

APS Board of Directors Meeting
AmeriStamp Expo
Birmingham-Jefferson Convention Complex
East Meeting Room N
Birmingham, AL
Thursday, February 22, 2018

General Session- 10:00 AM CST

APS Board Members Present: Mick Zais, Patricia Kaufmann, Jeffrey Shapiro, Robert Zeigler, Stephen D. Schumann, Bruce Marsden, Richard Drews, Michael Bloom, Peter P. McCann, Mark Schwartz and Stephen Reinhard via telephonic connection.

APS Staff Members Present: Scott English, Ken Martin, Rick Banks, Martin Miller

Others Present: Kathleen Yurchak, Eric Jackson, Pat Walker, Liz Hisey, Foster Miller, Wade Saadi, Michael Baadke and Don Heller.

- I. President's Welcome** The meeting was called to order by President Zais at 10:03AM and he was pleased to see so many present.
- II. Approval of Minutes** It was moved by Jeffrey Shapiro and seconded by Mark Schwartz that the minutes for the meetings of August 2017 and January 2018 be approved. Passed unanimously.
- III. Reports**
 - A. Shows.** Ken Martin noted that there are 5 APS sponsored shows on the schedule through 2021. The Soiree will take place at Stampshow 2018 on Thursday evening. Tickets are \$500. each or one may sponsor a table for \$5000.
 - B. Society Attorney.** Kathleen Yurchak stated that the Don David Price suit had been settled and that his donation had been returned. She also noted that consignors to Regency Auctions, which is bankrupt, should have their material returned in the near future
 - C. Treasurer.** Bruce Marsden gave a detailed report on APS finances. concluding that they are in excellent shape and suggesting that 500K be taken out of the Campaign for Philately Fund and 500K be taken from the insurance fund and such funds be used to pay down the bank debt since one loan is going to reset in April 2018. It was moved by Bob Zeigler and seconded by Jeffrey Shapiro to refer Bruce's proposition to the Joint Finance Committee for expedited review. Passed unanimously.
 - D. APS Editorial Department.** Martin Miller has 5 areas he is emphasizing as Editor of the American Philatelist- Maintain standards, Search for authors, Expand contents, Bonus content and revitalize advertising. He also would like to see the APS Blog expanded. His overall plan is to look at all avenues of communication and to have a combination of light and heavy articles.
 - E. Library.** Scott Tiffney reported that digitization of the AP is continuing and can be accessed by APS members on the APRL website. He will be promoting the library on line as well as services offered by the APRL. The

50th anniversary of the founding of the APRL will be celebrated on 3 November 2018 in Bellefonte with dinners and honoring the past librarians.

- F. Dealer Advisory Council.** Patricia Kaufmann has a number of suggestions from the Dealer advisory council regarding AmeriStamp Expo and face-to-face board meetings- She suggested partnering annually with other shows to take care of such issues as the Single Frame CofC, face-to-face Board meetings,etc. The DAC also suggested downsizing StampShow, get input from DAC venue selection before choices go to the APS Board, Better pre-show publicity, internet outreach and bring APS Board concerns to DAC for feedback.
- G. Executive Director.** Scott English reported that the American Topical Association will jointly sponsor StampShow 2018 in Columbus, Ohio. The American First Day Cover Society will jointly sponsor StampShow 2020 which will be held in Hartford, CT. Show revenue and advertising revenue was down in 2017 and membership continues to decline each year. The sales unit has been streamlined and more features have been added such as PayPal and a want list feature on StampStore.

IV New Business

- A. The Future of AmeriStamp Expo.** Because of continuing losses this show should be discontinued after 2019. Some Board Members felt that one year between face to face Board meetings was too long. Drews proposed that the decision should be studied and a report be issued to the Board in May 2018. Pat Walker, President of AAPE, said that AAPE should also make a decision on how they will participate in any revised Spring Meeting.
- B. FIP Elections.** Mick Zais noted that Chris King of the UK and Bernard Beston of Australia were candidates for FIP President. Perhaps a questionnaire could be sent to each candidate to give their views on various subjects.
- C. Membership Modernization.** Scott English gave a detailed report touching on such areas as history, membership by age, applicants by age, what this means, tradition vs. technology, digital landscape, pillars of promotion, audience, marketing, challenges and planning.

It was moved by Richard Drews and seconded by Jeffrey Shapiro that the meeting be adjourned. Passed unanimously; the meeting was adjourned at 11:15AM.

Respectfully submitted,

Stephen D. Schumann
Secretary