

## EXARC year report 2009

presented at the AGM, March 5<sup>th</sup>, 2010

For an overview over EXARC's goals and history, we refer to the website [www.exarc.net](http://www.exarc.net). EXARC is the international organisation of Archaeological Open Air Museums and other facilities involved in Experimental Archaeology. In 2008, the number of members raised with 8 (2008: 11; 2007: 9; 2006: 8; 2005: 3). With one members resigning due to going bust, the total number of members by the end of the year was 66.

### Board

The board of 2009 existed of 8 people: *Ilaria Pulini* (IT) Chair, *Gunter Schöbel* (DE) Vice Chair, *Roeland Paardekooper* (NL) Secretary, *Ulrike Braun* (DE) Treasurer and 4 members: *Margriet Lestraden* (NL), *Martin Schmidt* (DE), *Geir Sør-Reime* (NO) & *Geir Are Johansen* (NO). Unfortunately, soon after his election, *Nicholas Dixon* (SC) withdrew for personal reasons.

There have been 3 Board meetings: one at the AGM in Italy (March '09); a telephone conference (June '09) and one at the *liveARCH* meeting in Hungary (Oct '09). Unfortunately at none of these occasions the board was complete which meant that some decisions were postponed.

There have been 39 emails when the secretary informed the board or sent out a query (2008: 46; 2007: 48; 2006: 30). This is too much. EXARC is growing and needs to adjust its communication, both inside the Board and with / between the members. There is no solution so far.

Individual Board members spend substantial time for the Board work as well as own funding for attending meetings.

### Secretariat

The secretariat spent 650 hours on EXARC, excluding work on preparing EU applications<sup>1</sup>. Over the past 9 years, the secretariat has grown to more than a 50% unpaid job. EXARC has high ambitions and it is expected that the amount of work will become more. It is the opinion of the Board that a sustainable solution needs to be found. A simple listing of the kind of activities now being done at the secretariat:

- Keeping contact with members (200 hours)
- Helping the EuroREA editorial Board (90 hours), being more precise:
  - o Scouting for new articles (10 hours)
  - o Keeping in touch with all authors (30 hours)
  - o Text editing (10 hours)
  - o Chasing adverts (10 hours)
  - o Shop: invoicing, sending orders (20 hours)
  - o Maintaining and managing the storage of journals (counting et cetera)(10 hours)
- Keeping contact with non-members (museums, students, universities)(50 hours)
- Preparing the EXARC conventions (before, after)(50 hours)
- Preparing the EXARC Board meetings (before, after)(40 hours)
- Maintaining the Website (40 hours)
- Attending conferences and advertising EXARC there (40 hours)
- Accreditation / registration themes (30 hours)
- Keeping member's list and info (25 hours)
- Arranging the new Charter and Bylaws, reporting to Tax Office NL (25 hours)
- Producing E-Newsletters for the members and affiliates (20 hours)
- Keeping external contacts (for example ICOM)(20 hours)
- Sending folders when needed (10 hours)
- Maintaining social channels (Facebook, LinkedIn, ..)(10 hours)

### EU

The Delphi Project – officially ended in June 2005 – seized being hosted by EXARC at the beginning of 2009 and can now be found at [www.pfahlbauten.de/delphi](http://www.pfahlbauten.de/delphi). The *liveARCH* project had a great third and final year with important conventions in Italy, Germany and in Hungary.

Summer 2009, a new application was written by Roeland Paardekooper, Geir Sør-Reime and Clara Masreira for a follow up, called OpenArch. The project is under leadership of the Ciutadella Ibèrica de Calafell in Catalonia. Unfortunately, we came 1% score short to be successful, but we will try again. It took about 400 hours to get everything ready for the team of 3 people and about the same amount of

---

<sup>1</sup> *liveARCH* 120 hrs, OpenArch 210 hrs, Grundtvig 120 hrs.

hours by the 10 museums. We hope 10 museums will get the chance to cooperate for a period of 5 years, starting May 2011.

December 2009, the initiative was taken for a Grundtvig learning partnership, taking 2 years. An astonishing 25 members of EXARC showed interest when actually only 3 are necessary. This was followed up with two applications in February 2010, results of which will be known in Summer 2010.

## **ICOM**

The association EXARC intends to associate the open-air museums with archaeological profile as a committee in the International Council Of Museums ICOM. For that matter and after a long preparation, the board filed an application for becoming an affiliated organisation. Although no official decision has been communicated yet, the signs are well, meaning EXARC is about to be the representative of archaeological open air museums and experimental archaeology on the international level.

With a search for archaeological open air museums outside Europe, we compiled a list of over 150 names, mostly in North America. These places received a letter and we now are in contact with about 10% of those. In 2009, none of those have become member yet, in some cases the procedure is longer than expected.

## **14<sup>th</sup> EXARC meeting**

EXARC had its 14th and largest conference so far in Modena. About 300 people attended a 3 day conference, showing the potential across Europe and more specifically in Italy. The EXARC AGM was attended by over 40 people. With some changes in the board, the ambitions for 2009 were set. For EXARC, it was important to see what the EU project *liveARCH* had contributed to them and how to continue after *liveARCH* would be over. Important points *liveARCH* initiated were a definition process and contacts with ICOM. Here, *liveARCH* published the “**Guide to European Archaeological Open Air Museums**”. This mentions over 200 museums for the tourist who is sensitive to culture, nature and the environment. It is a journey to special places where the past comes to life through activities, historical re-enactments and experimental archaeology.

## **15<sup>th</sup> EXARC meeting**

In Hungary, EXARC held its 15th conference, the last one in cooperation with *liveARCH*. During this scientific meeting, we held an important general meeting where EXARC was disbanded – the Swedish organisation has been liquidated and 5 minutes later, the participants to the conference founded a new EXARC, with its legal seat in the Netherlands.

## **Charter**

After the decision at the AGM in Scotland ('06), a new charter has finally come into effect. The new charter brings EXARC more 'in sync' with ICOM and other international bodies. In Hungary (Oct '09), members of EXARC disbanded the old EXARC and founded a new one. The charter, which had been under discussion for 1.5 years and amended by the Dutch notary, was approved without any changes and registered later, on 22 December 2009. Bylaws still need to be developed.

## **PR & Communication**

Following the 2008 flyer, EXARC made 2 reprints and distributed flyers at various conferences as well as through members. Any member can order 50 flyers for free.

EXARC is now on Facebook as well. A group has been established about archaeological open air museums, under the patronage of EXARC. It counted about 250 members by the end of 2009. Messages refer for example to archaeological open air museums in danger of being closed as well as calls for other Facebook groups about specific archaeological open air museums.

Our most important channels of communication are the website and our journal EuroREA. Main target groups are our colleague archaeological open air museums, their fans / professionals and experimental archaeologists.

### Internal communication – News mails

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

### The website

With the new website brought on line by the end of 2007, we are happy with Magdalena Zielinska having continued to maintain the website. The EXARC website had a bit more visits per day if the past years are corrected for the Delphi visits<sup>2</sup>.

	2009*	2008	2007	2006	2005
1. (1) Home page	6.817				
2. (2) Members' presentation	2.436	4.321	2.368	1.808	1.631
3. (5) EuroREA	1.641	2.653	2.103	1.536	668
4. (4) EU projects	1.265	3.445	3.201	2.208	2.741
5. (3) About us	1.000	3.526			
6. (6) Meeting	494	1.949	1.955	1.404	1.482
total hits for top 6 pages:	13.653	15.894	9.627	6.956	6.522

We prefer to refer to [www.exarc.net](http://www.exarc.net) better than [www.exarc.eu](http://www.exarc.eu) although they refer to the same site. This to underline the international character we pursue. Every members should link to this.

### EuroREA

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

In 2009 the 6<sup>th</sup> volume of EuroREA was finalised and published in March. It brought 16 articles and two thematic blocks, a discussion on the topic of relationship between experimental archaeology and craftsmanship and reports from conferences concerned with experimental archaeology. Altogether we had 29 contributors from 12 different countries.

In the autumn we started with preparations of the 7<sup>th</sup> volume, to be published in April 2010. On the recommendation of the reviewers we returned one article to authors with request for substantial changes. We have approximately 78 pages of material which has to be reduced to 72 pages. The material represents 21 articles including 5 reviews and as in the previous volume two thematic blocks, a discussion on the topic of presentation of the results of archaeology to the public and again reports from conferences. Altogether we have 33 contributors from 13 countries.

We have already received contributions for the next volume (3 articles) and much material is promised (number of contributions meant for the 7<sup>th</sup> volume were postponed from health or work reasons). The space is becoming a major issue and we may be able to publish only a small part of what we receive.

Overall, in 2009 we have 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 buying 200 copies, we do not foresee that 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!

### **Finances**

As reported by *Ulrike Braun*, treasurer

2009 in total we had a positive result of 159,85 €. We had a total income from EXARC (without EuroREA) of 4.125,28 € and total expenses of 2.928,81 €. EuroREA itself was supported by EXARC with 1.036,62 € (income 5.873,50 €; expenses 6.910,12 €). The loss in the income is caused mainly by selling not enough magazines. We are happy to have an increase of income through the selling of advertisements. The membership fees have been paid more or less willingly. Only five members have not paid their fees for 2009 yet. We will ask for the fees with the invoice for 2010.

We spent 830,33 € for translating the constitution into English in 2009 and we had to pay the notary for getting registered in Netherlands. This work is finished by now and there will be no more cost from that in 2011.

---

<sup>2</sup> Visits per day 2009: 157; 2008: 105; 2007: 102; 2006: 57; 2005: 46.

## EXARC Budget 2010 - 2011

Income	2009	2010		
	5.887,75 €	6.047,60 €		
Membership fees	4.124,00 €	4.835,00 €		
Interest	1,28 €	1,20 €	<b>10.013,03 €</b>	<b>4.836,20 €</b>
EuroREA				
Selling	2.319,00 €	2.000,00 €		
Postage	554,50 €	500,00 €		
Avertisements	3.000,00 €	2.000,00 €	<b>5.873,50 €</b>	<b>4.500,00 €</b>
<b>Total Income</b>		<b>15.383,80 €</b>	<b>15.886,53 €</b>	<b>9.336,20 €</b>

Income	2011		
Grundtvig	13.900,00 €		
Openarch	7.500,00 €		
Membership fees	5.335,00 €		
Interest	1,20 €	<b>26.736,20 €</b>	
EuroREA			
Selling	1.800,00 €		
Postage	500,00 €		
Advertisement	1.500,00 €	<b>3.800,00 €</b>	
<b>Total Income</b>	<b>30.536,20 €</b>	<b>30.536,20 €</b>	

Expenses	2009	2010		
PR/Flyer	503,37 €	800,00 €		
Postage	105,81 €	200,00 €		
Sec. Cost	500,00 €	500,00 €		
Bank Account	58,72 €	60,00 €		
Website	235,99 €	250,00 €		
Travel Cost	593,09 €	1.000,00 €		
Notary Cost		499,80 €		
Translation	830,33 €			
Presents Board	101,50 €		<b>2.928,81 €</b>	<b>3.309,80 €</b>
EuroREA				
Postage	1.274,25 €	1.300,00 €		
Design	4.578,00 €	5.000,00 €		
Transport	535,00 €	540,00 €		
Expenses UK				
Account Cost It.	15,00 €			
ISBN	7,87 €	8,00 €		
Editor	500,00 €	500,00 €	<b>6.910,12 €</b>	<b>7.348,00 €</b>
<b>Total Expenses</b>		<b>10.657,80 €</b>	<b>9.838,93 €</b>	<b>10.657,80 €</b>
<b>Balance</b>		<b>4.726,00 €</b>	<b>6.047,60 €</b>	<b>-1.321,60 €</b>
<b>Account</b>				<b>6.047,60 €</b>
<b>Total Balance</b>				<b>4.726,00 €</b>

Expenses	2011		
Grundtvig	10.500,00 €		
OpenArch			
PR EXARC	1.000,00 €		
Postage	250,00 €		
Sec. Cost	500,00 €		
Sec. Office Cost	200,00 €		
Bank Account	60,00 €		
Website	250,00 €		
Travel Cost	1.000,00 €	<b>13.760,00 €</b>	
EuroREA			
Postage	1.300,00 €		
Design	5.000,00 €		
Transport	600,00 €		
ISBN	10,00 €		
PR EuroREA	1.000,00 €		
Editor	500,00 €		
		<b>8.410,00 €</b>	
<b>Total Expenses</b>	<b>22.170,00 €</b>	<b>22.170,00 €</b>	
<b>Balance</b>	<b>8.366,20 €</b>		
		<b>4.726,00 €</b>	
		<b>13.092,20 €</b>	