting before approval, giving time for the board to consider the information and make an informed decision.

### PROS FOR ANCHORING

1. The ANA membership is not just in the United States. We want to attract hobbyists and dealers from around the world. One aspect that cannot be ignored is the attractiveness of a venue. Selecting a city that has numerous restaurant and evening entertainment options, would allow attendees to experience a world class city after the convention or families/spouses to enjoy attending as well.
2. We want to entice the mints and international dealers from around the world to come back to the ANA WFOM. We have seen a decline in mint and international dealer/collector participation over the years. The last WFOM in Rosemont we experienced the negative situation where international mints came to Chicago but chose to not attend the WFOM. This was a blow to many on staff and the board. Most people want to enjoy the city and come to a venue because there are other possibilities besides the one of coins. Eliminating that clearly alienates the objective. Why can't we have fun AND enjoy coins?

3. We want to expand the collector and dealer participation in the convention. Hosting the WFOM in a larger city would compel younger people to come. People want to go out in the evenings and not be sequestered in a hotel in the middle of nowhere.

4. A multi-year contract would be something that a possible venue would take very seriously (we can do a test for year 1 before we sign for multi-year to ensure we are happy with the location. Basically not showing all our cards before we are happy). We then can get to know our "partners" and modify the show in ways that are necessary for success year to year. Hotels would also likely be more flexible if we enter into multi-year contracts.

5. As a sign of thoroughness, we should investigate more than just downtown Chicago as an opportunity. I believe that staff has investigated plenty of cities in the past years to understand which places work and which do not. My recommendation would be Chicago because of its location in the middle of the country. This is a good location for Europeans and also those living on the west coast. Direct flights run abound at O'Hare.

#### CONS FOR ANCHORING

1. We wouldn't be moving around the country and satisfying some of the coin clubs in other markets.
2. People will feel that we are unfairly rewarding Chicago the ANA WFOM
3. It is boring to have an event at the same location every year

#### SUMMARY

It is not financially viable or realistic that the ANA WFOM keeps moving around. The staff is at a major disadvantage by having to consider locations all over the country every year. We should build economic advantages by anchoring the show so that we can work to make the show a "MUST" for collectors and dealers alike. Use our resources to build into the location and not waste energy recreating the wheel every year.

## **6. Proposal to Change Dates of World's Fair of Money® – Governors Shanna Schmidt & Mark Lighterman**

MOTION by Schmidt, second by Lighterman to consider changing the dates of the ANA World's Fair of Money®. Research possible dates from March - October for the best possible time, and work with other shows to make sure we have common understanding and acceptance.

(Shows that we would like to coordinate with are Long Beach in September, PAN in October and the upcoming Nashville Show in October)

#### PROS FOR CHANGING THE DATES OF THE WFOM

1. One of the biggest hindrances for getting public support across the globe for the WFOM is that it is during vacation time for many international attendees. If we switch the dates to a more sensible time period we will open ourselves up to the possibility of more international and mint attendance.
2. It might be easier and cost effective to schedule time at the hotels in the area if you switch to a non-summer time period (considered off season for Chicago tourism). Expenses could potentially decrease. This is not a guarantee but I imagine it would be a real possibility.
3. We would definitely have a bigger draw for live auctions versus online. I believe that major auctions would be interested in paying for a spot in a venue that has the potential to draw larger crowds. International firms would be more amenable to this as well. Live auctions might be a thing of the past for some but I personally believe that if you have an auction at a compelling location then you have a much better chance of having the public want to attend versus doing it online.

#### CONS FOR SWITCHING THE DATES OF THE WFOM

1. "It was always this way so we can't change it". Some people will undoubtedly argue this point and it is understandable but doesn't clearly grasp the changing landscape of our hobby/profession.
2. We could upset other trade shows with dates close to ours. To counter this the ED and staff would reach out to our partners at other shows and try to best align shows they don't conflict with one another.
3. The ANA page program will suffer since kids will likely be in school. Page participation has been decreasing over time.

### **7. Discussion of eLearning Timeline** – Governor Mary Lynn Garrett

Discussion about an eLearning platform with an estimated budget and timeline. The board needs to determine what instructions should be given to the education committee for eLearning to accomplish the ANA being the leader in numismatic education.

### **8. Advance Motions to the Bylaws Committee** – Governor Mark Lighterman

A. MOTION by Lighterman, second by \_\_\_\_\_ to advance to the bylaws committee for them to provide the board with a redlined version of the bylaws and recommendations/comments on extending the term limits from 2 years to three years.

#### Notes:

This change has been floated as an idea from board to board with the complaint that once a board gets sworn in they only have 2 years to get any project done before a new board can come in and change the direction of the Association's focus.

I also feel that the terms should be limited to 4 if the motion to allow the President and/or VP to serve without those terms counting in the total number of years served, otherwise the term limit should be 5.

This motion would not go into effect until at least the 2025-2027 election cycle.

B. MOTION by Lighterman, second by \_\_\_\_\_ to advance to the bylaws committee for them to provide the board with a redlined version of the bylaws and recommendations/comments allowing the President and VP to serve two terms each consecutively, if they chose to, and are elected to their respected seats, allowing them extended time to complete any projects currently in the works to completion.

Note:

After thinking about the pros and cons of advancing the wording of 'consecutive or non-consecutive' two term limits, I felt that the reasoning to permit a President/VP two terms each was to allow them to compete their and the board's strategic plan. If we allow them to be non-consecutive then a president can be voted out only to come back after two or three terms.

This might seem reasonable on the surface but after a term (or more) off the board, the focus might have changed, so if they did get re-elected, they would again be limited to 3 years thus limiting them to the same 3 years they are claiming is not enough time to follow through with their vision.

If this motion passes, it would affect the term limits provided in the previous motion. So I believe the bylaws committee should directed to work on the wording of this motion at the same time as the term limits change, but not provide the redline version to the board until those changes are advanced through the membership/publication process.

## **9. Board Meeting Schedule – President Ralph Ross**

The next regular Board of Governors meeting is scheduled on Tuesday April 11, 2023 at 4:00pm MT [3:00pm PT / 5:00pm CT / 6:00pm ET].