



FEDERATION OF HISTORICAL BOTTLE COLLECTORS
FOUNDED 1969

FOHBC Board of Directors Meeting
April 7, 2026, 7 pm CDT via Zoom

Present: Michael Seeliger, President
Alice Seeliger, Secretary
Kathy Craig, Treasurer
Doug Simms, Special Projects Director, Webmaster
Craig Cassetta, Marketing Director
Matt Lacy, Director at Large
John O'Neill, Director at Large (for portion of the meeting)
Charlie Martin, Northeast Region Director
Henry Hecker, Midwest Region Director

Absent: Richard Siri, Director at Large
Tom Lines, Southern Region Director
Eric McGuire, Western Region Director

President Michael Seeliger called the meeting to order at 7 PM CDT.

Meeting Summary

- Michael reported that investments remained stable despite some losses, with income from bottle sales, memberships, and magazine advertising.
- Doug Simms presented a 30-day website analytics report for the Federation and Virtual Museum websites. The Federation website saw 465 page views (up 19% from previous period), 3,397 users, and 4,811 sessions, with the Auction Price Report becoming the second most popular page after the homepage. Doug noted that upgrading to a Pro version would provide more detailed analytics at \$100 per year. The team discussed upgrading to Analytics Pro for \$100 annually to gain deeper website insights, though this would require further discussion. Michael and Doug will discuss, and Michael can approve if he feels it would be appropriate.
- Doug presented an updated Auction Price Report system, with photos, that has been integrated into the Federation website with a more powerful server. Moving the APR to the

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main website is saving on server costs by reducing from three to two server accounts. He demonstrated its improved search functionality using a firecracker flask search example.

10,000 new Heckler (Bill Meier) and Evans (Connor Rush) auction results have been added and that has been promoted through MailChimp emails and AB&GC.

Andy Kaufman (Real Time Auctions) compiled some of DeCaro's and Hagenbuch's auction results as a test. The team discussed the cost and feasibility of continuing to use Andy to compile auction data, with current costs totaling \$295 for completed work. With a motion by Alice, seconded by Charlie, the board authorized a \$295 payment to Andy (Real Time Auctions) for the auction data he has already provided. Doug proposed evaluating whether he could handle the website scraping internally at a potentially lower cost, though he noted limited availability due to other priorities. He has already discussed this approach with Jim Hagenbush and John Pastor from Glassworks Auctions and American Glass Gallery, who approved the approach. The board agreed to compare costs and time requirements between Andy's services and internal alternatives before making a decision.

Greg Spurgeon has agreed to provide auction results from 2018 forward for the North American Auctions, with detailed descriptions including base, color, and condition information.

Doug would like to acknowledge Bill Meier's significant contribution to creating the auction price report database through a free placement of a one-half or quarter-page ad for Bill & Jill Insulators in AB&GC for one year. Alice/Editor will coordinate placement for each issue based on space available. The board agreed this was appropriate.

– Doug presented plans for expanding the Virtual Museum with 661 total spins having been received from Alan DeMaison, which will nearly double the current collection. He explained the process of uploading bottle images to the Virtual Museum website. Doug will handle the technical aspects of uploading the images to the server as it requires specific knowledge of the website's structure. He can train others to help with creating spins just as he has with Lisa Conners. Doug and Lisa will set a realistic target for how many bottles to add per month during the upcoming Virtual Museum zoom meeting with Alan DeMaison, Lisa Conners, Michael Seeliger, Alice Seeliger, and himself on Thursday.

With the help of Lisa Conners, 85 bottle spins have been processed and are ready for pages, with plans to add half a dozen to 10 bottles next week. Alice identified several experts who will contribute to the museum content, including Vern Huffstetler for poisons, Bob Strickhart for bitters, and Michael George and Matt Lacy for flasks. She will prepare a list of "experts" for Doug and Lisa.

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The board discussed the need to establish a formal structure for the Virtual Museum to keep it under the umbrella of the Federation and its non-profit designation. Charlie suggested designating it as an Ad Hoc Committee with Doug as chairman. Michael noted that the bylaws currently reference a board of directors for the Virtual Museum and agreed to draft changes to reflect the Ad Hoc Committee structure for consideration of a bylaws change at the annual meeting to be held virtually in July/August.

– Alice noted that the nominations for the 2026 to 2028 term for Board of Directors were closed April 1. We received a candidate for the Southern Region Director, Richard Paananen. The person who initially accepted the Vice President nomination needed to withdraw for health reasons, so there will not be a candidate for that position. Alice, as Secretary, will present the slate for adoption at the virtual annual meeting since there are no contested positions.

– Michael noted an increase in new memberships and renewals at shows where FOHBC has a promotional table. He felt many more females and children are becoming interested in bottle collecting as families with children were plentiful at the Baltimore show.

– Greg and Elise noted the 2026 Nashville club show has only 30 tables remaining.

– Greg and Elise Eaton reported that planning and promotional efforts are ongoing for the Nashville National Expo in 2027. They will work with Doug to create a dedicated webpage for the event next week. More information will be added to the website and the magazine as it is received. They have reached agreements with five hotels but reservations cannot be made until August 2026 so that information is not being released yet. 30 tables have already been reserved. They are receiving requests for the orange Drake's as samples are displayed at shows. They will promote the Expo at upcoming bottle shows including their Tennessee club show and ones in Virginia and South Carolina.

– A potential 2028 FOHBC National Expo was discussed with a few members of the Baltimore club. There are several people interested in hosting it at a New Jersey location. Further discussions via Zoom will be scheduled. The May-June AB&GC includes a preliminary RFP to host the event.

Doug also shared that he had spoken with Sean Peters, president of the Baltimore Club, about potentially sponsoring a national show in Baltimore, which could complement rather than compete with their existing March event.

– A Federation Dealer designation program was suggested, such as an emblem they could put on their sales tables, or a special name tag. Further consideration is needed regarding implementation details and costs. A survey of clubs/members was suggested.

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– Alice provided an update on the magazine, noting that the current issue was sent to the printer on the third of April with a projected mailing date of the 14th, and noted that an annual, one-time issue will be sent to each club to encourage individual Federation memberships. She reported that the magazine is on schedule, American Printing is doing a great job, and members are receiving their magazines promptly. In the May-June issue there will be some adjustments in cover stock and using three staples to solve the problem of the centerfold page coming loose with repeated handling by readers, which a few people reported. If problems persist, there are two other potential alternatives: using lighter paper for inside pages or reducing the number of pages. However, she noted that the printer purchased enough paper for the inside pages for six issues in order to give us a better price so changing that would be a problem. The cover stock can be changed.

– Michael report that nearly 40 2026 Commemorative White Swirl Drake's pre-orders have been received and paid for. Delivery will begin at the St. Louis show on April 19, 2026. A total of approximately 120 Reno '25 Red Drake's have been sold.

– Doug requested clarification on the publication of Board of Director Minutes on the website. Should they be available to members only or open to the public? Charlie clarified that as a 501(c)(3) non-profit organization, most meeting content must be publicly available except for confidential matters related to ongoing issues like personnel or potential litigation. Those minutes would be withheld until the matters are resolved or are no longer an issue.

– Michael reported on Exhibition book sales, noting they sell around two books per week on eBay for \$25, with 1,300 book sets still available for distribution to clubs, libraries, historical societies, etc. He has found that they do not sell for \$30 at shows. The current magazine advertisement price remains at \$50 per book but none have been ordered through that ad.

– Michael reviewed upcoming webinars, including one on Bininger bottles by Jim Bender on Tuesday, April 14 and discussed seeking new seminar speakers through YouTube and other channels.

Action Items

- [Doug Simms: Post the ethics revision documents on the FOHBC website within the next day or two.](#)
- [Alice Seeliger: Provide Doug Simms with a list of subject matter experts and their email addresses for the Virtual Museum bottle research and descriptions.](#)

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- Doug Simms: Send payment information including payment method, to Kathie Craig for the \$295 payment to Andy of Real Time Auctions for auction data he provided.
- Doug Simms: Begin uploading new Virtual Museum spins/pages, aiming for 6-10 per week, and coordinate with experts for bottle descriptions.
- Doug Simms, Greg and Elise Eaton: Collaborate to create and update the Nashville National show page on the FOHBC website, including all relevant information (flyers, contracts, hotel info, etc.).
- Doug Simms: "Sticky" the Nashville National event on the FOHBC website to keep it prominent.
- Alice Seeliger: Ask Nashville-area clubs if they have dealer or email lists to share for Nashville National show promotion.
- Doug Simms: Send out MailChimp campaign for Nashville National show when requested by Greg/Elise.
- Doug Simms, Michael Seeliger, Alice Seeliger: Evaluate and summarize the cost and time implications of continuing to pay Andy for auction data versus enlisting Doug's services either under his webmaster position, or at an additional cost which would be less than Andy would charge. He will report at next board meeting.
- Michael Seeliger, Alice Seeliger: Draft proposed bylaw change to restructure the Virtual Museum as an ad hoc committee and present for vote at the annual meeting.
- Doug Simms: Post board meeting minutes publicly on the website (not members-only), except for ongoing confidential matters.
- Doug Simms, Alice Seeliger: Work with Bill Meier (Bill & Jill Insulators) to recognize his contributions to the APR, including offering a quarter or half-page ad in the magazine for a year, pending camera-ready ad from Bill.
- Alice Seeliger, Doug Simms: Troubleshoot issues with permissions and editing of the minutes pages on the website.
- Doug Simms: Consider upgrading to Analytics Pro for the website (\$100/year) and discuss with Michael for approval.
- Doug Simms: Continue to monitor and report on Virtual Museum progress after the upcoming virtual meeting with the team (April 9, 2026).
- Michael Seeliger: Seek and collect ideas for future seminars and follow up with potential presenters (e.g., Tom Askjem).

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- [Doug Simms: Update Virtual Museum structure terminology at next Thursday's meeting to reflect ad hoc committee status.](#)

Respectfully submitted,

Alice J. Seeliger, Secretary

The foregoing conveys our understanding of items discussed and decisions reached during this meeting. FOHBC will assume these notes correct and a matter of record unless notice to the contrary is received within one week of the issue date of these meeting notes.