

American Numismatic Association

Board of Governors

Meeting Minutes Draft for Review/Approval (R2)

Regular Meeting World's Fair of Money (WFOM) ® Chicago IL

Open Session

August 9, 2024

(Note: Agenda Item Text Highlighted in Gray)

Call to Order – President Thomas Uram

The meeting was called to order at 9:00AM CDT.

Roll Call – Secretary Sanford Pearl

A quorum of 8 voting Board members were present

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

Voting Board Members Absent (R2): Governor David Heinrich

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, Controller Bryan Clark, Past-Presidents Jeff Garrett, Ken Hallenbeck, Gary Lewis, Clifford Mishler, Ralph Ross, John Wilson, Past Vice President/Audit/Bylaws & Ethics Committee Member Joseph Boling, Bylaws & Ethics Committee Chair Doug Andrews, Finance & Budget Committee Chair Larry Baber, American Philatelic Society (APS) Executive Director Scott English, Past Coin World Editor-in-Chief and ACEF Executive Director Beth Deisher, ANA Staff Directors Jennifer Ackerman, Christian Strayhorn, Outreach Coordinator Phil Vitale, National Volunteer Jeff Rosinia

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

(240809 OS #1) MOTION by Governor Kraft, second by Governor Garrett to approve the minutes of the Board of Governors Open Session Meeting on July 8, 2024.

Discussion: None further.

Vote Passed 8-0-0 (Governor Heinrich)

Agenda Item #2. Maximizing Educational Opportunities – Education Director Christian Strayhorn

Discussion: Director Strayhorn provided the status of the successful eLearning program since the launch April 24, 2024. She explained the plan to transition most of the applications to Google Classroom, a less expensive approach, when contracts allow.

Executive Director Kiick advised that she will approach the Board prior to any added funding requirements, if any, to implement the transition.

Governors Garrett and Ross complimented Director Strayhorn on the Education staff effort to date. Past-President Ross complimented the staff implementation of the eLearning management program and system.

Past-President Boling asked the status on the need for an index on NumismaTalks. Director Strayhorn advised that an index was being developed on the ANA website.

Agenda Item #3. Anti-Counterfeiting Educational Foundation Update – ACEF Executive Director Beth Deisher

Discussion: Executive Director Deisher provided the update on the ACEF accomplishments to date. She identified efforts to form a coalition of industries being impacted by counterfeiting to implement economy-wide changes that effectively address the issue. She also commented on an effort being used at the WFOM, and possibly elsewhere in the future, to mark counterfeits with the word “COPY” in accordance with the Hobby law.

Agenda Item #4. 2027 APS/ANA Joint Show Exploration – American Philatelic Society Executive Director Scott English

Discussion: APS Executive Director English related the benefit, including high hotel room-night and relatively small show floor footprint, the APS could provide in a joint show. He indicated that the APS was considering the possibility of holding a joint show with the ANA in Denver in 2027. He also commented on APS efforts to sustain and diversify their membership.

Executive Director Kiick advised that she planned to bring the matter to the Board at the September 2024 Board meeting.

Agenda Item #5. Boston 2026 World Expo – Executive Director Kim Kiick

The 12th International Philatelic Exhibition in the United States is scheduled for May 23-30, 2026 at the Boston Convention and Exhibition Center. The Boston 2026 World Stamp Show, Inc.

Organizing Committee, in partnership with the American Philatelic Society, United States Postal Service, Smithsonian National Postal Museum, Spellman Museum of Stamps and Postal History, and countless philatelic organizations, supporters, and volunteers are gathering for “A Collector Supported Exhibition” during the United States’ Semi quincennial Celebration.

ANA is invited to hold a numismatic show at the event.

Discussion: Executive Director Kiick indicated that she was considering providing ANA personnel to cover an APS provided free table.

Treasurer Jansen requested APS Executive Director English provide certain financial and service information.

President Uram asked if the U.S. Mint could be approached to provide a coin-stamp issue for the show.

An ANA member indicated that he had attended APS events and questioned the number of show attendees and floor space.

Past-President Lewis questioned if stamp collectors had significant interest in coins.

Governor Kraft indicated that she appreciated getting educated on the convention partnership benefits.

President Uram felt the Convention Committee should meet with APS Executive Director English to identify collaboration opportunity options.

Executive Director Kiick indicated that the ANA will take the table based on Treasurer Jansen's assessment of the minimal budget impact.

Agenda Item #6. Treasurer & Finance Report – Treasurer Erik Jansen & Controller Bryan Clark

Discussion: Treasurer Jansen complimented Controller Clark's efforts. He indicated that the next fiscal year budget preparation was on schedule. The IRS form 990 is going to the Budget & Finance Committee, the auditor comments are being addressed, and he estimated the ANA assets.

Past-President Wilson asked if the assets include the museum collection. Budget & Finance Committee Chair Baber advised that it did but it did not, per past precedent, include the library collection.

Past-President Garrett questioned the sustainability of using the endowment to cover budget deficits. He commented on the significant negative budget impact due to the loss in auction income in the last few years.

Treasurer Jansen commented that the ANA does not have a spending policy. He also projected estimated endowment annual growth in book value and compared book value growth to the projected estimated coverage for budget expenditures.

President Uram indicated that fundraising efforts will become more proactive.

Budget & Finance Committee Chair Baber related that endowment share value growth was historically greater than sales to cover budget deficits.

Past-President Mishler indicated that he understood using endowment funds to invest in the ANA future but questioned if the ANA was becoming overly dependent on endowment asset sales to cover operational expenses.

Bylaws & Ethics Committee Chair Andrews commented that he planned to raise certain questions at the next scheduled Open Session Board meeting.

Agenda Item #7. Board of Governors Committee Reports

Governors Heinrich & Kraft – Convention Committee Chair & Liaison

Discussion: Governor Kraft stated that the committee efforts were demonstrated by the highly successful WFOM show. She complimented Director Ackerman and Manager Joseph on their efforts at the show.

Governor Garrett – Education Committee Liaison

Discussion: Governor Garrett related that the committee has been making a great effort as reflected in the new grading course projected for going live in December 2024.

Vice President Lighterman – Exhibits Committee Liaison

Discussion: Vice-President Lighterman advised that three new judges were certified at the WFOM, that the judging form has been revised to increase the emphasis on education in addition to exhibit rarity, that single case exhibits were introduced, and that the number of exhibits was growing significantly.

President Uram complimented Chief Judge Boling on his efforts.

Governor Brush – Finance Committee Liaison

Discussion: Governor Brush had made the financial data significantly more transparent and timely. President Uram appreciated the continuing improvement in budget data transparency and timeliness.

Governor Ross – Fund Development Committee Liaison

Discussion: Governor Ross commented on several new (monthly giving, leadership program) programs being implemented to increase fundraising income.

Governor Sammut – Marketing Committee Chair and Membership & Outreach Committee Liaison

Discussion: Governor Sammut advised that a Community Manager had come onboard to improve promoting the ANA. He expects the effort will help the *Outreach Committee improve/revitalize the (RI) District Representative* accomplishments.

Governor Mitchell – Museum/Library Committee Liaison

Discussion: Governor Mitchell advised that the museum cataloging staff had been increased but he was not confident in being able to accomplish the cataloging effort by the Board deadline. The library staff had been increased and was expected to be able to accomplish their required tasks.

Governor Heinrich – Publications Committee Liaison

Discussion: In Governor Heinrich's absence, President Uram provided his report that the Reading Room is now online and has been highly successful to date

Agenda Item #8. Executive Director Report – Executive Director Kim Kiick

Discussion: Executive Director Kiick provided an overview of the staff accomplishments to date as follows:

The Reading Room was launched in November of 2023 and its readership is nearing 37,000 unique views.

The ANA now has an award-winning online publication. Numismatic Literary Guild (NLG) awarded *The Reading Room* Best News or Blog Website at its award ceremony yesterday. We congratulate our entire Editorial & Creative Teams.

ANA's *The Numismatist* print version was also awarded the NLG's - James L. Miller Award for the best Article/Story of the Year with Robert R. Van Ryzin's article "The Crime of 1873" (published in the December 2023 issue of *The Numismatist*)

The Museum was awarded the Mountain Plains Museum Association Award for Excellence in Websites. Our 360 virtual exhibit technology is exceptional.

The ANA's marquee exhibit gallery featuring the Americana Exhibit opened in March 2024 - and the Virtual Exhibit has several cases online this month with completion planned for by end of this calendar year.

The Museum collection now has over 50,000 objects available online, making the collection more accessible to members and the general public. We invite you to look at your museum objects.

This convention has a sold-out floor with great attendance and activity.

Summer Seminar had over 390 attendees during the combined two-week sessions.

Fund development efforts with increased giving of our members has us at nearly \$275k for this fiscal year to date!

eLearning Academy launched successfully on July 19, 2024.

Launch of the first online Numismatic Diploma Program Course for Course 1 that included updates and revisions. Course 2 will have a completed release this year along with courses 3 and 4 in post-production.

Record breaking delivery of Scout offerings serving over 4,000 scouts since the beginning of this calendar year alone.

Introduction of Ernie's Treasure Treehouse at the National Money Show.

Creation of the Learning Continuum for YN Programs

- Updated YN programs to provide more age-appropriate and interactive opportunities to active students. These activities also provide more rewards (often coming from museum deaccession) to the children

Social Media Audience Size has grown to – 74,628

Published Posts (our overall social media activity)–
Overall published posts grew by 38.39%
Social Media Interactions (Likes/Reactions/Comments)–
Overall social media interactions grew by 35.91%
Clicks on Social Media Links–
Overall clicks on our social media links grew by 52.4%
Shares of Social Media Posts–
Overall, users sharing our social media posts grew by 27.57%

Agenda Item #9. Proposed Bylaws Amendment – President Tom Uram

Three governors have proposed an amendment to the Bylaws supporting 3-year terms in board elections. We are currently at the step in the amendment procedure where the Board determines the final form of the proposed bylaw amendment.

The proposed amendment does not address requirements to hold office specific to eligibility and term limits (Article VI, Section 2, subsections d-g). The Bylaws Committee commented on this subject in their December 2023 Report to the Board of Governors (see Board Proposal C). The proposed amendment must include these considerations to avoid drafting conflicting election regulations.

Within 5 days of the Board’s decision as to the wording of the proposed amendment, the Executive Director shall submit to the Editor said amendment and the arguments in support of and in opposition to for publication in one issue of The Numismatist. There will be a 30-day comment period to collect member responses before any further revisions or a board vote on the proposed amendment.

Governors who submitted proposals and arguments may wish to review them for accuracy before voting on whether to advance to publication.

Discussion: President Uram commented that the amendment effort was multifaceted and intricate. He and Parliamentarian Costello requested a Board consensus on whether the effort should proceed to define the details. He and Governors Brush, Kraft, Mitchell and Sammut indicated their support for 3-year terms. President Uram commented that he would contact Governor Heinrich to ask if he supported the amendment effort.

Ethics & Bylaws Committee Chair Andrews advised that the Board has their report and the committee needs the Board to provide more input to proceed further. He commented that the issue of Board continuity historically was that approximately 96% of the Governors successfully ran for re-election. He felt that decision making continuity cannot be addressed by Bylaw changes.

Budget & Finance Committee Chair Baber related that he could support 3-year terms but he could not support multiple terms for Board officers President and Vice-President.

President Uram complimented Chair Andrews, Parliamentarian Costello and Vice-President Lighterman on their efforts on the amendment to date.

Agenda Item #10. Future Board of Governors Meetings – President Tom Uram

Upcoming Board of Governors meetings are scheduled via Zoom on September 10, October 8, November 12, and December 10.

President Uram complimented the Chicago Host Chair Dale Lukanich and his team for their support in the success of the WFOM.

The meeting was adjourned at 11:43 AM CDT