

MINUTES OF JULY 10, 2022, BOARD MEETING THE ANTARCTICAN SOCIETY Meeting Held via Zoom

Present (Via Zoom)

Officers/Directors — Liesl Schernthanner (president); Tom Henderson (treasurer); Joan Boothe (secretary)

Ex-Officio Officers — Charles Lagerbom (Archivist); Lesley Urasky (social media director); Richard Wolak (newsletter)

Directors — Matthew Jordan; Valmar Kuroi; Michele Raney; Ron Thoreson; Stephen Wilson

Absent — Dale Anderson (director); Guy Guthridge (director); Mark Leinmiller (vice-president); Jeff Rubin (Newsletter)

Guests — none

President Liesl Schernthanner called the meeting to order at 4:32 pm EDT and thanked all participants for being on the call.

Before beginning discussion of agenda items, Tom Henderson advised all meeting participants that he would be recording the meeting. This recording will *not* be posted on the Society website, but will be available to all board members.

Following this, Secretary Joan Boothe announced that sufficient directors were present to constitute a quorum as defined in the Society Bylaws.

The minutes of the most recent Board meeting (April 2, 2022) had been sent to all Officers and Directors in advance of this meeting.

Liesl Schernthanner moved, Tom Henderson seconded, they be approved. Approved unanimously.

We then turned to the agenda, which had also been sent to all participants in advance of the meeting.

1. PRESIDENT'S REPORT — Liesl Schernthanner

Liesl noted that she has once again listed Antarctic Society accomplishments at the bottom on the agenda that have taken place since our last Board meeting, in April. Listed items:

<ul style="list-style-type: none"> • April Newsletter • Gathering planning meetings • Gathering speakers selected; space still available in open forum 	<ul style="list-style-type: none"> • Privacy policy review • Successful fundraising for <i>Hero</i> artifact transportation • Recruitment of NZ members; potential for AHT virtual lecture 	<ul style="list-style-type: none"> • Dian Belanger virtual lecture (Antarctica and IGY) on 6/2 • Correspondence with APS • Solstice Social on 6/18
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Liesl then briefly reviewed the listed items, many of which are ongoing or items in progress which are the subject of later topics on this meeting's agenda [SEE BELOW]. This does not include the topic of correspondence with the APS. Liesl noted that although we are not currently interested in a merger, there may be things that we can do in coordination/cooperation with them. If anyone has ideas about this, please share them with Liesl "off-line."

2. NEWSLETTER — Richard Wolak

At Dick's request, this item was moved up on the Agenda because he would have to leave the meeting early.

The next Newsletter will be the July issue. At this point, Dick reported, he and co-editor Jeff Rubin have plenty of material. There will be an update on the Gathering. He is still receiving some member-generated material, various updates and event reports. There will be a book review by Guy Guthridge and a report on the *Hero* artifact acquisition effort from Charles Lagerbom. The editors are looking to Liesl to decide what should go on the front page. One possibility is to have the Gathering update there. Liesl will get back to Dick and Jeff.

Joan Boothe commented that having the list of quarterly achievements on the Agenda is an excellent addition, and we might consider having a regular such feature in the Newsletter, perhaps on an Annual basis. Discussion followed, generally positive re the idea. Timing could be in the last issue of the year, or perhaps this year in the next issue after the Gathering.

3. TREASURER'S REPORT — Tom Henderson

Tom noted that all the documents that he would be speaking about had already been sent to the Board via email, just prior to this meeting. He then began his report presenting the Society's Income and Expense Report through June 30, 2022.

2022 Income & Expenses

through June 30, 2022

Income

Dues		
	Dues - Check	\$481
	Dues - PayPal	\$1,992
	Investment Income	\$851
	Donations to Antarctic Society	\$1,460
	Donations to Hero Recovery Fund	\$7,135
	Interest	\$8
	Gathering Registrations & Donations	\$10,671
	Total:	\$22,598

Expenses

Admin. Costs		
	Postage & supplies	\$123
	Newsletters - printing & mailing	\$544

PayPal Fees	\$268
Subscription Fees	
Google Gsuite	\$42
Zoom	\$0
Website Costs	
Website Security	\$30
Website Hosting	\$0
Domain Registration	\$0
Professional Fees	\$0
Gathering Expenses and Refunds	\$6,493
Insurance	
D&O Insurance	\$614
Outreach	\$0
Reimbursement	\$260
Swag - AS Mugs	\$1,029
Other	\$0
Total:	\$9,403
Balance	\$13,195

The Society is currently flush with, more than \$13,000 to the good through the first six months of the year because our big expenses are yet to come — in connection with the Gathering as well as the anticipated costs for transporting the *Hero* artifacts. [SEE CHARLES LAGERBOM'S REPORT ON THAT LATER IN THIS AGENDA.]

With regard to the *Hero* Recovery Fund, this income includes the Society's \$2,500 donation plus monies donated by Society members and others in a very generous response to our appeal for donations. The result is a Fund substantially more than the original goal of \$5,000.

Tom turned next to the current Balance Sheet:

THE ANTARCTICAN SOCIETY BALANCE SHEET

July 1, 2022

ASSETS

CURRENT ASSETS Bank Accounts

VFCU The Antarctic Society Checking	\$17,623
Antarctican Society Savings	\$21,162
Total: Bank Accounts	\$38,785

Investment Accounts

Vanguard Wellesley Admiral Fund	\$59,389
Total: Investment Accounts	\$59,389

Other Cash Accounts		
PayPal Cash Account	\$472	
Total: Other Cash Accounts		\$472
Total Current Assets		\$98,646
PROPERTY AND EQUIPMENT		
Computer/ Software	\$0	
Office Equipment	\$0	
Other	\$0	
Total: Property and Equipment		\$0
Total: Property and Equipment		\$0
<u>OTHER ASSETS</u>		
Other	\$0	
Total: Other Assets		\$0
Total: Other Assets		\$0
TOTAL ASSETS		\$98,646

LIABILITIES AND EQUITY

<u>CURRENT LIABILITIES</u>		
Accounts Payable	\$0	
Prepaid Dues	\$0	
Prepaid Expenses	\$0	
Prepaid Registrations	\$15,384	
Other (Hero Recovery)	\$7,135	
Total: Current Liabilities		\$22,519
<u>LONG-TERM LIABILITIES</u>		
Other	\$0	
Total: Long Term Liabilities		\$0
TOTAL LIABILITIES		\$22,519

EQUITY

Unrestricted Funds	\$71,967	Ruth Siple Fund	\$4,160
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Total: Equity	\$76,127		
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TOTAL EQUITY	\$76,127		
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TOTAL LIABILITIES AND EQUITY	\$98,646		
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On the asset side, the bad news is that the value of our investment in the Vanguard Wellesley Admiral Fund is down 10%, a result of recent substantial stock market declines. This fund, however, has done relatively well compared to the market as a whole, which is down 20% during the same relevant time period. It was just our bad luck that we put our money in near the top of the market.

The principle liabilities on the Balance Sheet are for registrations for the Gathering, which monies will be used to fund the Gathering, and the *Hero* Fund, which will be called on to cover the transport costs of the Artifacts from Washington state to Maine.

Tom then turned to his Projection of Income and Expense for the year 2022 as a whole:

2022 Projected Income & Expenses

July 1, 2022

Income	Number	Rate	Income
Dues Electronic	45	\$26	\$1,170
Dues - Hard Copy	12	\$25	\$300
Investment Income	2	\$400	\$800
Donations	1	\$500	\$500
2022 Gathering Registrations	0	\$225	\$0
2022 Auctions	1	\$1,000	\$1,000
Sales of Hats	75	\$20	\$1,500
Sales of Mugs	75	\$15	\$1,125
Total:			\$5,270

Expenses	Number	Rate	Expense
Admin. Costs	1	\$100	\$100
Newsletters	2	\$300	\$600
PayPal Fees	1	\$125	\$125
Google Gsuite	6	\$6	\$36
Zoom	1	\$150	\$150
Website Security	6	\$5	\$30
Website Hosting	1	\$216	\$216
Hero Recovery Expenses	1	\$7,135	\$7,135
Swag - Hats	1	\$1,689	\$1,689
2022 Gathering Expenses	1	\$9,977	\$9,977

Miscellaneous	1	\$100.00	\$100
Total:			\$20,158
Balance			-\$14,888
Income & Expenses Balance through June 30:			\$13,195
Projected Balance:			-\$1,693

Per these projections, we will end the year with a net loss in the \$1,000-2,000 range. A significant reason for this negative number is the Society's Board-approved \$2,500 donation to the *Hero* Recovery. The income estimates, however, are conservative, particularly with regard to the Gathering Auction. The big question there is how much the Star attraction — a one week rental of Paul's Port Clyde house — will bring. The market value of houses on the Maine coast is well above the \$1,000 that Tom has included as income from *all* auction items. The unknown question is how much Gathering bidders will want it. "Swag" items for the Gathering are estimated to bring in \$2,125. Tom anticipated no problem selling the "Swag."

With regard to the Gathering, Tom projects that it will be approximately break-even. In discussion, the question was raised about the financial status of past Gatherings. Tom and others responded that these had typically also been about breakeven, due to monies donated into the large donation jar plus a generous donation from an anonymous member.

Dick Wolak suggested that we consider putting out a large jar for donations at the August Gathering. Joan Boothe commented that we could see this as a tie to past Gathering Tradition. (The old jar, sadly, is no more, but perhaps we could find a replacement.)

Per a previous request from a Board member, Tom confirmed that all the tax documents that the Society is required to file have indeed been taken care of. We are current. (This is an important issue because it was failure to file these that led to the past loss of our non-profit status, which Tom went to so much effort to re-attain.)

4. WEBSITE — Tom Henderson

There have been no important changes to the website since the last Board meeting. The Gathering material, however, is being updated as needed. We continue to enjoy growing website traffic, with visits at a rate well above last year. Tom noted that this may be a result of our increased Social Media presence, increase in Facebook Postings, largely due to Lesley Urasky's efforts. [SEE OUTREACH REPORT BELOW]

January 1, 2022 – Present

Website Statistics

Website Visits: 4,200 (30% increase from 2021)

Unique Visitors: 3,200 (32% increase from 2021, 83% from the U.S.)

5. MEMBERSHIP — Tom Henderson

Memberships continues to grow. We have 29 new members to date this year, more than half of whom are *not* gift memberships. This is an encouraging trend.

340 Total Members

262 Electronic Members

78 Hard Copy Members

18 Non-U.S. Members

21 Members are currently expired

29 New Members in 2022

Discussion followed on several aspects of generating membership.

We discussed how we might leverage the Gathering to generate new members. There may be non-members at the Gathering, including local people who come to check us out. Ron Thoreson said that it would thus be a good idea to have a supply of brochures, prominently displayed, at our venues. Joan Boothe suggested this might be especially pertinent at the picnic on Sunday since that is a likely place where people who are not there for the Gathering might wander by and be curious, want information.

Continuing re the Gathering, we talked about the social side of things, making new members feel welcome, that it would be a good idea to have a formal welcome to them, perhaps from Liesl. We could ask them to stand, to be recognized, perhaps. Tom confirmed that we will have nametags at the Gathering. He will provide the Board the names of the new members so we can be on the lookout for them, do what we can to welcome them in.

We also talked about how important the social side of the Gathering is, the need to continue this tradition and purpose of the Gathering.

Matt Jordan suggested that it might be useful to ask new members how they learned about the Society. Such information can help us know where to direct our efforts. Tom responded that most new members sign up via the Website and it would be easy for him to follow up with this question.

Liesl asked to have Tom let her know when we get a new member. She will then send an email welcome.

6. GATHERING — Tom Henderson

Tom reported that we currently have 90 registrations. He does not expect many more at this point. Even so, Liesl commented, we should continue to do outreach, look into reaching members and other potentially interested parties who are in the Burlington vicinity.

Steve Wilson noted that the 109th Air National Guard base is near his home. He could go see them and reach out. Tom will send him a supply of Brochures as well as the link to the Gathering information.

Discussion followed re problems that several people have experienced with changing, no-longer functioning, Gathering links. Tom noted that the link on the Society Website page is always current, but previous links to it could be an issue. Resolution — Liesl will send an email blast to the membership with the current link. Joan Boothe commented this would be great, especially given how excellent the Gathering page on the Website is.

Ron Thoreson asked what the limit for people is on the Saturday evening boat cruise. Tom responded that it's 100, but that shouldn't be a problem if we get more registrants since several people currently registered have indicated they will not take the cruise.

Tom reported that speakers are all lined up. See the current list on the Website Gathering page. There is a good range of topics. Great thanks to Liesl who has worked very hard on tis.

Re the auction, we have enough good items to have a successful auction. We have final approval for the rental of Paul's house and it's a great special item. We also have book and artifacts.

With regard to the Thursday visit to the Shelburne Museum for early arrivals, Tom reported that it's even better now. Jeff Rubin's wife has had discussions with the Shelburne director and we have been offered a tour by the director at a substantially reduced price, \$17/person. About 2/3 of the Gathering registrants have expressed interest in this tour. Tom will send the information on the new price to all registrants.

We now have "swag" – mugs plus hats in both white and blue. All have the Gathering logo. Several people have already indicated they plan to buy hats. Joan Boothe asked if we plan to have "thank you" gifts for the speakers. If so, we might give them a hat or mug, their choice. Tom will discuss this with the working group.

Tom has arranged through PayPal to have the ability to accept credit cards for payment.

There will be an attempt to video record presentations, which can then be provided to members through the website.

One final note — re accommodations, there is still room at the Russell compound. The more people who make use of that, the lower the cost for everyone there.

7. VIRTUAL LECTURES — Liesl Scherthanner

Liesl noted that although we haven't have large 'attendance' for our Virtual lectures, it still is a very successful program, one that puts us out there and people who do participate greatly enjoy. Our next Virtual Lecture will be on July 26 — a talk by a new member, National Geographic photographer Todd Gipstein. Including in his talk with be discussion about his historical novel *Elephant Island*.

We don't have a speaker lined up after Todd, but are looking at the possibility of a New Zealand Antarctic Heritage Trust talk. Liesl will work with Matt on this.

8. OUTREACH — Matt Jordan

There has not been an Outreach Committee meeting since the last Board meeting. Matt plans to set one up in the next few weeks.

Matt reported that the NZAHT has four people wintering at Scott Base. They are focused on conservation of newly found artifacts at Cape Evans, materials that were revealed by melting of a glacier behind Scott's hut. This work could be the subject of a lecture.

Matt has reached out and secured several new NZ members for us.

The Covid situation in NZ is easing a bit, though still a problem, but people are getting together more now. The NZ Antarctic Society, Canterbury Branch, held its mid-winter dinner last week and showed a film titled *Antarctic Adventure* about the earliest days of Scott Base. One thing that was clear in the film, and generated discussion at the dinner, was the close and positive relationship between Scott Base and McMurdo Station. Matt suggested we might be able to get leverage from this. Matt will send a link to this film to Joan Boothe so we can post it on the Facebook page as well as share it at the Gathering.

Lesley Urasky shared an article on the Facebook page re micro-plastics in Antarctica. This generated many responses. Since the last board meeting, we have experienced an increase in likes and visits to the Facebook page.

With Covid easing, there are a few more in-person events in NZ in addition to the mid-winter dinner mentioned above. The first major one will be the season opening event in Canterbury. Matt will be there and will have a supply of brochures to hand out.

9. ARCHIVES AND HERO STATUS — Charles Lagerbom

In his Archives report, Charles focused on the *Hero* artifact recovery project. As of the date of this meeting, matters are still in a holding situation and will remain so until the Washington State Department of Resources moves forward. This is clearly a matter of interest to them since there is an item of their website about the *Hero*, noting that it is to be salvaged. In the meantime, Charles has made arrangements with a trucking company and is ready to move forward as soon as the artifacts become available. The Penobscot Museum is also ready to receive artifacts. In addition to items on the *Hero* herself, there are also other things of interest, including the wheel, plaque, sails, maybe a boat. These things are in private hands, not under the control of the State of Washington.

The monies raised through member donations and the Society donation is more than the original estimated cost for transport, providing a cushion, but it is important to be aware that the original quote was made when fuel prices were much lower.

In sum, matters are in good shape, ready to go by Washington's quoted "end of summer," but it's not clear what that means. No matter when, Charles reported, he is ready to go and will make this work.

10. FINANCE & ADMINISTRATION / PRIVACY POLICY — Liesl Scherthanner

In the months since the last board meeting, Liesl reported, review of the proposed Privacy Policy has been an active effort, but at this point, the policy is not quite ready to post.

Ron Thoreson commented that the proposed policy is "marvelous," very well written, but he is concerned that it does not address the question of people representing themselves as

members of the Society when they express opinions. Liesl responded that it might be worth considering adding that question to the policy. Discussion ensued. Michele Raney noted that the proposed document is specifically addressed to the matter of privacy, per se. The matter that Ron raised is something different, over which we have very limited recourse. It could be very contentious and expensive to control this. There was further discussion, leading to conclusion that, at least for now, the Privacy Policy document should be limited to the questions of privacy.

We discussed the possible value of having a lawyer review the Privacy Policy as we now have it. There was general agreement that this was a good idea. Tom Henderson pointed out that although the attorney who has helped us in the past, in particular with regard to our non-profit status, has done his work pro bono, a review of the Privacy Policy might be something he would charge for. Tom will look into this. Michele Raney suggested that it would be good to check with our insurers as well.

11. NEXT MEETING DATE

The next meeting will be via Zoom on Sunday, September 18, at 4:30 pm, EDT

ADJOURNMENT

The meeting was adjourned at 5:51 pm, EDT

Respectfully submitted,

Joan Boothe, Secretary
July 12, 2022