

EXARC year report 2010

To be presented at the AGM, March 12th, 2011

For an overview over EXARC's goals and history, we refer to the website www.exarc.net. EXARC is ICOM Affiliated, the international organisation of Archaeological Open Air Museums and other facilities involved in Experimental Archaeology. In 2010 we have opened up for individual membership. The number of members raised with 16 (2009: 8; 2008: 11; 2007: 9; 2006: 8; 2005: 3). Twelve of these are individuals, and also 8 "old" members have turned their membership into an individual one. End of 2010, EXARC counted a total of 82 members, 20 of which are individuals.

Board

The board of 2010 existed of 7 people: *Ilaria Pulini* (IT) Chair, *Martin Schmidt* (DE) Vice Chair, *Roeland Paardekooper* (NL) Secretary, *Ulrike Braun* (DE) Treasurer and 3 members: *Margriet Lestraden* (NL), *Geir Sør-Reime* (NO) & *Geir Are Johansen* (NO). All people in the 2010 Board had served already in the 2009 one.

There have been a total of 6 Board meetings: two weekends in Hannover (Feb '10 & July '10) and four teleconferences (Sept '10, December '10, January '11 & February '11). This was double as much as in 2009. Individual Board members spent again substantial time for the Board work as well as own funding for attending meetings. For the first time, the amount of hours has been calculated:

1,800 hrs by the Board + 400 hrs (for editing the journal, the website & a bit of financial administration) making about 2,200 hours, of which 50% by the secretariat.

The secretariat has spent almost double as much time on EXARC in 2010 compared to 2009. This was mainly caused by helping accomplishing two Grundtvig applications and the 2nd chance application for OpenArch, all of which were successful, about which later more. Also the more intensive Board work has cost more time.

More than in previous years, communication has been by email (58 secretary mails to the Board, but sometimes these are simple things like the presentation of a new member (2009 this happened 39 times; 2008, 46; 2007, 48; 2006, 30). Since the Summer, more things have been discussed bilaterally between the secretary and the Chair & Vice Chair.

With EXARC being freshly registered early 2010 in the Chamber of Commerce in the Netherlands, with a good charter, EXARC also changed its bank account to the Netherlands, because if at all, here we will be needing to pay taxes. The Bank account has internet access so the Treasurer can be any member worldwide. The Board has spent much time in preparing bylaws – the charter obviously regulates not everything.

EU

The *liveARCH* project ended in 2009, but the reporting to Brussels took a considerable amount of extra time – there were mainly financial issues to be solved by the Lead Partner in Eindhoven (NL). Once that was done, EXARC finally got paid for the PR we had been making for them for three years, a welcome help for our Journal.

When in February 2010 we thought OpenArch had failed on 1%, in August (we were well on the way making a 2nd version of the application) we got the unreal news we were accepted after all. Extra consultants were hired by the Lead Partner Calafell (CAT), one old partner dropped out, and one new one, and also EXARC were taken in. With EXARC being one of the partners, we will be more visible throughout the project inside OpenArch and hopefully foster some solidarity for all members. OpenArch started 1 January 2011, and will last 5 years.

Both of our Grundtvig Learning Partnership Applications were accepted (almost completely) so both *Zeitgeist* and Grundtvig started for a 2 year period in August 2010. This is a major success as it are projects, particularly fit for the not-so-big organisations: there is little bureaucracy.

Vision

From the very first EXARC EU project on, the EXARC Board still hasn't found a good way how to handle such projects. Without EXARC and the hard work of one person, they would not exist, but once they run, most of these projects are a bit self-centered and tend to forget about EXARC. True, they have their own promises to keep, but the bigger picture (past, present and future) is – or should be EXARC. That is why EXARC helps. Some people appreciate that a lot, others not at all. The EXARC Board itself hasn't found a right way how to get this message across yet either and regrets this. We hope to be "in it together" – EU projects should not just be good for individual members, but also for the unity of members, EXARC.

ICOM

EXARC was granted in March 2010 the status of Affiliated Organisation of the International Council Of Museums ICOM. It is a trial period of three years in which EXARC needs to become more professional and more members need to become ICOM members.

It took a long time to find out about 20 EXARC members actually are also ICOM members. It is a must that 50% or more will be ICOM member in early 2011. EXARC will make a good offer for those EXARC members stepping in into ICOM.

We attempted to get enough funding (from members and ICOM itself) to attend the Convention in Shanghai, but we unfortunately failed. Instead, using more limited resources, we sent a mailing to all ICOM national contacts, we sent 150 archaeological open air museums in North America a copy of our journal and an offer to become member, we opened up our membership for individuals and finally, we established contact with the SPT & REARC, two associations with a vast network of experimental archaeologists and museum colleagues in North America. For this latter, we sent a one person delegation to a conference in Gastonia in October which was very well received – in the States, people are interested. A counter visit from SPT & REARC is taking place at the EXARC Convention in March.

16th EXARC meeting

Following on the larger conferences in 2009, the 2010 AGM was on purpose kept small. It was organised as a specialist meeting at the National Museum in Wales. There were 32 people present, of which 9 EXARC members. Besides St Fagans, some other examples of (re)construction and experiment in archaeology in the UK were presented by among others the Universities of Reading and Exeter, Cosmeston Medieval Village, Castell Henllys Iron Age Fort & Wychurst.

Experimental Archaeology

EXARC consulted its members in Spring 2010 about what they thought was experimental archaeology and how they implement it. This will serve as basis for future development in this field for which the Board already has developed some ideas. Experimental archaeology is one of the unique characteristics of a good archaeological open air museum and the two fields are linked in many ways. If we help one, we help the other.

PR & Communication

Following the 2008 flyer, EXARC made a new version with specific offers valid for 2010. It was reprinted once, totalling about 3,000 pieces. By the end of 2010, almost all are used up.

EXARC on Facebook goes well. The AOAM group counted at the end of 2010 400 members (150+). EXARC is also one of the moderators of the largest FB group on experimental archaeology (1,275 members) and uses it to mention conferences et cetera, not only our own.

On LinkedIn, we established groups in both the subjects.

Internal communication – News mails

EXARC communicates with its members and affiliates by email, 9 times in 2010 (2009: 10, 2008: 16; 2007: 23). Thanks to the help of Wulf Hein, all these mails have been bilingual (English & German). English remains the official language within EXARC.

The website

The website is being visited more often and from more distant places than in the past. In 2009, we had 8,000 visits of which 6.5% from America. In 2010, it had increased to 10,039 visits of which 7.5% from America. Not every member links to our association's website yet.

EuroREA

As reported by *J.K. Dvorakova*, Editor in Chief

In April 2010 the 7th volume of EuroREA was finalised and published. It contained 16 articles and two thematic blocks, a discussion on the topic of presenting archaeological reconstructions to the public and reports from conferences concerned with experimental archaeology. Altogether we had 37 contributors from 15 different countries.

Following the changes in its publisher from a European to an international organisation, the journal will be relaunched in 2011 under the new name 'EXARC, Journal for Archaeological Open Air Museums and Experimental Archaeology' with a new structure. From 2011 the journal will have two reviewed sections, one dedicated to Archaeological Open Air Museums and the other to Experimental Archaeology and a miscellaneous non-reviewed section containing reports from conferences and events, interviews, brief portraits of museums and reviews. The change into an international journal is reflected by the change in the language policy. From 2011 articles will be published in English with German and French summaries.

The 8th volume to be published later this year will be a transition number. It will be published in the new format but a number of articles submitted before the re-organisation. We are also only starting to network outside Europe and therefore only between 1/5 to 1/4 of the contributions come from elsewhere, all from Americas. Altogether we received 5 contributions to the Archaeological Open Air Museums section, 10 articles to the Experimental Archaeology section and 5 reviews, a number of reports from various conferences and miscellaneous contributions. The material exceeds the space available and the final choice will be made after the reviewing process.

Overall, in 2009 we sold 641 copies, 141 directly and 500 for resale (was 115 and 631). These are 100 less than in 2008, mainly because of a declining number of wholesale orders by 33%. Both in 2008 and 2009, we had a single customer buy 200 copies, we do not foresee this in 2010. In 2009 we sold 3 pages with adverts. We have 40 subscriptions (7 in the UK) of which 15 new ones in 2009.

We desperately need somebody who is good with marketing!



EXARC on the internet: <http://www.exarc.eu>

EXARC Secretariat:

Canadastraat 21, NL 5651 CE Eindhoven, the Netherlands
phone: +31-40-3684545, e-mail: r.p.paardekooper@xs4all.nl

Treasurer of EXARC:

Ulrike Braun
Foerderverein Archaeologisches Zentrum Hitzacker e. V.
Elbuferstrasse 2-4, DE-29456 Hitzacker (Elbe), Germany
phone: +49- 5862-6794
e-mail: azh@archaeo-centrum.de

Hitzacker – February, 10th 2011

Regarding: Finances 2010

2010 in total we had a positive result of 10.387,50 €. We had a total income from EXARC of 22.666,51 € and total expenses of 12.279,01 €. The good positive result is due only to the Grundtvig project. The European community supported the EXARC partnership with 11.200,- €, and only 753,95 € has been spent for the meetings yet. Also, there was a transferring of 3.500,- € from the *live*ARCH project to the “mother-organisation” EXARC.

Now we are settled with the organisation we had to pay the notary costs for 2010 (499,80 €). There will be no more need for anymore cost in 2011 for the change of registration. The positions “Travel costs” and PR have been raised, since we help our members and secretary with their travelling for EXARC and we now have a new flyer. Both position should be budgeted 2011 on a higher level. The position “Secretarial Material” gives our secretary the opportunity for postage cost etc. and is regarded to be raised in 2011 on 700,- € .

EuroREA was supported by EXARC with 3.249,47 € (income 3.557,25 €; expenses 6.806,72 €). In compare to 2009 the expenses for EuroREA are almost the same, but there is a loss in the income of almost 2.000 €. Most of the UK account (total surplus of 1.149,82 €) is due to selling EuroREA magazines. So, actually EXARC supported EuroREA (including both accounts) round about with 2.000,- € this year.

The membership fees have been paid more or less willingly. Only nine members have not paid their fees for 2010 yet. We will ask for the fees with the invoice for 2011.

This year there is a new account opened up in Netherlands. End of March 2011 the German account will be closed. The complete amount of money is already transferred to the new account.

Yours sincerely,

Ulrike Braun M.A.
Treasurer

EXARC Account 2010 - Income & Expenses

Income	2009	2010	2011
Anfangsbestand	5.887,75 €	6.047,60 €	16.435,10 €
Membership fees (incl. prev. Yr)	4.124,00 €	4.129,20 €	5.505,00 €
Interest	1,28 €	8,46 €	0,00 €
liveARCH		3.500,00 €	
EXARC Journal (incl. prev. Yr)			
Selling	2.319,00 €	2.547,25 €	2.083,00 €
Postage	554,50 €		
Avertisements	3.000,00 €	1.010,00 €	2.725,00 €
Editor hours		5.884,00 €	6.000,00 €
Donation		71,60 €	
Donation Board hours		48.956,25 €	46.000,00 €
Donation PR hours			4.500,00 €
Donation Board travels			5.500,00 €
Travel Support		200,00 €	600,00 €
Grundtvig (Didarchtik)		11.200,00 €	
Grundtvig (Zeitgeist)(prev. Yr)			197,55 €
OpenArch			6.000,00 €
Total Income	9.998,78 €	77.506,76 €	79.110,55 €

Expenses			
PR/Flyer	503,37 €	969,79 €	1.000,00 €
Donation PR hours			4.500,00 €
Website	235,99 €	197,20 €	250,00 €
Sec. Cost	500,00 €	500,00 €	650,00 €
Donation Board hours		48.956,25 €	46.000,00 €
Bank Account + Taxes, PayPal	73,72 €	58,86 €	145,00 €
Travel Cost	593,09 €	1.367,45 €	3.500,00 €
Donation Board travels			5.500,00 €
Translation	830,33 €		
Notary Cost/Reg. Chamber of Commerce		499,80 €	30,00 €
Sec. Material	105,81 €	772,69 €	0,00 €
Postage			2.073,36 €
Presents Board	101,50 €		300,00 €
EXARC Journal			
Postage	1.274,25 €	1.820,75 €	660,00 €
Design & print	4.578,00 €	4.635,07 €	5.213,00 €
Transport	535,00 €	164,00 €	175,00 €
Return		186,90 €	
ISBN	7,87 €		12,00 €
Editor	500,00 €		550,00 €
Editor hours (donation)		5.884,00 €	6.000,00 €
Transfer to new account		155,00 €	
Grundtvig (Didarchtik) travels		753,95 €	7.300,00 €
Grundtvig (Didarchtik) products			2.300,00 €
Grundtvig (Zeitgeist)		197,55 €	
OpenArch Management			550,00 €
Total Expenses	9.838,93 €	67.119,26 €	86.708,36 €

Ballance	159,85 €	10.387,50 €	-7.597,81 €
Account 01.01.10	5.887,75 €	6.047,60 €	16.435,10 €
Account 31.12.10	6.047,60 €	16.435,10 €	8.837,29 €

UK Account - 14.12.2010

Account UK	159,85 €	1.149,82 €	Income	1.764,93 €
	6.207,45 €	17.584,92 €	Expenses	615,11 €
			Ballance	1.149,82 €