

WISCONSIN ARCHEOLOGICAL SOCIETY

Fall 2012 Meeting

10/6/12

Hoard Museum, Fort Atkinson, WI

Board Members present at 10am meeting: Jeremy Cobble, Mark Bruhy, Jake Rieb, Kurt Sampson, Jake Pfaffenroth, Rob Nurre, Sarah Pfannkuche, Richard Mason

Five additional non-board members were present at the morning meeting as well.

Call to order at 10:05 by Kurt Sampson

ROUND TABLE DISCUSSION

Lead by Kurt Sampson

2-year plan:

Sampson identified an essential goal of making sure the journal stays on time

- a. He reminded us that a past survey indicated that getting renewed memberships is directly related to the journal coming out on time
- b. Kent Dickerson commented that he's never known the journal to be on time the entire time he's been in Wisconsin, in the Society
- c. Nurre suggested we think about what seasons we want the journal to come out in - currently it's a Winter/Summer publication - currently aiming for September. He pointed out that when members expect an issue in September and it is a couple months late, members may not see the reason to renew at the end of the year when they haven't gotten the fall issue yet.

Membership Roster for 2012

Currently 377 members

What is our purpose and mission as a society?

1. Sampson identified the Society's mission as *education* and *outreach*
 - a. He suggested the possible formation of a committee for education and outreach
 - b. He noted that the Society has had success with booths at public events
 - c. He suggested we should continue to identify events going on around the state and neighboring states, and try to coordinate having a presence at these events to get the word out about what we do

Newsletter Update

1. Currently, the position of Newsletter Editor is empty.
2. The WisArch News will temporarily be headed by the editorial committee until the permanent Newsletter Editor position can be filled

3. Newsletter submissions can be sent to the Editorial Committee
4. The Fall 2012 issue may not be published due to the delay in filling an editorial role

Journal Catalog available for purchase as CD and Digital Copies

1. Sampson would like to see a complete set of issues on CD
 - a. It was pointed out by several members that CDs are becoming outdated, and totally digital copies should be an option as well.
2. Pfaffenroth agreed to look into creating a digital archive online, at some point in the future. These issues can be made publicly available, or we can make them privately available only to those who purchase
3. We can look into e-reader formats as well, for reading on Kindle, iPad, etc.
4. We can look into making issues available as solely digital to those members that prefer it that way (similar to what SAA has begun to do with American Antiquity)
 - a. This would cut down on printing costs
 - b. This may be something for a five-year plan - but is something good to look into

Sites Preservation Funding Increase

1. Sampson would like to see increased funding to the Preservation of Sites Committee
 - a. The funding was cut in 2011 from \$1000/yr to \$500 per year, to cut costs at the time
 - b. Sampson argued that the Society is now on more solid financial grounds, and he would like to see the funding go back up to at least \$1000
2. Nurre argued the Society needs to do a better job on informing the membership of what the Society is going out and doing, and is spending their membership dues on.
 - a. ESPECIALLY if raising membership dues will take place at a point in the future
 - b. It comes down to making sure that members feel they are getting their money's worth
3. Nurre - Each committee needs to make clear what they are spending money on
4. Pfaffenroth suggested budgeting a shared pool of funds that committees could apply for at any point during the fiscal year. This could allow for budgeting less, because often committees spend far less than had been budgeted for them.
 - a. Nurre and Mark Bruhy - Chapters could also apply for these dollars
5. Dickerson suggested allowing committees' budgets to roll over at the end of the year, allowing them to accumulate a larger pool of money
6. Nurre reminded us that everything comes back to "What are we doing as a society?"
7. Sampson suggested that after all discussion, he'd like the Preservation of Sites funding to be raised back to \$1000
 - a. It was pointed out that any changes to funding and budgets do need to be built into the annual budget and voted on at that time, which would occur after the first of the year.

Chapters, and their relationship to the Society

Discussion of committee funding lead to discussion about the nature of chapters and their relationships to the Society as a whole

1. Pfaffenroth pointed out that each chapter president is, per the by-laws, a director on the board, with the privilege of voting
 - a. Sampson commented that many chapter presidents do not come to the board meetings, and some never vote or respond to emails
2. Mark Bruhy commented that, from his observations as a relatively new resident of the Milwaukee area, it appears that the Milwaukee chapter has no president
 - a. He stressed that what matters is that the Chapters are able to have quality programs
 - b. He suggested a discussion takes place regarding the names of the “chapters”
3. Nurre asked, “What is the value to a chapter of being part of the Society?”
 - a. As per the by-laws, all chapter members need to be a member of the Society as a whole, at some level (including Associate Member)
 - i. Nurre asked, “What the are reasons for Chapter members to also be forced to become Society members? What is the benefit to them?”
4. Sarah Pfannkuche commented from the perspective of the Three-Rivers chapter:
 - a. They advertise both Milwaukee and Madison-area events
 - b. Three-Rivers members get a discount on Society membership
 - c. Being associated with the Society gives better legitimacy to presentation and fieldwork
 - d. Some members don’t like that they have to put money into the Society, only to have none of that money go back out to the Three-Rivers chapter area
5. Bruhy suggested that a primary way to strengthen the Society is for the Society to work with universities such as UW-Milwaukee and Marquette University, and local chapters, to collaborate to plan events and get people excited and involved
6. Nurre brought the discussion back to finances. He reminded us that the chapters don’t have much money, and if the Society wants the chapters to plan more programming, etc, they need some funds from the Society.
 - a. Again, any budgetary changes cannot occur until early 2013 and need to be built into the budget

Elections, primarily that of a President-Elect

President Sampson reported the difficulty he was having in finding a President-Elect (who would become President following the end of Sampson’s two-year term.)

1. Pfaffenroth informed us that, as per the by-laws, the president must appoint a nominations committee. The nominations committee needs to nominate candidates for electable-positions.
2. Pfaffenroth noted that the Board of Directors MUST consist of president, secretary, treasurer, president-elect, and no less than five directors. Because directors include all chapter presidents in addition to directors-at-large, there is no shortage of directors as far as minimum requirements are concerned.
3. Sampson reported that the nominations committee is totally dormant, with the exception of Sampson himself, who is an ex officio member.
4. Sampson officially stated that he would be willing to stay as president as long as he needs

- a. It was pointed out and discussed by several people that, as per the by-laws, there MUST to be a new election
5. Pfannkuche commented that the Three-Rivers chapter has a similar problem right now with “floating” presidents, and it is absolutely undesirable.

Committee reorganization and Committee Reports:

Sampson pointed out that at the time of the meeting, there were a lot of empty committees.

1. Events and Programming - Mark Bruhy (and Katie Egan-Bruhy, not present)
 - a. Posting events in multiple media when they are informed of them
 - i. Bruhy, Egan-Bruhy, and Pfaffenroth have set up an online calendar on the website
 - b. www.wisconline.com - event postings “What’s happening around Wisconsin”
 - c. They are continuing to post events online and gather event schedules from chapters
2. Website/Facebook/Email - Jake Pfaffenroth
 - a. The Facebook is successful - has a steady stream of new followers and activity.
 - i. Pfaffenroth stressed that the Facebook is a great way to keep students and young people informed and involved, and to peak interest.
 - ii. Analytics from the new website show that over one third of traffic to the new website comes directly from the Facebook page.
 1. Pfaffenroth will continue to link from Facebook postings to the website to keep sending traffic there.
 - b. The new website is up at www.wiarcheologicalsociety.org. It costs \$192 annually.
 - i. The old website has been taken offline, with a link directing visitors to the new website instead.
 - ii. The website has new features such as the interactive events calendar, a “Frequently Asked Questions” page, photo albums, and user-submitted news stories
 - iii. Future projects will include Chapter pages, education resources, merchandise store, and digital archive of *The Wisconsin Archeologist*
 - c. A new free email service is being used as well
 - i. It prevents the “reply-all” problem, in that it is impossible for unauthorized people to send emails to the entire membership.
 - ii. The service also includes analytics that show how many emails are opened or go unopened.
 - iii. The service greatly simplifies management of the email list
 1. Bulk-importing of excel files of email addresses
 2. Auto-deletion of an address when it no longer exists
 3. Auto-addition of addresses with membership renewal (linked to Paypal)
3. Awards committee - Discussed by Kurt Sampson
 - a. Increase Lapham Award

- i. Sampson and Mark Bruhy both think the Lapham award should be awarded yearly
- b. WASRA Award
 - i. Sampson would like to see the WASRA funding be boosted back to \$1000 yearly instead of \$500 (per the 2011 budget), to be awarded as two \$500 awards
 - 1. Again, something that is part of the budget to be discussed and voted on in early 2013

4. Stores and Merchandise - Rob Nurre

- a. Nurre reported that we have past journals and many have been sold for very cheap or given away
 - i. As a result, here is probably not a huge market for back issues
 - ii. Let's get the list of remaining issues on the website
 - iii. Also, let's get the CONTENT up on the website (so people can actually see what content is available so they can choose based on content rather than just volume number and year)
- b. Nurre - we need to think about what types of new merchandise we could sell
- c. Nurre - it's nothing we need to rush into though

Video recording public lectures

After discussion of the topic:

1. There was general consensus that filming events is a great idea, for putting up on the website
2. We need to get approval from presenters in the form of signed releases
 - b. If the presenter is OK with their talk being recorded, knowing that it will be posted on the internet, they are then also be default OK with their information reaching essentially the entire world - and it is up to the presenter to censor sensitive information.
3. This will be something for preparation for the spring meeting
 - b. A release form should be crafted for board approval

Break for lunch at approximately 12:00

AFTERNOON BUSINESS MEETING

Total and general members present: ~20

Business meeting commenced at 1:20 pm by Kurt Sampson

Sampson thanked everyone for attending and reported that the morning's round table discussion had been productive.

Secretary's report - Jake Pfaffenroth

1. No printed report
2. In July, Pfaffenroth met with Jonathon Nelson (archivist at Wisconsin Historical Society Archives) to deposit the Society documents from former-president Boszhardt's term. The transfer went smoothly.

Treasurer's report - Jake Rieb

1. Total monies: \$54,772 as of Oct 1. That is up from the Spring 2012 meeting.
2. In June the Society's yearly non-profit paperwork was filed
3. The website is a new annual expense of \$192
4. At the time of the meeting, he was on the verge of paying for the next journal issue
5. Rieb thanked Sue Brown and Jeff Behm at Ritzenthaler meetings for selling lots of merchandise
6. Current membership: up 33 people since spring 2012, at 377 members.
 - a. Partially thanks to the influx of UW-La Crosse Chapter student members joining.
7. Income - \$7640 in dues
8. \$500 had been budgeted to support Wisconsin Archaeology Month, but to the Treasurer's knowledge we had not yet received a request for it so that money will not be spent
9. Rieb pointed out that the Society's structural deficit has always been offset by the merchandise sales, but those are slowing down to a stop, so we need to think about ways to make up that lost revenue
10. Joe Tiffany moved to approve the Treasurer's report. Seconded by Pfaffenroth.
Approved by the board

Committee Reports

Editorial - Kathy Stevenson

1. The issue is ready to go to printer
2. The next issue should be ready to go to printer in November
3. Sampson thanked the Editorial team for their hard work
4. Sampson reported about the morning's discussion of temporarily adding the Newsletter Editor responsibility to the Editorial Committee
5. Kathy Stevenson (Editorial Team) said that the Editorial Team will make a final decision regarding taking on that role

Fundraising and Marketing - by Rob Nurree

1. Through hard work of Jeff Behm, Sue Brown, and others we have eliminated much of the stock of backissues and merchandise
2. We need ideas for future types of merchandise to sell
3. The 110 year anniversary of the society is coming up next year - it might be a good time to create a new logo and some new merchandise
4. We're going to work on getting CDs produced with the complete set of journals
5. We're going to work on getting the CDs up for sale on the website again, as well as making digital copies of the journal available online as well.
6. Nurre will put together an accurate list of what issues we have and how many we have of each one

Events and Programs Committee - by Mark Bruhy

1. Mark and Katie have been posting events on various outlets in the state including newspapers and online
2. They will continue to gather information about events and to share that information with the membership

Website/Facebook/Email - by Jake Pfaffenroth

1. Repeat of the morning's report

Awards Committee - By Kurt Sampson

1. Mark Dudzik was the chair of the committee, but has stepped down
2. At the time of the meeting, Rob Nurre and Amy Rosebrough are the two active members of the committee. They will work on nominating a chair for the Awards committee.
3. Many of the other members listed on the Award committee are not active
4. Sampson noted that the committee is effectively dormant
 - a. Though, there was a spring 2012 award recipient.
 - b. If any WASRA awards will be given out in 2013, the committee needs to be active.
5. Sampson again suggested that the WASRA budget be raised back up to \$1000, for two separate awards of \$500 each.
 - a. Again, this is a topic of discussion when forming the next annual budget.

Nominations and Elections committee - By Kurt Sampson

1. Sampson reported that he has tried to find a president-elect but no one wants to do it
2. There is currently no Nominating Committee
 - a. Sampson said he will send another email to the membership seeking any members interested in serving on committees and as President-Elect so that there can be votes on them

Preservation of Sites Committee - by Rob Nurre

1. In general, Heim Mound is looking good
 - a. There are still plans to put up fencing
2. There was at least one site that was catalogued over the summer

3. In the spring there was discussion about producing a guide for landowners on how to appropriately manage mounds on their property. The committee will be working on this in the coming months
4. Man Mound has been taken care of recently by Sauk County. Nurre would like to get the Society more officially involved in preservation of the Man Mound. Nurre will be officially proposing a more active role of the Society in preservation of the Man Mound in the coming months
5. Sampson noted his assertion from the morning of the Society's purpose being education and preservation. He stressed that the Preservation of Sites committee is thus integral to fulfilling the Society's mission
6. Sampson again brought up the possibility of increasing the funding back to its former total of \$1000, up from the current \$500.
 - a. Again, to be discussed at a later date and voted on with the annual budget

Spring Meeting

Representatives from UW-La Crosse/MVAC/UW-La Crosse Student Chapter have offered to host the Spring 2013 Meeting

Meeting adjourned at 2:20pm

Following the meeting, Kathy Stevenson and the Mississippi Valley Archaeology Center presented on their work during the previous summer, of Oneota excavations in downtown Onalaska, Wisconsin along STH-35.

Thanks to Kurt Sampson for providing refreshments.