

ACSM January Meeting 1/11/23

Hybrid Meeting via ZOOM Conference Attendance:

ARDEN: Lisa Mullinax; *Committee Chair*, Barbara Macklem, Maria Burslem, Elaine Hickey **ARDENTOWN:** Allen Kleban, Beverly Bizup Hawkins; *Secretary*, Harry Themal **ARDENCROFT:** Pat Morrison, Mary Brent Whipple

CURATOR: Abby Harting

VOLUNTEERS: Robin MacDonald, Sadie Somerville, Vicki Scott

Museum Sitting January 2023:

Wednesday January 11: Meeting

Sunday January 15, Elaine

Wednesday January 18, Allan

Sunday January 22, Lisa.

Wednesday January 25. Maria

Sunday January 29. Vickie

Museum Sitting for February 2023:

Wednesday February 1 Maria

Sunday February 5 Sadie

Wednesday February 8 Meeting

Sunday February 12. Elaine

Wednesday Feb 15. Allan

Sunday February 19. Pat M

Monday February 20: SMA Conference begins - Wilmington DE

Tuesday February 21: SMA Conference full day

Wednesday February 22. SMA Conference ends and ACSM opens.

Wednesday February 22: _____? Sitting?

Sunday February 26. Barbara Henry

Museum Sitting hours for March 2023:

Wednesday March 1 - Pat

Sunday March 5 Sadie

Wednesday March 8 Meeting

Sunday March 12.

Wednesday March 15. Allan

Sunday March 19

Wednesday March 22

Sunday March 26 _____

Sunday March 26th "Afternoon with the Artist"

Wednesday March 29 Beverly

Lisa: Less to report this meeting

Abby: not as much to report today.

Arden Artisan Collective: Sadie reporting - March at the Museum The date we have is March 26th - first of the new version of "afternoon with the artist" Barbara reporting - Collective is having a meeting in 2 weeks on Tuesday the 24th - Barbara will attend and ask if anyone wants to exhibit. Community room - one or more artists to show - come in hang etc show day before - have refreshments we can put on social media and in the Page and the artist can promote the exhibit as well. Museum will not take any commissions.

Abby reporting: Artists can come in the following Wednesday after showing work, or the following day to take down pieces.

A second "**Afternoon with the Artist**" exhibit might be in November. Thus 2 a year. This event may encourage increased foot traffic into the museum after having been closed for some long.

April is the one empty month. August sometimes gets slow too.

Lisa: Something for the Arden members to be thinking about - Lisa, Maria and Barbara's terms will be up. Think about running again otherwise will need additional names for possible nominations.

Retreat for the advisory members committee - Lisa and Barbara will meet with Jennifer Borders to brainstorm. The heritage of the Ardens is top priority.

ARPA update. \$15,000.00 Lisa has another vendor to consider for the website. Need more bandwidth. ARPA funds available for the next year or more.

Sadie: Funding - wrote up a short report for the committee.

The museum opened in 2004 the Arden budget balance was \$3400.00.

At that time getting only \$2100. From the 3 villages.

In first 5 years managed with very little to spend. With less than \$7,000 in first 5 years. We furnished the Gallery with furniture, display cases and organized archival materials, offering of museum gift items and cards, technology and more.

In 2009 on our 5th Anniversary - we hired our first curator.

Annual Giving began in 2010.

Roaring 20's Fundraiser with ACRA in 2013

Arden, Ardencroft and Ardentown made small increases in their donations to the Museum from their Annual Budgets.

Up to 2014 income and expenses were fairly the same.

The 2016 Annual Giving was successful in that it allowed some extra as a buffer to keep a part time, 8 hour a week, curator.

In 2021 we were just ahead of the expenses.

In 2022 the museum income was more than the expenses and the Annual Campaign brought in a record amount.

Currently: ACSM needs about \$15,000 annually for operating expenses.

The Annual Giving Campaign is a significant income plus the 3 village contributions.

2024 will be the ACSM 20th year.

Sadie also reported on the amounts that each village donates per year for operating expenses:

Arden: \$1800.00 to spend in a voucher.

Ardentown: \$850.00

Ardencroft: \$500.00

ATTN: Sadie has the complete unabridged report which we can add as an addendum to these meeting minutes or include in future minutes, depending needs for the Capital Campaign in the immediate future. The impetus for drafting the report at this time is to have ACSM records available as a resource for the February 20th, 21st and 22nd Small Meeting Association Annual Conference that will be held in Wilmington.

We will have another archives meeting before then and if everyone would like to have the complete report file drafted by Sadie included in Archives Minutes Records, we can add before then.

Barbara: Barbara and Robin are proposing a **Capital Campaign for the 20th Anniversary** - ACSM will be asking for a significant amount of donations. There is some confusion in the community as to how the Museum runs. Sadie's historical summary can be adjusted and crafted in a way that supports and explains how the Capital Campaign funds will be used. \$60,000.00 to \$80,000.00 will be needed. The museum building needs significant repairs and upgrades. Roof. Building repointing. HVAC replacement. Museum also needs more space.

It is quite unusual to have a Board and then a separate working Committee. It is important during the Capital Campaign to make a clear distinction between the Board and the working Committee

We now have a \$25,000.00 mortgage - taken out last year after the sprinkler damage. Museum had paid off the original mortgage and had a mortgage free year before the damage and temporary closure for repairs.

Increase foot traffic: *brainstorming* - happy hour, walking tours, a "wine and wander" or "wander and wine". Also coming up Arden's 25th year anniversary and 125 year celebration for Arden are simultaneous.

Maybe the first Sunday of every month have a kids activity - coloring or something simple craft - no glitter or glue, but with wine for the parents.

A Talk about the making of the Shakespeare costumes or a talk on directing Shakespeare in the Ardens.

Maybe a Talk on G&S - Pat may check with John Trexler for some ideas. Steve Benigni can sing the Soup Song for the kids. If anyone has ideas - send them over - write them down and we can make a list and see what works. Maybe have Connee give her talk again for the Museum.

April and August are the empty months. House Tour in May brings in foot traffic.

Elaine and Beverly to move Emergency Bins over to the Museum. They will coordinate together.

Meeting adjourned at 8:45