



AMICO Executive Committee Meeting
January 21, 2000
Boardroom, Phoenix Museum of Art
1625 North Central Avenue
Phoenix Arizona
1:00 - 3:00 pm

Minutes

1. In Attendance

Present: Nancy Allen, Museum of Fine Arts, Boston
Rachel Allen (representing Elizabeth Bruon), National Museum of American Art
Max Anderson, Whitney Museum of American Art (late)
Charles Castle (representing Hugh Davies), Museum of Contemporary Art, San Diego
Harry S. Parker, III, Fine Arts Museums of San Francisco
Sam Sachs, The Frick Collection and Fine Arts Reference Library
Eric Vanasse (representing Guy Cogeval), Montreal Museum of Fine Arts,

Regrets: Vishakha Desai, Asia Society

Staff: Jennifer Trant, Executive Director
David Bearman, Director, Strategy and Research

2. Call to Order

Chairman, Harry S. Parker III called the meeting to order at 1:05 pm.

3. Minutes of the Previous Meeting

Parker introduced the draft minutes of the July 29, 1999 Executive Committee Meeting at the Frick Collection. Nancy Allen moved, Sam Sachs seconded a motion to adopt the minutes as presented. Passed.

4. Executive Director's Report

Jennifer Trant, Executive Director, reported on strategic issues facing AMICO. Summarizing a previously distributed report "Strategic Issues Facing AMICO, January 2000", she noted the tight connection between the ability of AMICO to recruit members, the size and quality of the AMICO Library, and the income received from subscriptions to the Library. She highlighted challenges facing AMICO in the mid-term, which would be discussed later in the meeting. In particular, she noted the need to focus on member benefits, encourage growth in the AMICO Library and encourage new members to join the consortium.

Allen also wondered if we needed to be clearer about the scope of the AMICO Library – should BMFA consider contributing thousands of glass negatives of documentation of her Egyptian objects to AMICO? After discussion it was generally agreed that the Library could include such things and we shouldn't prejudge what people would find useful, but it was also recognized that we needed initially to be cautious about increasing the numbers of items with a result of seeming incoherent. Staff agreed to frame a sort of collections development policy.

5. Treasurer's Report

Maxwell Anderson presented the Treasurers Report. AMICO's first annual audit (FY99) was reviewed. Noting footnote 4 in the auditors report, Harry Parker expressed the view that it was both 'unusual' and 'unfair' for AMICO to continue to rely on A&MI, AMN and Michael Shapiro for underwriting AMICO debt and restated the 'sense of obligation' the AMICO Executive Committee felt to repay the debt. Charles Castle moved to pay off AMICO debt as soon as possible and become self-sustaining. HP seconded all approved.

Max Anderson moved that the auditors report be accepted. Nancy Allen seconded. All approved.

Max Anderson called the attention of the Executive Committee to the year-to-date actuals. Bearman explained that we were following the "North American" member budget rather than the higher, Ex.Com. adopted 'foreign' budget, because we did not yet have foreign members. AMICO has adequate reserves to move into the higher spending if foreign members joined and it was required.

Jennifer Trant introduced the requested change in budget lines to allow \$10,000 for marketing the AMICO Library. It was noted that we had anticipated that such marketing would be adequately performed by the distributors but that RLG was not very active in this regard. The revision was moved by Nancy Allen, seconded by Sam Sachs, and approved unanimously.

6. Membership

6.1 New AMICO Members

Jennifer Trant introduced the new members of AMICO:

- Dallas Museum of Art
- Denver Museum of Art
- Detroit Institute of Arts
- Museum of the Americas Foundation

6.2 Non-collecting Members

Trant noted that the Museum of the Americas Foundation has no collection but hopes to secure rights for incorporating the works in traveling exhibits it sponsors into the AMICO Library and to encourage other Latin American museums to join AMICO.

She also reported that several other "non-museum" institutions were interested in AMICO membership and asked the Executive Committee for guidance. The Estates Project (HIV infected artists) and Rhizome.org (virtual artists) had recently contacted AMICO for inclusion of their works. After discussion, it was agreed that it would be best to proceed slowly and not to make commitments at this time.

6.3 Proposed Changes in Membership Terms

It was noted that the annual contribution level of 500 works appeared to be a barrier for some potential new members. It was proposed that this requirement be rephrased, so that it would be possible for new members to take advantage of the collective knowledge of AMICO members to "ramp up".

He wondered how the proposed reduction of required contributions for membership would affect AMICO's growth targets. Harry Parker noted that actual contributions seem to be coming from a number of large players. He asked how can we encourage big producers to continue to make such contributions. AMICO Staff feels the targets can and will be met, though all will need to keep up their levels of contribution and new members will need to be recruited and encouraged to contribute significantly. Sam Sachs noted that The Frick Collection had the experience that 500 works per year was considered too great a barrier to some otherwise desirable members.

Nancy Allen noted that some institutions which made large contributions were tempted to hold back so they would be sure to have content in future years. This was not encouraged and the group felt that this artificial delay of contributing works to the AMICO Library could be addressed by being more flexible about numbers generally. Harry Parker suggested writing to major contributors to urge them to contribute more but it was generally felt that they were all contributing what they could, given that the AMICO process was still not fully integrated into business processes.

Nancy Allen encouraged the development of a program to support smaller, less prepared members and the staff indicated that if the proposal passed, they would return to the Board with such an action plan. Ideas for workshops, volunteers on call, a buddy/mentor system, and site visits by AMICO members and staff, were raised. Eric Vanasse noted that it would be useful to highlight recent contributions of members so as to encourage others to give groups of related items throughout the year. This was thought by all to be an excellent idea; staff agreed to explore how it could be done.

It was agreed unanimously that AMICO's membership requirements need to be sympathetic to the changing requirements on museum staff (due to building programs, major exhibitions and other such projects). The group agreed that

AMICO staff will work with new AMICO members to help them build the capability to meet their annual contribution requirement over the three years of their AMICO membership. AMICO staff will put in place concrete program of training and guidance to assist new members reaching this goal. During these initial membership years, contribution be adjusted to reflect the state of preparedness of the new members.

This proposal will be brought to the full AMICO Board, along with the encouragement of the Executive Committee for all AMICO members to make early and substantial contributions of works to the AMICO Library whenever possible.

7. Subscription / Distribution Report

7.1 Licensing Status

The extent of existing subscriptions was reviewed, and lists of subscribers and charts of usage distributed. along with the nature of the consortial licensing agreements.

7.2 Proposal for Consortial Pricing

AMICO has been approached by a number of large consortia requesting group pricing discounts for the AMICO Library. This is not unusual, and as part of our goal to make the AMICO Library as accessible as possible, and to increase use, we have developed a set of Consortial discount Terms . These reflect the common situation of bulk-buying among groups of libraries. The proposal put to the Board was recommended by the Executive Committee.

7.3 Library School Use

AMICO has been asked to provide Library School students free access tot he AMICO Library for educational purposes. (RLG provides free access to some online resources to ALA accredited library schools for educational purposes only, and is willing to support free access to the AMICO Library. It was agreed by the Executive Committee that this proposal should be recommended to the Board.

7.4 International Access

It was agreed that AMICO should have a policy to ensure that the AMICO library is available in a country where we are recruiting members. This will have implications for our agreements with the Artists Rights Society, which were noted by staff. Executive Committee members were encouraged to provide advance notification to AMICO Staff about possible international members to enable them to monitor the development of 'critical mass' in an area.

8. Collaboration

Trant introduced the two major issues facing the Executive Committee today – whether to approve continued negotiations between AMICO and two for-profit entities interested in ties to AMICO.

8.1 Antenna Audio

A proposal has been made by Antenna Audio to provide AMICO, without cost, digital sound files from Antenna's archive to incorporate into the AMICO Library in return for acknowledgement of Antenna in the form of a citation/logo at link. Trant noted that Accoustiguide would be offered similar terms, and Max Anderson noted that he had already introduced the possibility to Accoustiguide's new CEO. In the discussion that followed, Nancy Allen, speaking for BMFA thought it was a great idea and should be pursued. Others all agreed that the issue should be brought to the Board with a recommendation from the Executive Committee to approve continued negotiations.

9. Britannica.com

David Bearman reviewed the proposal made by Britannica.com distributed prior to the meeting. He noted the scope of the proposal was to co-publish three products and the term was five years. The deal is essentially non-

exclusive (though some limits are imposed on AMICO co-publishing with other encyclopedias) and that the potential income was on the order of \$1M up front and \$500K a year. From AMICO staff perspective the great advantage was that Britannica could reach 70% of the K-12 market in the IUS on day one and that we haven't been able to reach it at all. In the discussion that followed, Harry Parker expressed a positive view both because AMICO needs the money and because the integration of Britannica content would improve the AMICO Library. Nancy Allen noted that while Britannica was commercial, the same issues that led AMICO members to get together in the first place were true of any K-12 agreement because AMICO members didn't earn much income currently from any K-12 licensing so it wasn't really competition to them. Maxwell Anderson was positive about the proposal emphasizing that it was important to develop the three legs of the proposal as independently as possible. Charles Castle and Sam Sachs concurred with the general view that it was an opportunity and that the Executive Committee should bring it to the Board for review.

10. Executive Committee and Officers

Harry Parker reported that he would bring the Slate of candidates for AMICO Officers and Executive Committee to the Board for a vote. They were recommended by the full Executive Committee.

11. Adjournment

The meeting adjourned with a unanimous/spontaneous/simultaneous agreement (but probably without a formal motion) to allow for the full Board Meeting, scheduled to follow immediately.