



February 21, 2009 ELM Trust Meeting – Harrison OH

Those present:

Mark Butterworth - Chair
Jack Kurdzionak - Treasurer
Charlie Cleves - Curator
Paul Wadsworth - Trustee
Joe Juairé – AWCI president
Tom Pack – Finance Director
Jim Lubic – Executive Director

Not present:

Dennis Warner – Trustee

The meeting was called to order by Mark Butterworth at 1:00 PM. Discussion began with the most recent financial reports for December 2008. The Trustees then referred to the meeting agenda and decided to make the appointments for the two expiring seats on the Trust's Board of Trustees as their first order of business. Mark Butterworth and Jack Kurdzionak both agreed to accept nominations for new, two year terms as Trustees. Those terms will begin at the 2009 annual convention. Paul motioned and seconded by Jack Kurdzionak the motion to name Mark Butterworth and Jack Kurdzionak as the Trustees to fill those two positions.

Jim Lubic reported on some extraordinary donations to the Trust. The first was a donation of approximately \$2,500 from the defunct Kentucky chapter. The second donation was from Tiffany & Company for work done by their employee Damien DeBlis on behalf of AWCI and the Trust. The third donation came from John Kenyon for \$2,000. This donation came about as a result of a misunderstanding concerning Kenyon's book and the resulting royalties. Kenyon was unaware of the overall financial difficulty that AWCI currently faces and made the donation.

Discussion came back to the budget-to-actual reports. Pack explained to the Trustees how the fiscal year impacts when revenues and expenses are reported. This is a timing issue that seems to cause confusion for the Trustees every year. With a June 30 fiscal year end and a fundraising dinner taking place in August, every year we will take in revenue for one fundraising dinner over two fiscal years. This will always be a fact of life with a June 30 fiscal year end and an August fundraising dinner. All questions were answered related to this issue.

The outstanding debt owed to AWCI was the next topic to be discussed. The trustees had previously approved paying a little over \$1,000 on this debt. Various ideas were brought up and discussed. Kurdzionak made a motion to open up negotiations with AWCI concerning how much could be paid on the outstanding debt, with no set figure in the motion. Wadsworth seconded, and all approved unanimously. Cleves then motioned to authorize a payment of \$5,000 to AWCI on this debt, with Kurdzionak seconding. All approved unanimously. Further investigation will be undertaken by AWCI staff and their auditing firm to determine the amount of the debt owed.

Lubic discussed a visit by members of the Gruen family. Cleves had made some contacts with both the Gruen family and Cincinnati Magazine, who sent a reporter to cover the event. A story on the visit was published in their magazine. It did result in some publicity for the Museum. There are some documents in the possession of the Gruens detailing the Curvex watch that we are hoping to have donated to the museum. Cleves will follow up on this lead.

Juaire mentioned that planning for the 50th anniversary of AWCI should be taken up soon by both AWCI and the Trustees. Perhaps a commemorative item could be produced for sale as a fundraiser.

Kurdzionak brought up the topic of obtaining an appraisal of the museum contents, which was also discussed at the August 2008 meeting. There is an issue of finding somebody who is knowledgeable of the items, yet is also objective and has no connection to the holdings. Cleves offered his expertise as an appraiser and pointed out that he has always looked out for the Trust's best interests. He has served as an appraiser for several private parties and is very familiar with current market values of most of the holdings. Kurdzionak brought up the topic due to the possibility of liquidating part or all of the holdings as a way of building up cash to offer as matching funds for possible grants from foundations or some of the watch companies to improve the education programs at AWCI. Lubic pointed out that Cleves is really the best choice to provide this appraisal due to his expertise and demonstrated ability to keep the Trusts' interests above his own.

Butterworth pointed out that in order to maintain interest in the museum and encourage repeat visitors, there needs to be changes in the items displayed. Kurdzionak made the motion to consider a liquidation of the collection for the above noted purpose. Kurdzionak then made a motion to have Cleves evaluate the holdings, with the intent to find all items valued at over \$5,000 and then make those available for sale. Wadsworth seconded, and all approved unanimously.

Kurdzionak presented some of the options that have been found by Terry Kurdzionak for the 2009 fundraising dinner. Several venues are on the table, and will be evaluated further by Terry.

Wadsworth brought up the topic of a mission statement for the Trust and the fact that the Trustees were supposed to be working on one. To date, no work has been done on this statement. A lengthy discussion took place in an attempt to make some progress on this task.

Discussion on scanning some of the tech guides in the library so they could be made available on-line was the next topic. The issue to be resolved is one of labor, as the equipment to do this is fairly inexpensive. Lubic stated that he will be bringing his son to the library during the summer as a volunteer, and he could possibly perform that job. Other issues will be how much storage space will be needed and the bandwidth required to serve that content from our web site. There are copyright issues to consider as well, since those tech guides are the intellectual property of the respective companies. There seem to be a lot of unresolved issues that need answers before any progress can be made on this topic.

Other revenue generating ideas were discussed, such as making the books available online or through electronic readers, but there are many legal and logistical issues that need to be addressed before those can be pursued.

The Trustees then recessed to look at the personal papers of Henry Fried and Marvin Whitney in order to evaluate what should be done with those items.

The Trustees came back from their recess and discussed the long-term agreement between the Trust and AWCI that governs AWCI access to all Trust assets. That agreement is no longer in effect as it has expired.

The Trustees, after reviewing the Fried and Whitney papers, decided that Cleves would go through the files and look for and remove items of monetary value for possible sale to collectors. Once that is done, then the papers that are of historical value will be given to the NAWCC (should they desire them) for their museum. Kurdzionak made a motion to this effect and Wadsworth seconded. Motion was approved unanimously.

The meeting was adjourned at 3:15 PM.