

Chat opened on July 13, 2011 at 10:40 AM

Moderator (Scott Carrlee): Hi Sarah

Moderator (Scott Carrlee): Welcome on board, Are you in town Sarah?

Sarah Asper-Smith 1: I am--just wanted to check in with the Alaska museum folks and see what's going on. Just got out of the oral history session from the Smithsonian.

Sarah Asper-Smith 1: It was good--lots of Alaskans!

Moderator (Scott Carrlee): How was that session?

Moderator (Scott Carrlee): Hi is that Mel or Brianna

Palmer Museum 2: both of us

Moderator (Scott Carrlee): Terrific

Moderator (Scott Carrlee): We are just getting people on board

Palmer Museum 2: This is our first time...is chat audio or just typing?

Moderator (Scott Carrlee): It is just typing

Palmer Museum 2: ok

Moderator (Scott Carrlee): We will have audio the next one, because that one is going to be more like a webinar with Crista Pack presenting some research she is doing

Palmer Museum 2: Do we have a topic for today's chat?

Moderator (Scott Carrlee): No Topic just people's questions or ideas

Moderator (Scott Carrlee): Hi Aurora

Aurora Lang: Hi!

Moderator (Scott Carrlee): So this will probably be a small group so we can get started

Moderator (LAM): Recording has started.

Moderator (Scott Carrlee): So if you want you can put your initials on the map

Moderator (Scott Carrlee): Hi Karen

Moderator (Scott Carrlee): Hi Jennifer

Moderator (Scott Carrlee): Wow we are getting a lot of people now

Moderator (Scott Carrlee): Wow Aurora could you make your initials any smaller?

Aurora Lang: I'll try.

Aurora Lang: It was that or gigantic size

Moderator (Scott Carrlee): Ok does anyone have a question or a topic to discuss?

Palmer Museum 2: We've got a question about copyright.

Moderator (Scott Carrlee): Ok let's have it

Palmer Museum 2: Since we can't actually get copyright to some items, but can for others (such as personal photos), how do you deal this? Do you incorporate copyright language into the Deed of Gift as necessary or have a separate form?

Moderator (Scott Carrlee): Good that Jane is here. I think Jane has some idea about copyright on deed of gift forms. I know that you guys have had to deal with that on paintings in the collection

Jane Lindsey: perhaps

Moderator (Scott Carrlee): I would say that it is important to negotiate copyright at the beginning of the donation so having it on the deed of gift form is important. It does not always have to be the same for every donation. Some artist retain copyright on the image of their paintings

Jane Lindsey: Yes, that is correct and certain contemporary artist's want different agreements

Moderator (Scott Carrlee): But Jane you guys deal with it right at the donation right?

Jane Lindsey: yes, we do. We also make sure that contractors know that we own the work they produce for us.

Moderator (Scott Carrlee): Jerrie what does the Sheldon museum do about copyright?

Jerrie: Karen can add to this if she would like. We don't purchase or assume copyright for the art we purchase. We have talked about posters or postcards but haven't done anything yet.

Moderator (Scott Carrlee): So the museum does not have copyright to the paintings in the collection?

Jerrie: No.

Jane Lindsey: It is good to have this discussion with the artist

Moderator (Scott Carrlee): I think that is a good point

Moderator (Scott Carrlee): Mel, does that answer your question?

Palmer Museum 2: Yes and no. How does copyright play into artifact donations? We had to revise the wording on our default Deed of Gift to remove copyright when we got items from Mat Maid. But is it ok to leave copyright in the default Deed and revise as necessary?

Moderator (Scott Carrlee): I believe you can revise the deed of gift as necessary

Jane Lindsey: I think we look at copyright issues more for contemporary art and contractual agreements. Artifacts are very different and the law changes with time. I think you are right to think of it as a case by case basis for your donation- but there is probably a collections manager who is better educated in these details to answer that question.

Moderator (Scott Carrlee): There is also a registrars list and maybe they would have more insight

Moderator (Scott Carrlee): Thanks Jane

Palmer Museum 2: Where could we find the registrars list?

Aurora Lang: There's a registrar's listserv through AAM. I'm on it - very handy.

Palmer Museum 2: ok great, thank you.

Moderator (Scott Carrlee): oh yeah that is right, Aurora is on it

Moderator (Scott Carrlee): She can send it to you

Moderator (LAM): <http://www.rcaam.org/lsv-faq.htm>

Aurora Lang to Palmer Museum 2: We include all associated rights to the object - title, copyright, etc. - in our deed of gift as a default and revise if necessary.

Palmer Museum 2: ok. thanks!

Jerrie: I want to ask what kinds of places to other museums advertise and does their local VCB pay for some of the national options. Specifically, I just paid for advertising in the Milepost and the Ferry schedule -- each just under \$300. Then there's the state visitor guide at over \$200. It seems that the local VCB would pay for some of this because it should bring people to town. And, that's just to be on the community page, not specific to the museum.

Jennifer: I actually worked at the visitor center in Kodiak. All the museums there pay for their own advertising. At least, up until I left in 2007.

Moderator (Scott Carrlee): Jerrie, We don't pay for the Milepost anymore

Moderator (Scott Carrlee): Most of the advertisement we do is with rack cards

Jane Lindsey: Are you trying to attract the independent visitor, jerrie?

Jerrie: Yes.

Jane Lindsey: how is your web site?

Moderator (Scott Carrlee): Aurora, does the Cordova Museum advertise?

Palmer Museum 2: As far as advertising we are in a situation where the museum is contracted to run the Visitor Center so the part of the money we receive from the City to run the VIC is allocated for advertising

Moderator (Scott Carrlee): That is interesting

Aurora Lang: I'm not involved in the advertising, but I know that we are in the Milepost and some other Prince William Sound things. Not a lot of advertising though, from what I can tell.

Moderator (Scott Carrlee): So do you advertise the Palmer Museum?

Jerrie: Our web site is very attractive and professional. I keep thinking of not buying the spot on the community page but I hate to be removed.

Palmer Museum 2: yes, but our ads are joint "Palmer Museum and Visitor's Center"

Moderator (Scott Carrlee): Eleanor, I know the Heritage Center advertises a lot. Do you know where?

Eleanor: No, I don't know where - our marketing person does all of that - though I see it on adn.com and in the hard copy of the paper

Eleanor: we are also at the airport

Eleanor: I will find out - the managers are at a meeting right now

Palmer Museum 2: we do the milepost, some local visitor guides, bearfoot guide

Moderator (Scott Carrlee): Mel How much does the Bearfoot guide cost?

Palmer Museum 2: bearfoot is around \$800 for a quarter page

Moderator (LAM) to Norm 3: We're talking about how Museums advertise.

Jane Lindsey: Our CVB has always had 40% and more stats related to visitors using the web to see what a place has to offer before visiting. Try googling your museum and you will be surprised what comes up.

Moderator (Scott Carrlee): Hey Norm do you advertise?

Norm 3: We certainly do.

Moderator (Scott Carrlee): how much is your ad budget?

Norm 3: Our Marketing & Advertising Budget is around \$35,000 per year. That includes the advertising for our fundraisers and special events.

Moderator (Scott Carrlee): Wow you are such a big operation!! But I guess since you save all that money with LED lighting you can spend it on advertising

Jerrie: Wow! That's fabulous. Ours is about \$2500.

Jane Lindsey: Yep we are about what Jerrie quoted

Norm 3: We sparingly use ADN simply due to the cost. For what it costs for a reasonably sized ad (one ad) in ADN we can have a 2-week radio blitz.

Jane Lindsey: how about a plug for the capital city Norm ;0)

Moderator (Scott Carrlee): So Norm, what is the return on investment that you are looking for?

Norm 3: We advertise in with Alaska Channel which puts us in most of the hotel rooms in Anchorage. We're part of the Alaska Ap for smart phones. We use Alaska Journal of Commerce, Alaska Magazine (only two issues due to expense), Milepost, AAA, Alaska RV Guide & Map, local military base papers for special events and probably several other venues that I've forgotten. Shari handles that aspect of our operation.

Jane Lindsey: what is your annual visitation, Norm?

Palmer Museum 2: Norm- what museum are you at?

Moderator (Scott Carrlee): Norm is at the Aviation Heritage Museum which is over by the Airport there in Anchorage

Norm 3: Last year we welcomed 20,632 visitors to the Aviation Museum

Moderator (Scott Carrlee): Good going Norm!

Palmer Museum 2: we had a little over 30k visitors here last year but maybe we get more traffic being the visitor center too- all of that traffic is from the summer months

Moderator (Scott Carrlee): Wow that is a lot Mel

Moderator (Scott Carrlee): So Jerrie, Did that answer your question?

Jerrie: Yes. Thank you.

Jennifer : Ok - I'm doing a general inventory of all of our permanent museum cases. They are already numbered with some very old (National Bank of Alaska) Asset numbers, and I am in the process of revising these numbers. I was just curious as to how other museums have handled this minor issue.

Moderator (Scott Carrlee): So Jennifer do you mean you want to give the artifacts new numbers?

Jennifer: No, the cases themselves. I'm actually doing an inventory of where things are - e.g., which cases are where, the contents of each case, which cultures they represent, etc., for various reasons.

Norm 3: Get an intern!

Moderator (Scott Carrlee): That is funny Norm

Jennifer: Ha! I wish we could!

Jennifer: Legal won't let us touch that with a 10-foot pole, although others in our museum departments are working on it.

Moderator (Scott Carrlee): I guess I still don't understand the question

Jennifer: So, I was just wondering if other museums have a way of numbering the cases in their display areas, so that they can keep track of where things are. E.g., Object x is in Case 1234, etc.

Jennifer: My impression is that this sort of thing is totally up to the museum in question, but I was curious as to what other museums have done.

Norm 3: If they are permanent display cases I would consider naming them with reference to room/gallery they are located in.

Palmer Museum 2: We haven't had that come up- we don't have enough cases for that to be an issue

Moderator (Scott Carrlee): I think most museums do have names or numbers for their cases

Jennifer: We have plenty - about 23 large cases, and about 12 or so dedicated cases

Moderator (Scott Carrlee): I know we have cases that are actually accessioned artifacts

Norm 3: We refer to the cases by exhibit; Wien, Alaska Airlines, PNA, Ellis etc.

Moderator (Scott Carrlee): We call them the Ludwig-Nelson cases

Jennifer: We only have one exhibit room.

Palmer Museum 2: we refer to ours by subject on display "Mining Case" etc

Norm 3: What differentiates the cases in that room? Color, construction, content?

Palmer Museum 2: maybe make a map of the cases?

Jennifer: Norm - there are many cases that are exactly the same.

Moderator (Scott Carrlee): I think you would just want to number them Jennifer

Jennifer: I have made a map; I'm interested in numbering systems. Scott - that's what I was thinking.

Moderator (Scott Carrlee): Good Idea Mel, A map is a good idea

Jennifer: I've actually made 2 different maps. One of them is in SketchUp, which by the way is an excellent program for this sort of thing.

Palmer Museum 2: well that sounds great and helpful- a good visual tool

Jennifer: Oh yes. SketchUp lets you build 3D models of everything, so you can move things around before you even actually physically do so.

Jennifer: That's what I've done. Ok, thanks; I was just curious.

Moderator (Scott Carrlee): I would just keep it simple Jennifer and start with Case 1 at the front of the room

Eleanor: we had some company come in and put in our fiber optics - they did a bad job and we've had to have another company come in and fix it. We have been working with Tec Pro since September in trying to get the fiber optics up and running - this is more of an FYI for the museum community

Moderator (Scott Carrlee): That is a shame.

Norm 3: Eleanor, have you already hired the second company to fix the problem?

Moderator (Scott Carrlee): They can't seem to get it to work?

Eleanor: Norm, yes, we've hired the second company to come in and fix the problem - it will be done Friday

Eleanor: shoddy workmanship on the entire project

Norm 3: As an old security colleague of mine used to say" Norm, you shoot the first couple of contractors and the rest will get in line!"

Palmer Museum 2: noted

Jennifer: That's awful.

Norm 3: Shooting them or getting them in line?

Jennifer: Oh, I was commenting on Eleanor's situation.

Jane Lindsey: any tips on working with contractors is greatly appreciated, it can be so difficult to get what you are paying for.

Norm 3: I know. I was providing levity on the morning of Hump Day!!!

Eleanor: Norm, you're funny - thanks as we need some of that today

Norm 3: You're most welcome. If we're not having fun at what we're doing, we're doing it the wrong way!!

Palmer Museum 2: We have another question. We are wondering if anyone has a similar situation to ours in that the city owns our collection but we are contracted as a non-profit entity to care for the collection. Questions arise when talking about changing policy and things like disposal.

Moderator (Scott Carrlee): Wow that is a really good question Mel. Most of the time it is not the City that owns the collection, but they just provide space and support of the museum.

Aurora Lang: That's how the Cordova Historical Museum is set up - the Historical Society owns the collection, city financially supports the operation. We have a Memorandum of Understanding between the two. Historical Society is charged with all policies and procedures, etc.

Moderator (Scott Carrlee): I think your situation is a little unique. I think the Kenai museum is like that though . You might want to contact Laura Forbes there for some insight

Jerrie: You might contact the Valdez Museum. I was curator there for a few years with the same situation.

Norm 3: I'm fairly certain you'll need to vet your policy changes through the city legal department since the collection is a "public" asset.

Jennifer: The Anchorage Museum used to be owned by the city. But employees worked for the city, not by special contract, as far as I know.

Moderator (Scott Carrlee): I think it is tricky when the City owns the collection

Norm 3: The situation rhymes with "Pain in the A\$\$"

Palmer Museum 2: yes!

Moderator (Scott Carrlee): For one thing, a non-profit has a public trust duty to care for their collection, but I am not sure a city has the same legal responsibility. If a non-profit were to do something bad with the collection like try to sell it, the state attorney general could step in and take over the collection. This has happened in several cases nationally. I know that most cities do take care of their museum collections

Norm 3: Scott I don't think a local government entity would be any different. They are still required to care for the collection in perpetuity. Cerebral Spell check not working worth a darn this morning

Palmer Museum 2: That is the issue we are having- on a larger scale if the city cannot provide adequate care to donor artifacts in perpetuity there is the issue of public trust brought up and the museum as an organization has the problem of growing and expanding. Our issue is that our contract is only for 1-5 years at a time. We don't have a long standing contract with the city

Moderator (Scott Carrlee): I am just wonder what is the legal responsibility? Norm, I am not sure If a city wanted to sell their collection who would stop them? I don't think the State would step in and certainly not the Feds. I think they could do it. Some cities probably consider the collection an asset not a public good

Norm 3: As a collection held in public trust, it still falls under the State Attorney General's purview.

Moderator (Scott Carrlee): I will check on that but I don't think so not if it belongs to a municipality, it is not in a trust. All non-profit collections ARE in a trust but not city owned collections

Norm 3: Good question for the SA's office. Good intern research project for them!

Moderator (Scott Carrlee): I will put an intern on it!!

Norm 3: The intern should be in the SA's office. They have law school candidates working with them and this makes a great research project.

Jerrie: I have an attorney friend who works in the Juneau City Law Department. Maybe she will know. I'll ask her. Thank you. Good bye, all.

Moderator (Scott Carrlee): That would be great Jerrie

Moderator (Scott Carrlee): Ok we can get the last few comments on this topic and then we have to go

Norm 3: If the artifacts were donated to a Museum to become part of a Museum collection, I don't see how they would have any wiggle room on that. They would open themselves (the muni would) up to potential litigation.

Moderator (Scott Carrlee): I can see your point Norm

Palmer Museum 2: thanks everyone!

Moderator (Scott Carrlee): This was a really great chat session

Moderator (Scott Carrlee): So I hope you all can make the next one which will be great

Moderator (Scott Carrlee): Crista Pack is a conservation intern working with Ellen. She is researching white stuff on collections

Aurora Lang: Can't wait! I'm getting samples to Ellen this week!!

Moderator (Scott Carrlee): If you find any white stuff on your collections, get in contact with me or ellen

Moderator (Scott Carrlee): Really, go and look at your collections, you will see white stuff on them

Norm 3: You mean all that historic dust that my young teen just cleaned off all of our large artifacts?

Palmer Museum 2: ok

Moderator (Scott Carrlee): Well not dust really

Moderator (Scott Carrlee): OK well thank you all for coming

Jennifer: See you next month!

Moderator (Scott Carrlee): See you next month

Norm 3: Thanks Scot