

**HEISEY COLLECTORS of AMERICA INC.**  
Executive Committee Meeting  
Monday, January 24, 2022 at 10:30 AM EST  
GoToMeeting

**DIRECTORS PRESENT 5/5:** Charlie Wade (*President*), Suzanne Parker (*Vice President*), Mary Olson (*Secretary*), Andy Baldus (*Treasurer*), Emie Heisey (*Immediate Past President*)

**OTHERS PRESENT:** Caleb-Michael Files (board member), Roy Eggert (Auction Firm Manager), Brent Guest (webmaster)

**CALL TO ORDER:** President Charlie Wade called the meeting to order at 10:32 AM.

**Moving email to Google**

**Background** - The museum's email service, website hosting and general technology support is provided by Alpha Link. The museum has experienced recent difficulties with the website being down for several days and not being backed up regularly. Alpha-Link has been slow in responding to website issues. President Charlie Wade invited Board Member Caleb-Michael Files to discuss an option for email.

- The museum currently uses an outdated version of Microsoft Outlook.
- Caleb suggested the board consider moving all museum email addresses to Google's Gmail platform. Board members could also have Gmail addresses for board use. Caleb would be willing to facilitate this move and train staff to use the new system.
- An advantage of Gmail is that it can be accessed from any device with internet access.
- With Google accounts, board members could easily access board documents stored on Google Drive.
- There would be no cost for Google accounts as the museum would likely qualify for Google's non-profit service. Caleb is willing to apply for the non-profit service. Approval is estimated to take two to 14 days.
- If we were to use Google's email platform, Google would also provide the museum with advertising at no cost.
- We determined it is necessary to have local tech support for the museum. Caleb will set up a Google doc that we can use to record information on tech support needs to list on an RFP for use in seeking local tech support. Caleb and Brent Guest, webmaster, will also be encouraged to add items to the document.
- EC comments to the document should be made by Feb. 7. We may need a special board meeting in mid-February to discuss this.

**Website and Facebook content**

- There was discussion of some HCA members' comments regarding lack of content on the HCA Facebook page and *Heisey News* postings not being up to date on the website.
- Caleb expressed frustration over not being aware of information to post.

- The practice has been to delay posting *Heisey News* on the website for one year since *Heisey News* is a membership benefit; making it free to all immediately on the website could be seen as a disservice to members.
- Emie will send May through December 2020 newsletters to Brent to post.

### **Election Runner**

- Caleb offered to set up Election Runner, a free, online service that could be used instead of email to submit EC and BOD e-votes. Members would be sent a link to use when casting a vote. The question would be open for voting during a specified time period. Votes would be recorded automatically at the end of the time period.
- Caleb will set this up and walk through it with Mary.

**<MOTION> With a motion by Emie Heisey and second by Suzanne Parker, the EC authorizes Caleb-Michael Files to set up the Election Runner online tool to use for EC and board e-votes. Motion passed.**

**Roy Eggert joined the meeting at 10:45 AM.**

**Caleb left the meeting at 10:47 AM.**

### **Auction Committee**

Roy Eggert, Auction Firm Manager, reported:

- The online only pre-auction and the Spring Benefit Auction glass has been photographed and cataloged. It took a large crew of volunteers two weekends plus an extra day to finish. This was the first time glass had been cataloged and photographed at the same time for the large Spring Benefit Auction.
- Online only auction - 300 lots. Spring Benefit Auction - 1,000 lots.
- All of the Martinez, Cochran, Thiry and Husted glass will be included in these auctions, which will make space in the auction storage area for the Ramsey glass, which has been stored in a corner of the shipping room.
- Auctioneer Craig Connelly has agreed to do the spring auction. He has a food vendor who will use the kitchen in the auction venue. There was some discussion that people were reluctant to go out to the food truck at last fall's auction for fear of missing auction items that may come up in their absence.
- A large bin of Ramsey glass consigned for auction consists of gift shop items not made by Heisey so they are not suitable for an HCA auction. Under our contract, items consigned for auction that are not suitable are returned to the consigner, who has the option of taking them back or donating them to the museum. Because he has had a difficult time contacting Mr. Ramsey, Roy proposed sending these items to auctioneer Kevin Burchette to be auctioned. Mr. Ramsey would then receive the proceeds from the sale of those items.

**<MOTION> Suzanne Parker moved, second by Andy Baldus, to authorize Roy Eggert to send Ramsey's consigned items not suitable for an HCA auction to Kevin Burchett to be auctioned. Motion passed.**

- Roy asked the board to set October 15 as the date of the 2022 Fall Select Auction. There are no conflicts with Ohio State football that weekend, which is a key consideration.

**<MOTION> Andy Baldus moved, second by Emie Heisey, to set Oct. 15 as the date for the Fall Select Auction. Motion passed.**

- No club has come forward offering to host the Percy and Vivian Moore Weekend at this time so it will likely be held in Newark in conjunction with the fall auction.

**Roy Eggert left the meeting at 11:17 AM.**

**REPORTS:**

**Secretary** - Mary Olson

**<MOTION> With a motion from Suzanne Parker, second by Andy Baldus, the minutes of the Dec. 20, 2021 Executive Committee (EC) meeting were approved as presented.**

**Treasurer** – Andy Baldus – see report dated 1-24-2022

Fund Balances (as of 1-20-2022)	
Operating	\$69,441
Money Market	\$72,217
Capital	\$31,323
Acquisition	\$1,120
Auction	<u>\$1,900</u>
Total all accounts	\$176,001
Line of Credit available (at an interest rate of 3.5%) – none used	\$210,000
Endowment draws during 2021	\$76,199
Endowment Fund Balance at end of year	\$6,280,675

Treasurer's comments:

- The estimated operating fund balance was extremely close to the actual fund balance, Andy saw it as a report card on his performance as treasurer!
- There were no changes from the previous month in any accounts except the operating fund.
- The Endowment Fund figure was updated to reflect the actual year end value of the account.

- Andy provided a table indicating admission fees, associate membership fees, additional member fees and 1-time voting membership fees by year and month for the past five years.

**<MOTION> With a motion from Suzanne Parker and second by Emie Heisey, the Treasurer's report was approved as presented.**

**Managing Director/Curator** – Jack Burriss – *see report dated 1-24-2022*

Jack was unable to attend the meeting. Charlie summarized highlights on key topics:

- Hy-Tek will offer the museum \$10,000 as the trade-in value of the used forklift and charger we purchased from them. They have a propane-powered forklift that may work for us; they would treat it as an even swap. They will demonstrate it at the warehouse. Charlie will ask Dick Smith and Jack to determine if it will work for us.
- Mid-Ohio Security will submit drawings for our new security system to the city this week and installation is planned for February 2022.
- Baseboards in the main stairway of the Gallery Building have been painted.
- Mosholder's Lock Shop estimated the cost of panic bar for a door in the lower level of the King House at \$1,000. A new door is also needed. Charlie will ask Jack to check doors stored at the warehouse to see if any are suitable. The panic bar and lighted exit signage are needed in order to continue allowing the public in these areas. Jack will get an estimate from Holland Brothers Electric on the signage once he has more information from Mosholder's.

**Membership** – Susan Bruah – *see report dated 1-21-2022*

- 2022 membership – 1,147
- 2021 membership – 1,128
- 164 new and rejoining members in 2021.
- 159 visitors to the museum in December
- The membership figures in Susan's report are not consistent with those from the POS system. Andy will ask Financial Coordinator Jennifer Cunningham to see if she can determine the reason for the discrepancy.

**COMMITTEE REPORTS**

**Membership** – Mary Olson, Chair

- Mary had planned to ask committee members to discuss the possibility of phasing out the voting membership and allowing all HCA members to vote, as had been suggested by a couple of board members. Prior to this however, she wanted the opinion of EC members on this topic.
- Charlie explained why the voting membership category exists and that it has been useful. He stated that when the Cambridge Museum started it did not have a voting membership category but later wished it had; the Cambridge group found it difficult to move forward when members with just a casual interest were allowed to vote.
- Other EC members supported Charlie's view, so this topic will not go to the Membership Committee.

### **Projects Committee** - Emie Heisey, Chair

- Emie is waiting for a price from Mosser on producing bunnies in Jadeite using two different Heisey moulds. As soon as she has that, she will put together a motion to be sent to the board.

### **Convention Committee** - Emie Heisey and Suzanne Parker, Co-chairs

- Suzanne visited some possible venues in the Newark area, including the Maennerchor Complex, which has a large, covered picnic area as well as a large indoor space and is only a 10-minute drive from the museum. This may be suitable for the Wednesday evening Welcome Picnic.
- Virtues Golf Club is available for the banquet and the ice arena is available for the glass show/sale.
- The committee is having difficulty identifying seminar presenters.

### **Properties Committee** - Charlie Wade, Chair

- Charlie would like to dispose of the Victorian sideboard in the lower level of the Gallery Building and replace it with one of the two display cabinets from Lowe's that Michael Maher had donated and stored in the warehouse.
- Suzanne worked with Jack to clean out the hold-back room in the King House. There is now space in the room to inventory hold-back items stored there.
- Many worn, useless items were discarded. In the attic of the Administration Building, Suzanne found many boxes of old paperwork that she believes should also be discarded, such as receipts from the previous century. She is concerned they may be a fire hazard.
- Charlie will ask Jack to create a plan to finish decluttering all spaces in the museum complex.

## **OLD BUSINESS**

### **HCA Video**

- Charlie will ask Jack to work with the video producer to ensure this is completed to share at the convention.

### **Postage review**

- There have been no comments from members regarding *Heisey News* postage.

### **Archivist/Digital Conversion update**

- There is no news about the archives at this time but Charlie wants to make them a priority.
- Emie reported that someone from the Glass Paper Fanatics group will help us source equipment needed to scan our documents.

### **Hold-back inventory**

- The hold-back area needs to be inventoried by someone who is knowledgeable about the items in storage.
- We need to review the policy regarding auction of hold-back items.

### **Bylaws changes regarding voting**

- Mary reported that the board approved the proposed bylaws change to conduct HCA elections via mailed ballots. The proposed change needs to be placed on the ballot with the June board election.

### **NEW BUSINESS**

#### **Easter Egg Hunt**

Charlie has responded to the Buckeye Club's request to conduct the annual Easter Egg Hunt at the museum. He stated that it may go forward as long as CDC guidelines are followed.

#### **Web Hosting**

- Emie reported that Brent provided links to information about three potential web hosting services; some also offer packages with email hosting as well. His choices were based on security, features, customer services and price. Of the three, he recommends Hostgator.

#### ***Brent Guest joined the meeting at 12:50 EST.***

- Brent suggests we purchase a web hosting package large enough so we will not outgrow it and that would provide our own IP address. With some web hosting packages, a number of small websites share a single IP address, which slows loading time.
- Of the three potential services he suggested, he believes Hostgator would be the best choice. It provides the features we need at a reasonable price and its tech support is responsive. Another provider, WPEngine, provides better service, but its cost is considerably more than Hostgator.
- He does not believe we should continue with AlphaLink, in part because of their slow response to problems.

#### ***President Charlie Wade left the meeting at 12:50 EST and VicePresident Suzanne Parker took over.***

- Brent stated that all emails should be able to be transferred to a new server, however, depending on where they are stored, old emails sent and received may not.
- Hostgator will not be able to provide on-site tech support.
- Brent offered to do a search to find tech support people in the Newark area.

***President Charlie Wade returned at 1:15 EST.***

- Charlie summarized the museum's needs:
  - A local tech support company to handle all software and hardware issues in the museum.
  - An email service provider.
  - A website host.
- Emie would support going to Hostgator for the website and email. She expressed concern about using Google for email.
- The EC agreed to develop an RFP outlining all tech support needs to use in seeking a local tech support person or company, as discussed with Caleb earlier in the meeting.

***Brent Guest left the meeting at 1:52 EST.***

**Proposed Endowment Policy**

- Andy spoke with Gordon Cochran, one of HCA's largest donors, regarding the revisions Andy proposed to the endowment policy. Gordon serves on a board that manages a trillion-dollar endowment.
- Gordon believes that when our endowment reaches a total value of \$7 million, it would likely be able to sustain the museum at a point in the future when the museum has no membership base and support comes primarily from the endowment.
- At this point, Gordon suggests that withdrawal from the endowment fund should be made on the basis of a five-year average of the annual earnings of the fund, which includes interest, dividends *and realized gains less fees and taxes*. Under the policy we have had in place for many years, the definition of earnings has been limited to interest and dividends. It would allow the board to withdraw far more from the fund now than we need to balance the 2022 budget.
- The plan is to draw only the amount of money we need at the time we need it, rather than withdrawing a sum and allowing it to sit for some months in an account that generates minimal interest.
- At no time would we be allowed to take any of the dollars that were contributed to the endowment.
- The proposed policy, as revised by Andy, reflects Gordon's recommendations. Gordon reviewed the final version and supports it.

***<MOTION> Emie Heisey moved to recommend to the board approval of the proposed Endowment Fund Management and Usage Policy. Suzanne seconded the motion and it was approved.***

**IRS Form 990**

- Andy is working with Wells and Priest to prepare the federal IRS Form 990 required of non-profit organizations. He will email board members seeking information on the number of hours per week they spent on HCA business last year, which must be reported on the form.

**ADJOURNMENT:**

**<MOTION> With a motion by Suzanne Parker and second by Andy Baldus, the Executive Committee meeting adjourned at 1:43 PM.**

**Note:** EC E-vote actions taken since the EC meeting of Jan. 24, 2022:

- Jan. 26 - Recommend to board contracting with Mosser to reproduce bunnies in Jadeite for sale during Easter season 2022.
- Feb. 17 - Recommend to board contracting with Mosser to reproduce Madonna in Amethyst for sale in gift shop and online.

Mary Olson, Secretary  
 Approved: February 21, 2022

**Meeting Schedule:**

EC meetings	Feb. 21, 10:30 AM EST	GoToMeeting
	Mar. 21, 10:30 AM EST	GoToMeeting
	Apr. 18, 10:30 AM EST if via GoToMeeting; Apr. 21, 4 PM EST if at museum	
	May 16, 10:30 AM EST	GoToMeeting
	June 15, 10 AM EST, location TBD	
BOD meetings	Apr. 18, 6:30 PM AM EST if via GoToMeeting; Apr. 21, 6:30 PM EST if at museum	
	June 15, noon EST, location TBD	