



**Art Museum Image Consortium**  
*Enabling Educational Access to Museum Multimedia*

## **Executive Committee Meeting**

**Thursday, January 25, 2001**  
**The Warwick Hotel, Houston, TX**

### **Minutes**

#### **1. In Attendance**

Present:

Max Anderson, Whitney Museum of American Art  
Elizabeth Broun, Smithsonian American Art Museum  
Jack Lane, Dallas Museum of Art  
Harry S. Parker III, Fine Arts Museums of San Francisco  
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: Nancy Allen, Museum of Fine Arts, Boston  
Ken Hamma, J. Paul Getty Museum  
Eric Vanasse (representing Guy Cogeval), Montreal Museum of Fine Arts

Staff: David Bearman, Director, Strategy and Research  
Carol DeNatale, Production Director  
Kelly Richmond, Communications Director  
Jennifer Trant, Executive Director

#### **2. Call to Order**

Chairman, Sam Sachs called the meeting to order at 4:10 pm and introduced the meeting agenda items.

#### **3. Minutes of Previous Meeting**

AMICO Secretary, Betsy Broun reviewed the October 2000 Executive Committee meeting minutes. Betsy Broun moved to approve the meeting minutes and Harry Parker seconded that motion. The minutes were approved unanimously.

#### **4. Financial Issues**

- **Treasurer's Report**

*1999/2000 Audited Statement*

*2000/2001 Budget and Year to Date Expenditures*

Max Anderson presented the FY 1999 audited AMICO Financial Statements and current fiscal year budget; he noted that due to a recommendation to accrue subscription income the audited final figures differed slightly from those reported earlier. Max Anderson moved to accept the audited financial statements and Betsy Broun seconded that motion. The statements were accepted unanimously.

## **5. Membership Development Strategy**

Kelly Richmond reviewed the current Membership numbers and discussed how we were behind plan on acquiring new Members. Executive Committee members reviewed targets adopted at the last Executive Committee meeting. AMICO staff developed a Membership Talking Points document for use when contacting potential Members. Kelly Richmond stressed that current members need to act as ambassadors for new member recruiting. Sam Sachs suggested that we approach museums that already have works digitized, so the membership proposition does not seem so daunting.

Kelly Richmond reminded the Executive Committee that a Membership Committee had previously existed and suggested it be reinstated. Max Anderson volunteered to Chair the Membership Committee and Stephanie Stebich offered to assist on the Membership Committee. Stephanie Stebich recounted several discussions she had had recently with potential targets. Likely members suggested by Ms. Stebich and the rest of the group included the McCord Museum, NY Historical Society, NY Public Library, International Center of Photography, and the Museum of Fine Arts, Houston. Betsy Broun had suggested that the Freer/Sackler would be a good target. She said that she had spoken to Doreen Bolger at the Baltimore Museum of Art and they were not ready. Ms. Broun stated that barriers to membership were money and amount of work. Ms. Broun also suggested that once AMICO Membership reached a significant numerical milestone that AMICO should emphasize this with a major press release.

As the Committee reviewed the Membership Talking Points Betsy Broun suggested that the educational mission be the first point to stress. Also, it was suggested that under the educational mission section a bullet should be added that AMICO hits an overlooked educational segment, those community members that have moved beyond school programs, but not to the lifelong learner level (age group 14-24). These are otherwise outside much museum programming. It was agreed that the revised Talking Points would be distributed to the full Board.

Kelly Richmond also reviewed recent meetings in the United Kingdom with the National Museums of Scotland, Scottish Cultural Resource Network (SCRAN), The British Library, and the Museum of London. It was stressed that AMICO need to capitalize on the JISC agreement and overseas subscriptions to make overseas membership possible as well.

## **6. AMICO Library Growth**

Carol DeNatale reviewed the promised annual submissions from members for the 2001/2 AMICO Library. It was pointed out that only nine members had met their 500 annual minimum contribution targets. Also, it was noted that ten members had still not reported their planned number of works, even though planned contribution lists were due to AMICO on October 15, 2000.

Discussion ensued about the need to push the TMS export function forward. Jennifer Trant reminded the Committee that out of 12 members that are TMS users, only 1 other member co-signed a letter that Max sent to pressure Gallery Systems about export creation. Committee members agreed that this letter needed to be resent with full participation.

Ms. DeNatale reviewed the Antenna Audio process for signing off on the incorporation of clips and stated that only one member out of 12 potential users of Antenna Audio had signed off on their list. This needed to be remedied as soon as possible. There was also discussion of what members were Acoustiguide users. It was determined that Fine Arts Museums of San Francisco and The Frick Collection were users.

Also, the lists of Library user requests and the textbook concordance survey were reviewed. Members were servicing these requests on a rate of 54% and 40% respectively.

Betsy Broun brought up the incorporation of multimedia and how important it was to distinguish the AMICO Library from a slide library. Broun stated that her institution had 56 video clips that could be contributed, and wondered if others also had similar materials. The Antenna Audio agreement was hailed as a model that we might want to pursue with other organizations as well.

It was agreed that facilitating the technical aspects of AMICO Library contribution was a priority. As a significant number of members now have contracts with Gallery Systems it was agreed that we should act as a group to ensure that they produce the promised export report from TMS (which has not yet been forthcoming). Max Anderson agreed to draft a letter to Gallery Systems President Jay Hoffman, stressing the importance of this capability to AMICO Members. Several others around the table who were also TMS clients agreed to sign.

#### **7. AMICO Library Distribution and Subscription**

David Bearman discussed several distribution options and agreements that were in the pipeline. It was noted that several options had arisen with commercial distributors. It was confirmed by the Executive Committee that, based on the principles adopted during the Encyclopedia Britannica discussion, pursuit of commercial distribution was an accepted option.

One such possibility is the pursuit of individual subscriptions in partnership with an organization like Questia; AAMD museums' member's subscription could be offered through this kind of alliance, which would be a potential additional individual subscriber universe of 1.2 million.

#### **8. Other Distribution Issues**

The ARS agreement to provide worldwide distribution rights was reviewed. The agreement would not go into effect until the next release of The AMICO Library on July 1, 2001. It was noted that that parts of the agreement would only apply to U.S. museums, including clearance to use images on member web sites and publishing the AMICO Library from servers outside the US. How this would impact our Canadian members and potential overseas members would have to be further addressed.

The desire to build on the ARS agreement through agreements with other rights societies was reaffirmed, and will be follow-ed-up on once the ARS agreement is in place.

#### **9. AMICO's Management and Future Plans**

David Bearman and Jennifer Trant reviewed the AMICO Business Plan developed during our planning phase, and summarized the "scorecard" that compared plans to reality. This review highlighted how the organization was doing vis-à-vis past projections. It was noted that despite lacking a planned initial \$5M funding, that we were not too far off the plan.

Trant and Bearman reaffirmed the desire of Archives & Museum Informatics to remove itself from active day-to-day management of AMICO at the end of the current contract, which runs through June 2002. Planning now will make a transition smooth, and enable AMICO to continue active growth and a robust agenda of activities. Several scenarios for the future were touched on. It was suggested that a Transition Team be put into place with possible members being Max Anderson, Sam Sachs, Stephanie Stebich, Scott Sayre, and Betsy Broun. It was agreed that recruiting materials for a future Executive Director needed to be developed and that a special meeting to discuss this should occur in NYC very soon.

AMICO's current management will assist in developing these materials and in identifying candidates. A full professional staff should also be in place by next spring, so that it will no longer be necessary to rely on partial time from A&MI technical and administrative staff.

Jennifer Trant brought up the fact that as AMICO changed shape an elected board be more appropriate. To aid in the transition from Trant/Bearman management it was suggested that an Advisory Group to the organization of outside professionals would also be helpful.

**10. Schedule and Deadlines**

Sam Sachs reviewed the upcoming deadlines for AMICO contributions and future planned meeting dates. He urged attendees to encourage their Project Teams to keep on track with contributions – due March 31, 2001, and to ensure that they were represented at the upcoming Members Meeting.

**11. Adjourn**

Sam Sachs adjourned the meeting at 6:30pm and Max Anderson seconded this.