

Texas State Historical Association  
Minutes of the Board of Directors

9:00 A.M.  
January 10, 2009

University of North Texas  
Denton Texas

MEMBERS PRESENT

Fran Vick, presiding  
Walter L. Buenger  
John W. Crain  
Dianne Garrett Powell  
Watson Arnold  
John C. Britt  
Gregg Cantrell  
Light T. Cummins  
Jesus F. de la Teja  
Joe R. Fulton  
Mary L. Kelley  
Larry McNeill  
Jane Monday  
J. Scott Morris  
John L. Schoellkopf  
Eddie Weller

STAFF PRESENT

J. Kent Calder  
Elizabeth Alvarez  
Mike Campbell  
Steve Cure  
David Degnan  
Terri Killen  
Mark Odintz  
Steve Portch

MEMBERS ABSENT

Mary Margaret Amberson  
Caroline Castillo Crimm  
Joe S. Fletcher  
Sarita A. Hixon  
Jack W. Niland  
B. Byron Price

President Vick called the meeting to order at 9:00 A.M., and opened discussion to approve the minutes of the September 6, 2008, meeting. Lonny Taylor asked to make a correction to the minutes stating he was not present at the last board meeting. Monday moved that the September minutes be approved with the correction; Morris seconded, and the motion passed unanimously.

Vick then called on Calder to present the director's report. Calder reported on the move from Austin to Denton and all the hard work it involved and commended the staff. Since the last board meeting in September, we have hired the following employees: Ryan Schumacher as Associate Editor, Lynn Slye as Bookkeeper and Benefits Administrator, Kate O'Donnell as K-12 Education Coordinator, and Natalie Dollar as Receptionist. Current paid staff in Denton number twelve and five staff members are working remotely in Austin. In addition we have Chief Historian Mike Campbell. Calder reported on membership growth and that past membership levels are currently being used and not the levels the board passed in March of 2007. Calder

called on Degnan to give the membership report. Degnan reported that current membership is at 2,065. Buenger asked what our goals were for membership, and Degnan stated that in 6 months we should be able to increase membership by 500. Degnan stated that we plan on mailing out an appeal to our dropped and lapsed members in the next couple of weeks. Calder stated that we have been offering membership premiums and the response has been positive. Calder suggested that the board allow the staff to continue to use the old levels until the board and membership committee are able to review the levels that were approved in 2007. De la Teja moved that this suggestion be approved; Weller seconded, and the motion passed unanimously.

Calder reported on the activities of the Executive Committee since last September. With the guidance of the Executive Committee, staff implemented two contracts since the September meeting: a new contract with the Cummings Company for development services and an agreement with the University of North Texas for IT services and support. Vick asked the board for comments or discussion. Taylor inquired if the Board should vote on the contracts and Arnold stated that a vote is needed in order to ratify the contracts. Weller motioned to ratify the contracts; Arnold seconded, and the motion passed unanimously.

Calder called on Stephen Cure for the Education report. Cure reported that education staff hosted the annual Texas History Day Regional Coordinators planning meeting and training in Austin on October 10 thanks to the support of the Summerfield G. Roberts Foundation. Education Staff also participated in the National History Day Executive Council of State Coordinators meeting in College Park, MD, on December 4-6 to assist in setting policy, rules, and programming for the larger national program. The 2008-2009 issue of the *Texas Historian* was published and distributed in October. The 2009 issue of *Touchstone* is progressing smoothly and barring unforeseen complications should be available on schedule in time for Annual Meeting. Cure reported on the growth of Junior Historians of Texas. We currently have over 20

at-large members and nearly 80 chapters, representing nearly 3,000 junior members of the Association. Recruitment for this program remains challenging, yet over the last four years with the support of the Summerlee Foundation, we have nearly doubled participation in a program that many considered dead. Planning is ongoing in cooperation with the Sixth Floor Museum at Dealey Plaza, Dallas Heritage Village, and the Dallas Historical Society for the organization's 70<sup>th</sup> Annual Meeting in Dallas on April 3-4. Planning continues for the first out-of-town Texas History Day to be held on May 8-9, 2009 at the Bob Bullock Texas State History Museum and adjacent UT-Austin campus. Due to costs of having staff travel out of town for events, we will be utilizing a temporary agency volunteers to supply staff at this event. In October, Texas Parks and Wildlife Department (TPWD) Television aired an outstanding segment on a History Day student from Austin on their program that runs statewide on PBS channels. The TPWD footage is currently available on the Texas History Day website. Cure noted efforts by Lonn Taylor related to the Texas History Day program and access to potential legislative funding. This has been done in 6 other states and after further discussion this will be pursued.

Calder called on Steve Portch for the Digital Gateway report. We are working with the UNT Libraries' Digital Projects Unit to put out of print TSHA books online, and evaluate possibilities for upgrading the online *Quarterly*. These will be collaboration projects with UNT's Portal to Texas History. As of December 12, the Google AdSense program has brought in \$20,219.08 since it was first added to TSHA's website. We have been meeting with various consultants to increase the Google revenue by determining better ad placement and exploring other kinds of revenue generation such as Search Engine Optimization (SEO). Other possibilities being investigated include running an open source ad server (OpenX) so TSHA can sell and host ads from various sponsors, content syndication (RSS feeds), and link brokering. Monday suggested that we put our silent auction items online for sale to generate revenue. Calder stated

that we are currently working on a comprehensive plan to digitize everything TSHA publishes. Calder stated that Dianne Powell and he have discussed Texas Monthly's interest in advertising with us on our website. Powell should have a proposal in the next few weeks.

Calder called on Mike Campbell to give the Publications report. Campbell reported on the *Southwestern Historical Quarterly*. Preparation of the January 2009 number of the *Quarterly* began under the direction of Janice Pinney in Austin and was completed by Ryan Schumacher, our new Associate Editor, in Denton. It went to the press on schedule and should be mailed to our members in January. Campbell noted that after our return from the holidays, we had to increase our order of copies to be mailed due to our increase of membership. Manuscript submissions continue at a reasonable rate (fourteen between August 15 and December 15). Campbell reported that two books are scheduled for publication in the Spring of 2009. David C. Humphrey, *Peg Leg: The Improbable Life of a Texas Hero, Thomas William Ward, 1807-1872* will introduce the new Watson Caufield and Mary Maxwell Arnold Republic of Texas series. Kelly McMichael's *Sacred Memories: The Civil War Monument Movement in Texas* will be the nineteenth volume in the Fred Rider Cotten Popular History Series.

Calder called on Mark Odintz to give the Handbook of Texas report. Odintz reported a difficult quarter for the Handbook staff, as they dealt with the move to Denton, the technical issues attendant on three of four staff members telecommuting from Austin, and the impending transfer of these positions to new staff members. We have continued to process new articles, concentrating on a backlog of Texas legislators and on a number of articles received from volunteer authors. Ann Smith has worked on consolidating our corrections data bases and has revised our system for posting corrections online. Robin Roe has been editing manuscripts and has created browse lists for Texas legislators. Laurie Jasinski and Mark Odintz have checked incoming articles, and Laurie has continued to develop our Handbook of Texas Music spin off

volume. Odintz and Calder attended the annual meeting of the American Association for State and Local History in September. Odintz repeated his workshop on managing content for online projects, and presented a paper at a session on using niche audiences to develop volunteer relationships for online encyclopedias. Doug Barnett, former managing editor of the Handbook, also participated in the session, and has agreed to serve on the Handbook advisory board. Calder chaired a session on urban encyclopedias.

Vick called on Elizabeth Alvarez to give the Texas Almanac report. Alvarez reported that she and Robert Plocheck, Associate Editor, are very excited that TSHA took over the Almanac. The first Almanac was published in 1857. Alvarez has been editor of the Almanac since 2002 and is very interested in digitizing the Almanac. Alvarez noted that the Almanac and the Handbook Online cross reference each other in many articles. Alvarez and Plocheck are working on the 2010–2011 edition, which will be published in fall 2009. They are beginning to mail out biennial surveys to sources in federal, state, county, and city governments, chambers of commerce, colleges and universities, and business entities. These surveys, which are returned in business reply envelopes, contain information used to update all sections of the Almanac. They also are developing the cover with the help of an outside design firm. Alvarez and Plocheck designed and purchased gift-guide ads printed in the Austin American-Statesman and the San Antonio Express-News. The ads appeared in both printed and online versions of the gift guides. The ads featured five titles: the Texas Almanac 2008–2009, Watt Matthews, Pigskin Pulpit, Texas Towns and the Art of Architecture, and New Texas History Movies.

Vick called on Terri Killen to give the Annual Meeting report. Killen reported that plans are well under way for the 2009 annual meeting, which is being held in Austin on March 26-28 at the Palmer Events Center. She reported two new sponsorships; the Texas A&M University press and the History department are both helping with the Presidential reception welcoming

Walter Buenger as TSHA's incoming president. Exhibitors have increased by twenty percent compared to last year. The program will be mailed the week of January 19 to our membership and posted on our website for viewing. The 2010 meeting will be held in Dallas on March 4-6 and a contract has been signed with the Marriot Quorum by the Galleria. The 2011 meeting will be held in El Paso and the 2012 meeting place has yet to be determined.

Vick called for an executive meeting session.

Vick called on Gregg Cantrell to give the financial report. Cantrell reported that the finance committee would like the staff to research the origins of the permanently restricted funds for the Handbook of Texas and determine the purpose of those funds that were given to TSHA. The committee would like staff to contact those donors and investigate the possibility of having the restrictions lifted or redirected to give us more flexibility. Cantrell motioned that the staff investigate the Handbook of Texas funds and the possibility of unrestricting the funds; McNeill seconded, and the motion passed unanimously. Cantrell then reported on the status of the performance of the funds being managed by Austin, Calvert and Flavin. The balance of those funds at the end of December 31, 2008, is \$3.2 million. Back in the summer, we authorized ACF to rebalance our allocation to 44% equity, 44% bonds and 12% cash. Since then the market has changed and the current allocation is 36% equity, 56% bonds and 8% cash. Our return on our portfolio for the year 2008 was -11%. Cantrell requests that we give ACF permission to let stand the current allocation as is. Monday moved for the motion to let stand at the current allocation; Morris seconded the motion, and it passed unanimously.

Vick called on Walter Buenger to give a development report. Buenger reported that the development committee had a meeting the day before with the University of North Texas development officer along with J.P. Bryan. He reported the plan is that we will partner with UNT's development department to raise funds. Buenger stated the development committee

would like to then terminate the contract with John B. Cummings Co. J. P. Bryan's plan is outlined as follows: \$3 million for education, which would come largely from foundations, over a 3 year period. He also has a plan to raise money for the professorship at UNT, called the Texas Lone-star, recruiting five individuals to contribute \$100,000 each to total \$500,000 over the following years. The last thing that was discussed was to develop a fund to cover the moving and extra expenses that have resulted in relocating to UNT and to assist us into the next year. The fund would be called the San Jacinto Victory Fund. The idea is to take \$400,000 that has already been committed by the board and others, and advise donors that we have already raised 40 percent of our goal, and we would like to raise \$1 million to cover expenses. Buenger stated that what we are currently paying the Cummings Co., as our development team, we would be receiving from UNT for free. After further discussion, Morris moved to give the Cummings Co. a thirty day notice and terminate the contract; Schoellkoff seconded the motion, and it passed unanimously.

Vick called on Watson Arnold to give the membership report. Arnold reported that we have surpassed the goal of 2,000 members and now the committee has implemented a new goal of 2,500 by June. Arnold stated that free student memberships will be awarded to the first, second and third place winners of Texas History Day. We will be exchanging our mailing lists with other historical associations in the state and solicit their members. At annual meeting we will be offering a premium to sign up for membership by receive a Texas Almanac as a free gift. Arnold noted that memberships are currently the only stream of revenue incoming on a regular basis.

Vick called on Frank de la Teja for the nominating committee report. De la Teja reported that Jane Monday will have to be rotated off the board come March and that in her place Gayle Strange, who is the Chair of the UNT Board of Regents, has agreed to serve as the nonacademic

position on our board. He recommends in the future, that another person from UNT be on our board and that a change to the bylaws require the President of UNT be an ex-officio on our board. De la Teja also reported that Light Cummins and Lonn Taylor both agreed to come back for a second term as academic members of the Board. Carry Wintz, Todd Smith, Rebecca Sharpless, and Alexander Pratt, who are members of the nominating committee, have nominated Merline Pitre as second vice president after receiving the most votes in committee. Merline Pitre is a Professor and Dean of Liberal Arts at Texas Southern University and a member of TSHA.

Under old business, there was no business to discuss.

Under new business, Mary Kelley inquired about the status of our archives that are stored at the University of Texas. De la Teja advised that the archives remain readily available for research and due to the cost of transporting and indexing the archive; they should remain at UT until further notice. He also noted there is a problem with determining proprietorship of certain archive files which will require legal assistance. Odintz noted that Janice Pinney would record in the SHQ of staff departures and arrivals and wanted to make sure that practice still continued.

The next meeting was scheduled for March 26, 2009. There being no further business Buenger motioned to adjourn; Kelley seconded, the motion was passed unanimously.

Respectfully submitted by J. Kent Calder, Executive Director, Texas State Historical Association.