



Art Museum Image Consortium

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Executive Committee Meeting

Friday October 13, 2000

The Frick Collection and Art Reference Library

1 East 70th St., New York, NY.

Minutes

1. In Attendance

Present: Nancy Allen, Museum of Fine Arts, Boston

Max Anderson, Whitney Museum of American Art

Elizabeth Broun, Smithsonian American Art Museum

Ken Hamma, J. Paul Getty Museum

Katharine Lee Reid, Cleveland Museum of Art

Sam Sachs, The Frick Collection and Fine Arts Reference Library

Stephanie Stebich (accompanying Katharine Lee Reid), Cleveland Museum of Art

Regrets: Jack Lane, Dallas Museum of Art

Harry S. Parker III, Fine Arts Museums of San Francisco

Eric Vanasse (representing Guy Cogeval), Montreal Museum of Fine Arts

Staff: David Bearman, Director, Strategy and Research

Kelly Richmond, Communications Director

Jennifer Trant, Executive Director

2. Call to Order

Chairman, Sam Sachs called the meeting to order at 10:05 am. He asked Jennifer Trant, AMICO Executive Director to introduce the agenda items.

3. Minutes of Previous Meeting

Jennifer referred to the draft minutes of the January 2000 minutes and asked for additions, changes or corrections. Nancy Allen noted and Sam Sachs agreed, that the wording in the second paragraph of 6.3 needed a verb. The sentence was amended to read "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." With the change Nancy Allen moved and Betsy Broun seconded the adoption of minutes. Passed unanimously.

4. Treasurer's Report

Max Anderson presented the Treasurer's report. Referring to the budgets circulated with background materials for the meeting, Max reviewed actual expenditures for FY2000 and noted that AMICO was living within means as the Board had requested. Jennifer noted that the actuals were now with the auditors and a report was expected in about a month.

Max then proposed the FY2001 budget as presented in the briefing package. It was noted that no income was attributed to fundraising or foundation support, as none had been applied for formally or received; the income budget was purposefully conservative. David Bearman reviewed the line items in the proposed budget. It was acknowledged that as there was no budget for dedicated Development staff in AMICO's budget, efforts in this area had not been necessarily strategic and planned, but rather ad hoc and as needed. Respecting the wishes expressed during the planning of AMICO, Bearman also noted that staff had been hesitant to approach corporations for support.

Nancy Allen asked if AMICO, like other not-for-profits, shouldn't be building up a reserve fund. Max Anderson agreed, but pointed out that it has not been possible to create one while AMICO was still trying to get through its start-up phase.

It was confirmed that as of July 2002, AMICO would no longer be managed within the support structure of Archives & Museum Informatics, and that AMICO was beginning to build up its own capabilities. Ken Hamma requested a revised budget with comparisons to highlight the transition between AMICO being run by Archives & Museum Informatics and the post-July 1, 2002 when AMICO would be on its own.

Nancy Allen moved, Sam Sachs seconded the approval of the budget. Passed unanimously.

5. Fundraising

Fundraising sources particularly corporate ones, were discussed during the review of the 2000/2001 budget. There was substantial discussion of possible gift/grant and sponsorship income sources, with Betsy Broun favoring going to corporate sponsors looking for a "Marketing Partnership" rather than a grants. She felt that Corporations are always looking for "feel good" spins to use in their own advertising. For example, Broun said, if 3M could say they made museum resources available to every high school in the state of Minnesota, that is something they or any corporate sponsors would value. Ken Hamma thought that co-branding between an established corporation and AMICO would be hard sell, compared to our Members' renown, because AMICO is an unknown quantity. Betsy Broun didn't see why Member names couldn't be mentioned as part of the campaign. Hamma felt that some sort of explicit release for use of Members' names needed to be implemented and a notification system of how and when such use would appear was necessary within the context of a corporate sponsorship.

Sam Sachs suggested that AMICO pursue Delmas Foundation. Generally the members felt that foundations, including the Mellon, wanted to guide their spending rather than give the kind of base-level underwriting of operating expenses that AMICO required. Trant reported on the two exploratory conversations AMICO was having with funders now, with The Mellon Foundation to support *Guidelines for the Description of Works of Art* and with the J. Paul Getty Trust, to support the development of a K-12 distribution capacity. Neither of these discussions had moved beyond the exploratory phase.

The discussion of potential sources continued with increasing focus on how to raise money to support K-12 distribution of AMICO, and the requirements AMICO will have to become independent of A&MI by June 2002. Betsy Broun introduced the idea of an "AMICO Librarian" who could give personalized help to K-12 teachers. Broun thought that this would be a way to build goodwill amongst teachers by giving them 1-on-1 support and handholding while directing them to the AMICO Library for image-based solutions to their curricular illustration questions. Ken Hamma supported this approach noting that many who had tried to develop curricula, including the Getty and numerous failed dot.coms, had found the construction of fully detailed curriculum very costly and not necessarily the best way of influencing practice. Hamma stated that the Getty's experience showed that enabling teachers to find meaningful 'chunks' of information was satisfactory, when a fully-realized curricular unit was not available. Max Anderson noted that nineteen U.S. states do share a standard core curriculum and working to determine how the AMICO Library could map to those requirements would be the best place to start.

The Executive Committee encouraged AMICO to seek corporate support. Max Anderson suggested that there might be corporate sponsors who could provide in-kind infrastructure type of need (for example storageapps.com) in return for alignment with helping advance education, being seen as a responsible corporate citizen, etc. Nancy Allen thought that organizations like IBM who support broader objectives of using technology to satisfy curricular requirements might be pitched support of the AMICO Library. After discussion, members did not feel the earlier concern with competing with AMICO members own fundraising was a significant barrier. The Executive Committee asked to be kept informed of terms of any negotiations with corporate sponsors. Sam Sachs asked for a specific motion. Max Anderson proposed that "The Executive Committee affirms the necessity for AMICO staff, in conjunction with Directors of Member Institutions to aggressively seek corporate support." The proposal carried unanimously.

Max Anderson also offered that his development staff (Terry Coppersmith) was at AMICO's disposal for assistance with proposals. Staff agreed to scope this fundraising by developing a budget for expanded FY2002

and 2003 activities made possible through corporate support in time for the winter Board meeting. It would specify needs with scenarios for how gifts support might be used, and offer an overall strategy for fundraising.

6. Membership Development

Trant introduced the Membership issues before the Executive Committee. These included moving Membership acquisition back on target, to meet our original projections of 12 new Members a year. Members of the Executive Committee were reminded they had to talk up AMICO with their fellow directors. It seems that the most successful recruitment of new AMICO Members happens at all levels, simultaneously.

The Executive Committee members turned to the problem of recruiting members – returning to the lists it drew up last year. Betsy Broun noted the absence of the Freer/Sackler on the list and offered to try to recruit them. Anderson agreed to return to the Royal Ontario Museum which has new leadership. Nancy Allen will again approach St. Louis and Harvard University's three major library/museums. Sam Sachs is following up with Houston and stated that he thought the Brooklyn Museum of Art was ready. Katharine Reid will pursue the Wadsworth Atheneum. Katharine also felt that some other museums were ready and should be pursued, including the Baltimore Museum of Art and the Virginia Museum of Fine Arts. Ken Hamma agreed to talk to the Huntington Museum and Library.

Katharine asked for particulars of the benefits of membership. After discussion, staff agreed to create a telephone recruiting help sheet for Executive Committee. recruiting of new members. It will emphasize the benefits of membership, such as staff training, rights clearance, and international accessibility and offer a response to 'standard questions' asked by new members. The potential cost savings of being able to close slide libraries was noted by Max Anderson and Nancy Allen and discussed.

7. Membership Activities

Trant reviewed the schedule for contributions agreed at the June 2000 Members' Meeting. She noted that the October 15 deadline for declaring winter 2001 contributions would pass with only a few members having met it. Trant reiterated that it is critical for AMICO, as we negotiate with distributors for more consistent terms in distribution agreements, that members meet the deadlines. Bearman pointed out that AMICO would violate terms of contracts if it had another year of getting only 9,000 new works. There was discussion of the consequences of having relaxed the 500 minimum contribution requirement last year – that many members failed to contribute at all. Sachs requested that staff clarify to Members that the relaxation was intended to be on a case-by-case basis, only when specifically requested and approved by the Executive Committee.

Members of the Executive Committee were briefed on the analysis of works in the major art history text books, and reminded them that they should plan to contribute those well known and 'expected' works from their collections in the 2001 edition of the AMICO Library.

The importance of the collections management vendors to the successful contribution of member data was noted by several members of the Executive Committee. After discussion, it was agreed that Max Anderson would circulate a draft letter to Jay Hoffman from the Directors of each museum in AMICO that used The Gallery System telling him that the Directors considered this a critical function and asking him to put all necessary resources to its timely completion.

8. AMICO Library Distribution

Trant reported that we were nearing the completion of the original period of 'limited exclusivity' agreed to with RLG as an AMICO Distributor, and we will be renegotiating the RLG Distribution Agreement (they have notified us that they want to do it this fall) and others. For administrative reasons AMICO wants to have one consistent agreement and method of interacting with all distributors. We have developed a model Distribution Agreement, which we used with the University of Michigan. This will be the basis of our negotiations with RLG.

Max Anderson informed the Executive Committee. that he had received email from Jim Michalko at RLG the previous day, suggesting Board-level discussions about a 'strategic alliance' between RLG and AMICO. There was unanimous agreement of the Committee. that staff discussions about future distribution agreements were the proper way to proceed, and that if within those discussions questions of strategy were raised that had implications for AMICO's overall policies, they should be brought back to the Board for discussion. The group

also noted that while we have overlapping interests with RLG, they are not identical; this is shown in the fact that, for instance, the JISC agreement is for 3 yrs with AMICO but only one with RLG. Staff was to report on the progress of these negotiations at the January 2001 Board Meeting.

The Executive Committee authorized AMICO's staff to negotiate distribution agreements with RLG, other non-profits already involved with AMICO. As a matter of practicality and principle, it was agreed that the terms of all such agreement should be essentially the same. It was also agreed that they could explore overtures from for profit organizations if they would abide by the same terms of a distributors agreement. However, in negotiations with for-profits AMICO should seek to maximize return.. The strategy of getting as many distributors as possible to reach different segments of the market was reaffirmed.

9. Use of the AMICO Library

Trant reviewed the status of subscriptions to the AMICO Library, including the statistical tables and maps included in the briefing packets. General questions about the development of subscriptions were responded to, and the difficulties of co-marketing with organizations like RLG (who have a very 'soft sell') was reviewed.

There was general discussion of how to increase the level of use among Members and Subscribers. Kelly Richmond reported on the *How to AMICO* booklets developed to encourage use. These were praised by all. Richmond also introduced the AMICO Library School Testbed and reviewed the participant list.

10. Meeting Chairmanship Change

Sam Sachs had leave the meeting at 2:30 pm, and the chair was passed to Max Anderson.

11. Collaborations and Other Initiatives

Max asked to conclude the agenda with the discussion of other collaborations and initiatives.

Antenna Audio

Jennifer updated the Committee that Antenna Audio's list of sound files for inclusion in AMICO was expected to be passed to AMICO members soon. The question of Acoustiguide involvement was raised; they were approached but haven't yet expressed an interest in a similar collaboration..

CAA/DLF Academic Image Cooperative

Trant reported that the Academic Image Cooperative was developing a business plan. Whether it would be organized formally and/or funded as unknown. We expect the next public reporting of its activities to be at the CAA meeting in February 2001.

RLG's Cultural Materials Initiative (CMI)

The RLG Cultural Materials Initiative has formulated its high level policy and is now in planning phases. AMICO may, potentially, collaborate with them. While there is some possibility for confusion between the two initiatives as RLG is an AMICO distributor, CMI seems to be focussed more on material history and archival documents and does not at present directly compete with AMICO.

CAA Affiliate Organization Status

Trant noted that AMICO has applied to be a CAA affiliate organization - a status which would enable AMICO to offer programs at the CAA . We have not yet had a decision on this application.

Consortium for the Computer Interchange of Museum Information (CIMI)

There was discussion of AMICO's decision not to join CIMI art this time. Several Executive Committee members reported that their institutions were about to join CIMI. It was felt that as many AMICO museums are CIMI members, there was a strong potential for cross-fertilization, and that AMICO's role is to be a production organization not an R&D organization. It would remain a goal for AMICO to become a member over the longer term, when time and resources permitted.

Nazi Era Provenance

There was discussion of the status of the proposal that AMICO made to the AAMD to host a reporting facility, that enabled full public disclosure of works in their collections that had undocumented provenance during the Nazi era. AAMD has not requested that AMICO act on this proposal, preferring instead to wait for the

decision of the Presidential Commission on the subject. Katharine Reid is the AAMD representative to this group. She offered to keep the Executive Committee apprised of developments.

12. Next Meeting

It was agreed that the next meeting of the Executive Committee and the Board would be held in conjunction with the AAMD meeting in Houston. The schedule as now proposed is:

AMICO Executive Committee	Wednesday January 24, 2001 at 4:00 pm
AMICO Board	Thursday January 25, 2001 at 4:00 pm

These times and locations will be confirmed.

12. Adjournment

Max Anderson asked if there was other business. There being none, the meeting was adjourned at 3:00pm.