

## **CMA Board of Trustees Meeting**

October 19, 2017

Holiday Inn Express & Suites, Lebanon, PA

The meeting was called to order by Chairman Jack Day at 3:02 PM on October 19, 2017.

The following persons were in attendance in Lebanon:

- Directors: Jack Day, John Sowles, Harvey Waller, Lowell Larson, Ray Casella, Dana Banfield, Jerry Rider, Tom Burgess
- Advisors: Howard Kietzke, Harry Tucci
- Employee: Virginia Goodman

The following persons were in attendance by teleconference:

- Stewart Morris Jr., Jim Granito, Dan Bussey, Dale DeHaan, Holly Pulsifer

The following guest was in attendance in Lebanon:

- Gloria Burgess

### 1. Approval of Minutes

- a. Motion by Lowell Larson to approve minutes from July 19, 2017. Second by Dana Banfield. Motion passed.

### 2. Keeneland Concours d'Elegance Report

- a. Dana Banfield gave a brief history of the evolution of CMA's involvement with the CdE in 2016 and 2017. Keeneland has already reserved Class 17 for the 2018 event. Dana is stepping down as organizer, hopes that CAA/CMA will create a committee to carry on event. Gloria Austin mentioned after the event that most interest was in coaches and grooms in uniform. Jerry Ryder indicated CAA has no objection for CAA to include CdE in outreach efforts but is short on staff for existing obligations. However, CAA would be glad to publicize event. Discussion of goal of CdE (education), demographic reached, and how does this benefit CMA. Should this be a local (Keeneland) event or spread nationwide? This is for committee to decide. Consensus is that CMA is interested in continuing with CdE.

- i. **Action Item: Dana to prepare a brief description of CMA committee responsibilities and time commitment**
  - ii. **Action Item: Committee to be assembled to study the event and develop plan for moving forward**
  - iii. **Action item: Dana to attend October 30, 2017 meeting with Keeneland**
  - iv. **Action Item: Final decision to proceed with CdE will be made at January Board meeting**

### 3. Virtual Museum Update

- a. John summarized the VM project as first being proposed in the 2012 5-Year Plan. The website developed by Mindy Groff presented the concept,

but John suggested that areas of the website need to be reorganized. Ray and Harvey then gave a PowerPoint presentation of e-museum software options, with the goal to receive approval for the VM and research portal. They presented a concept of VM software and pointed out that correct and knowledgeable data entry is essential for success – this person must be highly qualified to enter data (Harvey indicated the committee is in discussions with a prospective person(s)).

- b. They presented four (4) e-museum software options: *Past Perfect* (least expensive option, cannot set initial search terms, 254 character limit for description, one-dimensional); *Lucidea* (browser-based system similar to Google search, can return to prior search, can set parameters); *Vernon System* (browser-based, fully programmable interface, secure data, can display multiple views (layers)); and *Gallery Systems* (a collection management system, top level, used by many important collections; allows web publishing, conservation documentation; most expensive but most flexible option).
- c. Harvey’s question to Board: Where do we start and where do we go from here? John would like to have a decision to include in budget for 2018. Estimated cost of Gallery Systems would be on the order of \$15,000, which would include simultaneous data entry (1 or 2 users) and 3-day training for data entry specialist; additional \$3,500 per year for licensing and maintenance.

- i. **Action Item: Harvey and Ray shall proceed with investigation of e-museum software and make recommendation to the Board in January**

#### 4. PastPerfect and Collections Catalogue

- a. John gave a demonstration of the Recollector software based upon the CMA’s carriage collection. He and Stewart developed the template with drop-down menus. It is modifiable, easy to use, downloadable to i-phones, and sells for about \$40. Skyline Farm’s museum uses it. It can be uploaded to PastPerfect.

#### 5. CMA/CAA Relationship Progress Report

- a. John interviewed many on the Board about bringing CMA back into the CAA. While no one was adamantly opposed, there were many concerns. John stipulated that there is no urgency, and we will look for agreement in concept with success for both. There is much overlap with the two organizations, but our focus is on access to historical information: “all things museum.”
- b. Advantages: access to each other’s focus groups, would clarify missions/roles, administrative cost efficiencies, and Board diversity.
- c. Concerns: protection of collection and endowment, loss of identity, fund raising, loss of momentum with current projects, honoring past donors’ wishes, interest of CAA, is CMA’s mission clear?
- d. Potential solutions: phase in, create holding company with insurance, create a CMA section of the CAA, contractual agreements.

- e. Discussion: This was first broached in 2012. Jerry summarized how CAA operates, with Committees assigned for tasks and that resources are annually prioritized in one direction. He invited comments re misconceptions or concerns and stated CMA endowment could be secured with a contract. Harry expressed concern with liability exposure – CMA is a library and carriages and thus it is unlikely it would be involved with Court action. CAA’s events often carry more risk. Jerry indicated insurance is purchased for every CAA event. Lowell pointed out CAA is membership-based, CMA survives on donations. How would fund-raising work? Will mission statement need to be rewritten?

- i. **Action Item: John to meet with the CAA Board and/or Executive Committee to explore CAA interest and discuss advantages and concerns.**

6. Brewster Belt Buckle Project:

- a. Howard Kietzke circulated to those in attendance two brass belt buckles of Brewster hubcap. He indicated 20 were on order for \$41.50 each, for a total cost of about \$800. They can be numbered and/or inscribed for a small additional cost. The buckles can also be ordered one at a time, gold-plated with number and inscription (cost not specified). He asked what should be done with them. Dale and Jim suggested presenting to those who have contributed a certain amount to CMA.
- b. Dale made a motion to use the belt buckle with belt as a presentation piece for cumulated contributions of \$5000 to the CMA over time, beginning with QuickBook records (2007). John seconded. Because of the discussion, a roll-call vote was held. John and Dale voted yes, the remainder voted no. Motion failed.
- c. John tabled the discussion for another meeting.

7. Investment Report

- a. Stewart briefly summarized the Investment Summary report and noted a few errors.
  - i. **Action Item: Virginia to post the revised report to the website (completed).**

8. Office Operations and New Business

- a. No discussion of Office Operations report or Action Items report.
- b. New business: Jack Day indicated that Susie Haszelbart has been invited to join the CMA Board as an Advisor, and she has accepted. The addition to the Board will be voted upon during the January meeting.

Motion by Harvey to adjourn meeting. Second by John. Meeting adjourned at 6:01 PM.