

MINUTES
MONTANA HISTORICAL SOCIETY
BOARD OF TRUSTEES MEETING
Montana Historical Society, Boo MacGivra Auditorium
Helena, Montana
Friday, April 17, 2009

In attendance were Montana Historical Society Board of Trustees members Jim Murry, Steve Carney, Sharon Lincoln, Jack Lepley, Lee Rostad, Crystal Wong Shors, Ed Smith, Jim Court, Kent Kleinkopf, Lee Rostad, George Horse Capture. Also in attendance were MHS Director Richard Sims, MHS Administrative Assistant Renee Podell, MHS Historic Architecture Specialist Pete Brown, MHS Public Relations Tom Cook, MHS Administrator Denise King, MHS Research Center Program Manager Molly Kruckenberg, MHS Museum Curator of Collections Jennifer Bottomly-O'looney MHS Museum Program Manager Bill Mercer, MHS Outreach and Interpretation Program Manager Kirby Lambert, MHS Publications Office Manager Tammy Ryan, MHS Curator of History Patty Dean, MHS Research Manager Molly Kruckenberg, MHS Membership Coordinator Kim Ramuta, MHS IT Services Administrator Chris Carson and MHS Photo Archivist Amanda Graham.

CALL TO ORDER

President Jim Murry called the meeting to order at 9:00 a.m.

REVIEW OF MINUTES

Ed Smith moved to approve the minutes from the January 16, 2009 meeting. Kent Kleinkopf seconded the motion. All voted in favor and the motion carried unanimously.

New Board Member/Board Reappointments

Jim Murry introduced the new MHS Board member, Steve Carney from Scobey. Steve was appointed by the Governor to finish the unexpired term of Katherine Lee, who resigned due to a move out of the state. Jim also announced the Governor's reappointment of the following three Board members: Lee Rostad, Jim Court and Jim Utterback. He thanked the members for reapplying stating their work is needed on the Board.

CENTRALIZED SERVICES/FINANCIAL REPORT-Denise King

Denise introduced Chris Carson and explained he is in charge of the MHS computer replacement program. MHS has been fortunate in the last two sessions to receive money for the computer replacement cycles. Once again MHS has received funding for computer servers, laptops and desktops. Chris and Patty Dean will talk about a recent project they both worked on to enhance the MHS website. Denise reported Human Resources have begun negotiations for new contracts

with the two unions represented at MHS. The Museum store is well stocked at this time due to Sherry purchasing new items at the "Made in Montana" marketplace in Great Falls. Denise reported on the budget noting we have another quarter to go and explained that the budget is very tight, projections are within \$1400. Fiscal year financials will be distributed at the fall conference. She presented a handout of the expected expenditures for FY 2010. She noted that if every maquette and every medallion were sold that would total \$99,000 in revenues. MHS had to use cash to pay off the maquette/medallion debt. She asked the Board to help promote the sale of the remaining medallions and maquettes. Denise said the challenge we have right now is raising cash. She asked Richard Sims if he would like to add anything.

Richard commented that in these challenging times, we are starting to analyze in-house ways we can increase fees. We just had a fee workshop with our program managers to look at ways fees can be increased. We will have a sponsorship workshop soon with program managers and other staff to increase sponsorship funding. Susan Near and Richard are planning an endowment campaign. MHS must maintain that position of readiness. Sometimes there are some surprising gifts when you announce you are seeking gifts. \$60,000 can be addressed through many revenue streams.

Richard said he is confident that as a full team of 60 staff members and 15 Board members we can do this. Jim Murry noted that it appears we need everybody's help to get through this rough time. In the executive meeting held today, it was concluded that the Board needs to be involved. We have to all work through this challenging time. It's a challenge we are going to meet because when the times get tough the tough get going.

Kent Kleinkopf commented that he would like to take a maquette back to Missoula to display at a local bank and hopefully after the bank has the maquette on display for awhile they will purchase it. Sharon Lincoln commented that she may be able to get the folks at D. A. Davidson in Billings to display a maquette. Steve Carney commented Historical Societies around the state may be interested in displaying the medallions. He stated he is from Scobey and they have Pioneer Days and it would be an ideal opportunity to have the medallions on display in their Museum. He also said the new Dinosaur Museum in Malta would be a good place to display the medallions.

Denise King discussed the drawbacks and the restrictions to displaying the medallions for auditing purposes. Lee Rostad suggested having a Montana Historical Society license plate perhaps replacing the Lewis and Clark Centennial license plates. Denise commented that the Lewis and Clark license plates are statutory and the fees are split between three different entities. She said perhaps MHS could go through the process and see what the costs would be.

Sharon Lincoln stated there are charges through the Department of Justice to guarantee the first issue of those plates and the fee is about \$1800. Jim Murry asked Richard to move forward on this idea.

Lee Rostad further suggested having a lottery for the maquettes. Denise King said we would have to make sure the original market value was upheld. Lee Rostad said a raffle could be held at the History Conference and at the Western Rendezvous of Art. Denise King thanked Lee Rostad for that suggestion and explained that this year MHS is the major host of the Western Rendezvous of Art partnering with the Rendezvous artists group. She presented a post card advertising the event. In the past, maquettes weren't sold at the WRA event, but the possibility is good we will sell maquettes this coming year. Denise King encouraged the Board to attend and to help promote the event since MHS is the host organization. Bill Mercer announced that Denise King will work on the logistics and budget for the WRA and Susan Near will work on the scheduling of events. The Museum Program will be installing the artwork and working with the artists and potential buyers. The funds received from the sale of the art, after expenses, will be split with WRA and MHS. The funds received go towards acquisitions for the museum. Bill Mercer emphasized the importance of this event. Ed Smith stated he participated in the WRA for the last eight years and it is a great event for the Society and for the City of Helena.

Denise King asked Chris Carson to start his computerized demonstration of a new link he created for the Museum Program titled "African/Americans in Montana". Patty Dean explained that the computer presentation is a culmination of four years of work by MHS staff in various departments as well as contract historians. The work was funded by the Montana Cultural Trust. Because the information is on the internet MHS will be able to get the word out 24-7 to anyone in the world. Patty Dean explained information about African Americans were collected from bibliographies and from census and city directory data. Patty and Chris showed the Board how to maneuver through the link and encouraged the Board to take a look at the site. Chris Carson commented that the site is best viewed within Explorer 7 software and demonstrated how to use the search button. He also demonstrated how to maneuver around the textbook site he created.

DIRECTOR'S REPORT – Richard Sims

Richard Sims commented that he has been preoccupied with the Legislature. He said he really enjoyed Chris and Patty's presentation and stated it reminded him of Management Consultant Peter Druker's phrase, "we are all knowledge workers".

Richard Sims noted that with the termination of the Chief Security he has assumed the acting role and has begun a new era of cooperation with the Capitol Security team. He has begun a new initiative to better partner with the Capitol Building Security Team. They will begin roaming the MHS building in the dark of the night. At one time we had 4.5 security guards. With the departure of Mr. Ashmore we now have 3.5 security guards. With the current health issue of one the guards we are down to 2.5 security guards. MHS will keep working with the Capitol Security Team. They have a training program that our guards can attend once a month and we will train the Capitol guards on how we take care of business in this building.

Kent Kleinkopf commented that considering everything the guards protect, a reduced security staff is a critical issue. It is a budget issue. He emphasized his concern about not having

adequate security. Richard said when auditors have a finding or a note of concern that doesn't necessarily auger that anything positive is going to happen. As you know, for decades MHS has been cited for not keeping up with our collections management policies but we never get anymore curators to do that work. Richard said he sees the guard situation as a temporary event. We will have seasonal help when the summer comes and we do have technical surveillance installed. An amenity that is coming out of this is we have the Capitol security team patrolling here in the dark of the night. Ken Kleinkopf suggested a test of MHS security like a test that is performed at airport security. Richard asked Molly Kruckenberg and Bill Mercer if they have any thoughts on the current need to adapt and for future measures. Molly stated currently staff does step in to help as gallery guards when large groups come in. She said everyone fills in as needed. The Program Managers know how important security is and it is at the top of her list. Jim Murry asked if there have been any problems. Molly commented that a few years ago a theft was discovered and improvements have been made since that time. Cameras are on in the Research Center.

Bill Mercer said generally speaking we have been very fortunate and we are very good at the deterrence of theft. That is not necessarily the biggest issue. For the Museum Program and for our displays, the issue isn't necessarily theft, it is vandalism and damage. We would like to see more along the lines of deterrence. Don't let someone take a marker to a painting or break off a branch in the gallery or to hop over the ropes and barriers in the display areas. This type of activity averages one a month which is fairly high given the number of visitations that we have each day. Richard stated the teachers themselves need to be more focused on their chaperon responsibilities when they come into the building. Bill reiterated that our most immediate concern is not necessarily theft but damage. George Horse Capture commented that in the Great Falls Museum they have staff give guided tours for large groups. He suggested having guides take smaller tour groups into the galleries. Have someone guide the tour and then someone follow up on tour. Kirby Lambert explained that there is a policy in place for groups visiting the Museum. He said for those playing by the rules it works well. We offer tour guides. The problem is when they don't play by the rules and a bus load of 40 kids shows up and they don't want a tour guide.

Jim Court questioned what is being done in regards to recruiting volunteers. He stated he is currently volunteering at a state park in Texas and volunteers are running virtually every aspect in parks and recreational areas throughout the country. He can imagine that if it was worked out right, in terms of getting long term volunteers, there are those who would love to spend four months in Montana in the summertime. MHS would have to provide a place to park an RV but these folks would be good quality, educated people. Richard said that was a really good point and he asked Kirby Lambert to have Katie Curry, MHS Volunteer Coordinator, be a guest at the next Board meeting to walk the Board through the volunteer program.

Richard referred back to the \$60,000 short fall in the budget stating we don't need to be alarmed but we do need to be focused on the cash we need to churn through the system. MHS may be able to see a more positive environment to meet that challenge when the Legislature ends and it

is clear the expansion project is located across the street. We are looking for the final decision so we can migrate the bonding authority and the \$30 million fund raising authority to our site of choice. We need to concentrate on what kind of fund raising strategies we will have going into 2010. Ed Smith questioned what the overall shortfall figures are for MHS. Denise King answered it is about \$130,000 less. She said it runs on cash and it is based on the beginning of the base in the general fund.

Richard said it is time to visit colleagues around the state. He will be in Eureka demonstrating Dutch oven cooking for their Heritage Days and meeting with the Tobacco Valley Historical Society. He announced he will also be traveling to St. Louis to visit his father. While in St. Louis he has made an appointment with Lee Niedringhaus. The Niedringhaus family and the Russell Family were friends. Lee will show Richard where Charlie Russell grew up and show him his Montana collections. He may be a person interested in purchasing one of the maquettes. Charlie Russell's first patrons were the Niedringhaus family.

Kent Kleinkopf announced that Richard has been invited to attend an auction and fund raiser for the Kootenai College scholarship program. Kent said he is planning to go to Polson with him on May 16th. He stated this will be a well attended function. Kent told the Board that if they are aware of any events taking place around the state to let Richard know. This may be a good opportunity to get MHS known.

PRESIDENT'S REPORT-Jim Murry

Jim reported that Richard and Denise have done a tremendous job during the Legislature. There are 28 bills that they either testified on or monitored. Things have gone well for MHS. The direction is clear now to move forward and the \$7.5 million bonding authority has been kept and MHS has the fund raising authority. HB 5 is still in conference committee. HB 2 is the big money bill and it is still in conference. The bill that gave the across the board 2% cut to all agencies is HB 76 and that legislation is still in conference committee. There are those that are so intent on cutting the size of government including what is done here at MHS. Jim stated he was hoping to report on the finality of all the bills, however, it isn't over as of yet. Jim thanked all the Board members that have stepped forward on issues during the Legislature especially Lee Rostad who worked with the Republican Legislators. Jim Court asked if the site selection process is done. Jim responded that HB 5 which deals with MHS site selection is still in a conference committee.

MEMBERSHIP REPORT-Kim Ramuta

Kim presented the new MHS stationary and membership cards. She stated she is very pleased with the look and noted all the designing and printing is done in house. Kim reported on the survey conducted in last month's *Society Star* and submitted a handout with the survey results. In the next *Society Star* edition she will print the results for the members to see. The reason members joined the Society was of most interest to Kim. Preservation of Montana's history was

the top reason. This will tie into how she will market to the members outside the city. It is called a relationship type of membership. The subscription to the magazine continues to be a very important benefit to members. Jim Court commented that after years of rather stagnant or even negative membership MHS has gone up about 20% since Kim has arrived. Kim will work towards getting a presentation on a quarterly basis for the Board. She hopes to start a regular conversation with the members by sending monthly emails about new books that can be purchased through the Society. Kim wants to use the Western Rendezvous of Art as a tremendous apposition campaign. This is an event MHS owns and it can be used to build on. Kim stated she really appreciates the input she received at the Marketing Committee meeting from Board members Crystal Wong Shors and Jim Court. Denise asked Kim to speak about the letter she wrote to the House members. Kim reported that in the House of Representatives there are not a lot of MHS members and she created a letter asking them in a friendly manner to become members and help support what MHS keeps safe for future generations. Lee Rostad questioned Denise about Senate members receiving a letter. Denise said the Senate members will receive a letter with an order form on one side and a request that they purchase medallions. The letter is signed by Senator Story, Senator Williams and Richard Sims. Kim said she will follow up after the session with a letter to their home. Richard announced that as a result of the wonderful gathering in the rotunda of the former and current female elected officials, MHS will get that mailing list and encourage them to join. Another mailing list Kim will develop over time is all former Board members. Kim said mailing is the cheapest and most effective way to gain new members. She has membership packets available and encouraged Board members to help build membership. Kent Kleinkopf said he served on the original Board of Camp Make-A-Dream and they have a program called Dream Catchers which celebrates all the people who have ever served on their Board. They host them annually at a really nice event and announce their accomplishments and thank them publically. Richard commented that he wants to do something similar for MHS former Board members.

PROGRAM MANAGERS REPORTS

OUTREACH AND INTERPRETATION PROGRAM REPORT-Kirby Lambert

Kirby shared the good news that the text book will be reprinted. There will be 5,000 copies reprinted with 3,000 being given away to schools. He reported on the "Big Read" and read an email from Nancy in Harlowton about the presentations at the White Sulfur Springs School. Kirby informed the Board that he has applied for another "Big Read" grant working with six small schools across the state. The "Big Read" organizers will be awarding and making the grant announcement in mid-June. Kirby stated work progresses on the History Conference. When traveling to another town we try to focus on the local history of that area and this year way more session proposals were received than they will ever be able to accommodate. He anticipates a great conference. Kirby introduced Ellen Baumler.

Ellen Baumler reported that one of her jobs at the Society is the handling of the National Register Sign Program. She presented a handout. Ellen explained the NRSP was created by the Legislature in 1989. In 1992, she was hired to work on this program. Before her hire, the

program was contracted out and did about 100 signs between the years of 1989 – 1992 and since this time she states she has personally done at least 1,000 signs all over the State of Montana. This is a very popular program. Martha Kohl does a lot of the research on the signs. She and Martha spend at least 10 hours for each sign because they are really careful about the information going onto the sign. Ellen said the sign program is unique to the nation. She noted that she wishes she could get the National Trust to do an article on this program. No other state has the funding that we have and no other state does what is being done now with this program. The NRSP is the state's best deal. An applicant with a national register listed property can apply for a sign at the cost of \$35.00. The cost to make the sign is about \$500.00. Bed tax pays the majority of the cost. A really large sign would cost \$700.00 and costs the applicant \$55.00. Ellen noted it is a great way to advertise the Society and the new signs have the Society's website on them.

Jim Court had a question regarding the MHS sign budget in relation to the \$60,000 budget shortfall. Jim Court asked Denise King if signs were prepared for organizations with properties in Eastern Montana relating to the Indian war period could the organizations offer to pay the whole bill and present it to MHS to help towards the budget shortfall. Denise said this is a matter for discussion. Lee Rostad asked if Ellen Baumler had thought of writing a book on this subject. Ellen answered that she has thought about writing a book, however, currently there are 20 notebooks full of signs in the library. It simply doesn't pay to try to keep up with that. Ellen said she is trying to get some of the district signs on the internet through Travel Montana. It is a slow process but that is probably the best way to display the signs.

MUSEUM REPORT-Bill Mercer

Bill Mercer offered a publication of the next exhibit titled "Tradition, Design, Color: Plateau Indian Beaded Bags from the Fred Mitchell Collection". Bill commented that work has begun on the Rendezvous of Art. Work also has begun on the Glacier Centennial Exhibition which will open in early November. Bill explained Vic Reiman will be overseeing the complete renovation of the auditorium. The next time the Board meets in the auditorium they will be enjoying a new space. The renovation will commence June 1st and should be completed by September. Bill Mercer introduced Jennifer Bottomly-O'looney stating that she has the general overview and the supervision of all of the museum's collections. Jennifer is also the Curator of Art and is in charge of the Bob Morgan exhibition as well as the Glacier exhibition. Jennifer presented a few handouts of the upcoming exhibits. She mentioned that the park program has a \$5.00 fee on their license plates. Jennifer questioned if MHS could tack on even 50 cents onto the license plate fee. Richard asked Jennifer to bring this question up to him again next week. Jennifer stated she is thrilled to have a retrospective of Bob Morgan's work and the exhibit will be a wonderful way to honor Bob. She thanked John Lepley for bringing one of his paintings with him for the exhibit. There will be over 30 pieces of his work in the exhibit ranging from his earliest pieces to the present. Jennifer said the Glacier Centennial Exhibit is the official exhibit. She said MHS is very fortunate to be able to host this. We are receiving funding through the Glacier Fund and partnering with the Fund and Glacier National Park. MHS will receive

\$142,000 to produce this exhibit which will include educational programming, public programs, magazine articles, and educational trunks. The exhibit will open November 5th and will run through February 11th. Richard asked what some of the venues are that are on line. Jennifer stated there isn't anything scheduled yet, however, Glacier would like to have the exhibit there for the summer of 2010. The actual centennial date is May, 2010. Ed Smith stated that we all owe Jennifer a round of applause in coordinating the dedication for U.S. Senator Lee Metcalf and A. B. Guthrie. Jennifer pointed out that the Montana Historical Society Museum administers the gallery of outstanding Montanans. There are eight outstanding Montanans honored at one time and they are up for eight years. Every two years there is a change in order to add two more.

Bill asked George Horse Capture to speak on a large project that is just getting organized. George gave a presentation on the "Code Talkers". George explained that an incredible amount of Native Americans from Montana served their country in the war. They are called Code Talkers. The bulk of veteran Code Talkers are Navajo. A patron donated money to have a traveling display constructed to honor the Code Talkers. This task was undertaken by the Smithsonian Museum Institute as a traveling exhibit. Three shows have been prepared which consist of 15 free standing banners. Organizations can incorporate local items and information from their collections. Richard would like to have each tribal community work with MHS because it is their exhibit. It will either premier or close here. Bill Mercer stated the exhibit isn't focused on just the Code Talkers. The Code Talkers are a springboard to talk about Native American military service and veterans. This is an opportunity for MHS to talk about the high percentage of military service from Indian people and Indian communities all across the country. Bill explained he and Richard are dedicated to figuring out the logistics. George will help identify communities and leaders. The financial challenges are going to be great. Richard mentioned that talks have begun with the VFW and General Walsh of the Montana National Guard. George hopes there will be support from the various Indian organizations statewide.

PUBLICATIONS-Tammy Ryan

Tammy Ryan reported that Molly Holtz is on her way to Oklahoma City to receive the magazine's 6th Wrangler Award. Word has been received that the magazine is also a finalist in the Spur Awards that is given by the Western Writers. Tammy said this is very exciting news for the staff and that she will be approaching the Board some day soon about purchasing a trophy case. The spring issue was mailed. The 2010 calendar subject matter will be on the Glacier Centennial and the new calendars will be ready for sale by June. Tammy explained that her position handles subscriptions for the magazine which involves all of the paperwork, promotions and ads. She presented advertising information to each Board member requesting their help in getting more advertising for the magazine. Tammy explained she also manages the sale of back issues and the inventory of those issues. There are back issues of the magazine ranging back to the 1950's and she routinely sells them. The magazine is distributed to news stands throughout the state.

Kent Kleinkopf stated he has provided subscriptions for family members for the last several years and encouraged all Board members to do so. The gifts are well received and appreciated. The Western History Association, a national organization of professional historians, uses the MHS magazine as a benefit to their organization.

Sharon Lincoln wondered if a collection is donated back to the Society would there any kind of monetary write-off as a charitable gift. Tammy Ryan stated she prepares a letter of acknowledgement and she recommends they get the collection appraised.

Kent Kleinkopf said there are two experts in this area of book appraisal and he mentioned General James Womach in Dillion and Steve Hamilton in Manhattan.

Bill Mercer explained that when a donation is made to a 501 (c) (3) charitable organization, such as a museum, the potential tax credit is the current market value of what is being donated. If the current market value for a book issue is \$200.00 that is the eligible tax credit, regardless of what was originally paid. Any donation that is \$5,000 or under, a professional appraisal is not needed. Also an IRS form 8283 can be generated. Denise King pointed out the Montana Historical Society is not a 501 (c) (3). MHS is a state organization that can accept donations as tax donations.

RESEARCH CENTER – Molly Kruckenberg

Molly Kruckenberg said that in the first quarter of 2009, her staff served more than 3,000 patrons and over 1,000 of those patrons actually walked through the doors of the Society. Research staff gathered a lot of the information used in the booklet distributed at the ceremony recently in the rotunda. Molly presented a copy of the booklet titled “Celebrating Women Elected to Serve the State of Montana”. The Research staff also contacted a lot of the women that attended the ceremony and they wrote short biographies on some of the first of the women that were in political office. The cover for the booklet is a wallpaper print from the Old Governor’s Mansion. Molly introduced Amanda Graham.

Amanda Graham gave a brief bio of her self and stated day to day a lot of what she does is describing and cataloging our new and past donations. So far, she has cataloged 2006 through the present day. She has also been writing up detailed inventories of finding aides and making them available on the Northwest Vigil Archives.

STATE HISTORIC PRESERVATION-SHPO-Pete Brown

Pete Brown introduced himself and explained that Mark Baumler was at a conference in Kalispell. Pete explained his job in architectural review. Some of the work is mandated. He stated he does a lot of outreach. In addition to the architectural review, the office runs a barn grant program and he administers that program. Another program Pete runs is the historic rehab tax program. This program entitles participants to claim a tax credit equal to 20% of their rehab

investment in an income producing property. Pete is the liaison between the applicant and the National Park Service helping people through the process. He lets them know what they are in for on the onset of the project, promotes it and recruits people to apply. Pete Brown further stated the philosophy he works with is to retain and prepare historical architectural features instead of replacement mode. Crystal Shors asked Pete Brown where the barns were that he worked with this year. Pete said there is one in Madison County, one in Clyde Park area in Park County, one in Sun River and one in Twin Bridges.

PUBLIC COMMENT:

None

Adjournment: The Board meeting adjourned at 12:40 p.m.