

Wisconsin Archeological Society

Board Business Meeting

March 12, 2016

Wisconsin Historical Society, 816 State St. Madison, WI

Board Members and staff present: Jake Pfaffenroth, Jake Rieb, Seth Schneider, Billy Feltz, Monte Bebow-Reinhard, Connie Arzigian, Rob Nurre, Norm Meinholz, Joseph Monarski, Kurt Sampson, Sara Pfannkuche (*quorum met*)

Minutes recorded by Secretary Jake Pfaffenroth

Call to order by President Kurt Sampson at 10:03am

1. BUDGET AND FINANCES DISCUSSION:

1. 2016 budget approved by the board via email on Feb 13, 2016

2. COSTS OF JOURNAL

1. Discussion to use digital sales income strictly as extra funding for journal printing, to produce better issues or cover the extra shipping costs of larger issues
 1. Connie Arzigian (editorial team) noted that it is difficult to estimate the final printing costs until after the issue is laid out.
2. Rob Nurre pointed out that the society applies about 2/3 of yearly income to pay for the journal printing
 1. Prior to raising dues, the cost of printing the journal was greater than the income generated by membership dues
3. Currently, the cost of buying physical journal issues is less than the cost of buying a membership. We should make it more cost effective to receive the journal by becoming a member rather than purchasing individual issues as non-members.

1. Joe Monarski suggested offering the most recently-available issues for a greater fee
2. Seth Schneider suggested that starting for 2015 issues the price of non-member journal copies be higher, but 2014 and earlier copies remain their same price
 1. How much should we raise the cost of nonmember issues?
 1. Sara Pfannkuche suggested doubling the price
 1. Can then add text to website that says GET A 50% DISCOUNT BY BECOMING A MEMBER
 2. Jake Rieb pointed out that institutional subscriptions will have to increase to reflect those costs
 3. Sara Pfannkuche motioned that starting with 2015 a year's worth of issues be \$50. Seconded by Joe Monarski. Approved by the board
 4. Sara Pfannkuche motioned to make institutional subscription costs identical to the price of non-member issue purchases seconded by Joe Monarski. Approved by the board. This will take effect with 2017.
 2. For comparison, *individual articles* of MCJA may be purchased for \$41 per article
3. MERCHANDISE
 1. President Kurt Sampson suggested again the possibility of selling limited merchandise
 1. He has worked out details with Aztalan Screen Printing
 1. Items can be produced on an as-needed basis rather than ordering in bulk
 2. Sampson offered to take the role of Merchandise Director after his term as president ends in Fall 2016.
 3. Motion by Sara Pfannkuche that the Society re-establishes the Merchandise Committee with Sampson as chair to sell items through the

website on an *as-needed* basis. Seconded by Joe Monarski. Approved by the board.

4. RENEWAL REMINDERS

1. Monette Bebow-Reinhard (membership renewal manager) reported that she mailed renewal reminder notices to members who had not renewed for 2016.
 1. Treasurer Jake Rieb reported that within weeks he received 60 membership renewals
 2. Mailing renewal reminders was very successful

5. BREAKDOWN OF COSTS

1. Rob Nurre pointed out again that 60+% of costs are journal production. That is fine, but we need to be conscious of how our funds are being allocated. We cannot get into a situation in which the journal costs choke out all other Society expenditures.

6. PERMANENT LINE ITEMS

1. There was discussion to add Preservation of Sites committee and Editorial committee at permanent line items in the budget
2. Creating these line items will be tabled for now

7. DISCUSSION ABOUT DONATIONS

1. The Effigy Mounds Initiative Foundation plans to make a donation to the Society earmarked specifically for mound preservation
2. There was discussion about if and how donations can be allocated for specific uses
 1. Sara Pfannkuche warned of the danger of setting a precedent that a donor can dictate the activities and expenditures of the society.
 2. Joe Monarski suggested the better way to do it is to decide what the society wants to do and then seek funding to do it.

2. DEVILS LAKE COMMEMORATION EVENT

1. Devil's Lake State Park, September 11, 2016
2. Commemoration of the original plaque placement in 1916
3. Ho Chunk would possibly like to participate
4. May best be implemented by the Education and Outreach Committee

1. Outreach committee will put together a proposal to present to the board

3. SPRING GENERAL MEMBERSHIP BUSINESS MEETING

1. Lake Emily in Amherst Junction, WI - 10:00am May 21, 2016
2. Tours and events
3. General membership business meeting

4. FALL MEETINGS

1. President-Elect Seth Schneider suggested that there should be a separate board meeting in addition to the general membership meeting
2. Elections need to take place at the fall meeting as well.
3. Tentative date of Oct 22, 2016 for general business meeting
4. Fall Board meeting decision will be tabled until a later date

5. New By-Laws Revisions

1. Our goal is to simplify the by-laws and create a stable, general, long-term structure for the Society and not something that will need to be revised when small changes need to be made. Revisions will also remove or clarify inconsistencies. The final goal is to clarify the relationship between the Society and the Chapters in a way that benefits all.
2. Rob Nurre (chair of By-Laws committee) has created a draft of revised by-laws.
3. Any changes to the by-laws are currently tabled until after meeting with Chapter presidents (see below).

6. SECRETARY VACANCY

1. Jake Pfaffenroth (Secretary) is moving away from Wisconsin before his term officially ends in Fall 2016. In order to transition to a new secretary (and to a new Chair of the Website and Media Committee), his resignation will be effective May 1, 2016.
2. An interim secretary will be appointed by the board, whose term will consist of the Spring and Fall 2016 Meetings. An election for Secretary will occur in Fall 2016 as normal.

7. HEIM MOUND MAINTENANCE

1. Rob Nurre lead a discussion of replacing the marker at Heim mound with more accurate text

2. The marker is currently placed in the Right-of-Way and not on the actual property
3. Nurre suggests a new plaque is needed to accurately educate about the mound
4. A new plaque could have:
 1. better text
 2. better image of the mound shape
 3. notice of Middleton Landmark
5. A new plaque is quoted at \$300-\$600
 1. An alternative is a much simpler and cheaper plaque update and creating a new, separate interpretive sign.
 2. Preservation of Sites Committee will create a proposal for a new marker and present it to the board.

8. CHAPTER RELATIONS

1. According to the By-Laws, each chapter is supposed to receive one complimentary journal issue - but this has not been carried out for several years
2. Rob Nurre suggested that the Board needs to decide what value the chapters have to the society, and the value the Society has for the chapters
3. Many of the chapters don't actively participate in Society meetings
4. John Broihahn pointed out that some chapters don't actually have members at all, or only very few members
5. There was discussion about what the Society can do for the chapters:
 1. Assistance getting speakers
 2. Sharing information about statewide events
 3. Website presence
 4. The Society could provide all members with a map of chapter locations at the time of renewal as a way to increase local chapter membership
 5. Sara Pfannkuche suggested the Society could send out regular reports of what's going on in the state
6. Seth Schneider stressed that there has to be face-to-face discussion between the board and the chapters about what the chapters may want out of the relationship, if they want to keep that relationship at all.

7. Seth Schneider suggested we should go to the archives at WHS and find out what the actual records say about Chapter - Society relationships as originally defined, and that the relationships are actually codified in Chapter by-laws.
8. Seth Schneider will meet with chapter presidents individually to discuss their relationships with the Society as a whole.
9. After meeting with chapters individually, By-Law Revisions will be revisited (see above)

Meeting adjourned by President-Elect Seth Schneider at 2:15pm