

250228 Open Session Meeting Minutes

American Numismatic Association

Board of Governors

Meeting Minutes

Draft for Review/Approval (R1)

National Money Show ® Atlanta GA

Open Session

February 28, 2025

(Note: Agenda item text is highlighted in gray)

Call to Order – President Thomas Uram

The meeting was called to order at 10:35 AM EST.

Roll Call – Secretary Sanford Pearl

A quorum of 9 voting Board members were present

Voting Board Members Present: President Thomas Uram, Vice President Mark Lighterman, Governors John Brush, Mary Lynn Garrett, David Heinrich, Lori Kraft, Henry Mitchell, Phyllis Ross, Kenny Sammut.

Non-Voting Attendees Present: Executive Director Kim Kiick, General Counsel Hollie Wieland, Executive Assistant Donna Nunez, Parliamentarian Benjamin Costello, Secretary Sanford Pearl, Treasurer Erik Jansen, Chief Financial Officer *Bryan* Clark, Past-Presidents Ken Hallenbeck, Gary Lewis, Clifford Mishler and Dr Ralph Ross, National Coordinator/Membership & Outreach Committees Member Philip Vitale, Fund Development and Museum/Library Committees Member Carlos Kearns, Marketing and Membership & Outreach Committees Member Ken Sammut, Bylaws & Ethics and Exhibits Committees Member Mike Shutterly, Exhibits Committee Member and National Volunteer Jeff Rosinia, Georgia Numismatic Association Host Convention Chair Tom Youngblood, Whitman Publishing Company Past Publisher Dennis Tucker.

Agenda Item #1. Approval of Open Session Minutes – President Tom Uram

(250228 OS#1) MOTION by Governor Ross, second by Governor Kraft to approve the minutes of the Board of Governors Open Session Meeting on January 10, 2025.

Discussion: None further.

Vote Passed 9-0-0

Agenda Item #2. Finance Report – Treasurer Erik Jansen & Chief Financial Officer Bryan Clark

Discussion: Treasurer Jansen related that we are transitioning to new financial software, closing the last fiscal year report and working the tax return.

Chief Financial Officer Clark advised that we are operating under budget to date and on track to be at or under the fiscal year budget.

Agenda Item #3. Executive Director Report – Executive Director Kim Kiick

Discussion: (See attached Report)

- ANA promoted in Scouting magazine

Executive Director Kiick commented on the recent collaboration with U. S. Scouting including promotion in their magazine, and contacts with 8,500 scouts and 615 troops. A merit badge starter kit has been developed that is available for \$10 each.

- New courses for the Numismatic Diploma Program (NDP) and Aristotle's Vault (AV)

Executive Director Kiick advised that the second NDP was launched February 12th and the third AV forum was issued.

- National Coin Week April 20-26, 2025

Executive Director Kiick indicated that a challenge coin would be available. The coin was funded by a \$10,000 donation from President Uram.

The YN platform will be March 7th.

Agenda Item #4. Social Media Presentation – Community Manager Liv Testa**Background**

In a presentation at the 2024 National Money Show®, Marketing Committee Chair Governor Kenny Sammut and Committee Member Ken Sammut emphasized the importance of optimizing ANA's YouTube and social media offerings to improve membership recruiting and engagement, advocating for a Community Manager to address these objectives.

Discussion: (See Attached Presentation) Community Manager Testa provided a presentation on the YouTube and Social Media efforts to date. The presentation included the Community Manager responsibilities, YouTube optimization strategy, TubeBuddy overview, Channel Analytics, Social Media impact, Website traffic and future plans.

Governor Garrett suggested an updated presentation be given at the World's Fair of Money ®. Marketing and Membership & Outreach Committees Member Sammut commented on the marketing and outreach efforts to improve the ANA brand and to attract/retain new members.

Agenda Item #5. Letter of Introduction – President Tom Uram

(250228 OS#2) Motion by Governor Heinrich, second by Governor Brush to approve a letter of introduction for Ricardo de Leon Tallavas, Summer Seminar Instructor and District Representative, naming him as an Official Representative of the American Numismatic Association for the 5th International Convention of Historians and Numismatists scheduled in Rio de Janeiro this September 2-6, 2025.

Discussion: None further.

Vote Passed 9-0-0

Agenda Item #6. Future Board of Governors Meetings – President Tom Uram

The Board of Governors' upcoming Open Session meetings are April 8, May 13, and June 10 on Zoom.

Town Hall

President Uram commented that several board members had attended the recent Berlin Money Show. He also reviewed several coin shows and clubs he had or will attend.

Past President Mishler read a statement commending the Board and President Uram on their dedicated, productive and sincere efforts on behalf of our hobby and the ANA. He felt the efforts were unprecedented and impressive.

President Uram thanked Past President Mishler for his statement.

The meeting was adjourned at 11:26 AM EST