

**Notes from the 11th EXARC meeting in Százhalombatta (Hungary),
March 19th, 2006**
as remembered by Roeland Paardekooper.

See for the list of people present. Attachment 1.

Agenda

1. Opening
2. Remarks on last time notes
3. Meetings
4. PR
5. Goals 2006 & 2007

BRAKE

6. ICOM / EAA
7. Fees – suggestion
8. Messages from the board
9. The EXARC members' meeting

1. Opening

Opened at 9:38h by Björn, who welcomes everybody and sketches the outlines of this meeting.

We are welcoming here the following new members:

- Archeoparc Schnalls
- Peat Moors Centre
- Butser

All participants present themselves shortly.

2. Remarks on last times notes

As far as not returning with other points of the agenda.

- The board will send off 40 – 50 review copies of EuroREA to the leading (popular) archaeological magazines across Europe;
 - The Czech are almost ready with the list, which will be kept up to date by the secretary and will be used as well for PR means of EXARC.
- The board should contact an organisation in the UK on open air centres (suggestion Peter Vemming);
 - Roeland had contact with several people in the UK. "As far as they know, there is not even a loose association between centres in the UK, if anything, there is outright competition." There might come an association. The British members present will keep us informed. Different countries already have networks. Through these national networks we could get more members.
- The board will divide the new questionnaire in two parts, one on content, the other one on numbers. Information will only be shared amongst those having sent in their questionnaire;
 - Roeland has prepared the questionnaire and used comments by Bert van Valburg, Jack Veltman, Björn Jakobsen and Lars Holten. This will be sent out shortly.
- The board will have the statutes correct in both Swedish and English and have them on line at the website in English. Getting the Swedish and English version in sync with each other is a task for Björn, adding it to the website must be done by Roeland;
 - This has not been yet finalised.

3. Meetings

Roeland got the task to put together some guidelines for the host organisation of each Year Meeting. This has been done. The rules have been followed at this meeting for the first time.

The meetings should focus on a single subject each time – no more. The plan is to have an excursion, the meeting, visit the site and discuss it "behind the screens". Arriving Friday at 13:00h and finish before lunch on Sunday. The members agree with this approach.

Bob: we should have a plan for 3 years ahead.

The general idea is this is too far ahead. We must know well in advance where we will go next time. It does not have to be set, but we should have a list of possibilities.

Björn: we should officially have our member meeting in Spring, but maybe we can have our year meeting in the Autumn. At next spring meeting in 2007 we can decide about this "November change". It is difficult to get every one to one meeting, so we should make clear which meeting is important and which one is less important.

We have a suggestion to go to Scotland in the first half of March and maybe the Peat Moors Centre in November 2007. LiveARCH will have parallel meetings.

It was suggested last time, that next Autumn Meeting would be a 3 day field trip through Southern England. This will be coordinated by Peter Vemming. This has been rescheduled to the 2nd week of May, Kjersti and Geir Are are interested in going. Further we don't know about anybody. Maybe we should connect it to the time (November 2007?) when we have our year meeting at the Sommerset levels. Hereby, the travel is postponed.

Roeland mentions the EAA conference in September in Kraków, Poland, where three EXARC members will organise a session on experimental archaeology, a.o. to promote EXARC and its members.

We need to have the EXARC meetings cleared out and news bulletins about conferences separately on the website. It must be made clear when it is EXARC and when not.

Concerning the calendar, it is suggested to mark when something is from an EXARC member and to make different categories. One can always visit a fellow member and look behind the screens of an event, workshop or.. any time.

4. PR of EXARC

Björn: old members should be our best channel to get new members. This will strengthen the organisation. EXARC stands stronger if we have more members. This is one of our goals for 2006.

It was decided in Asparn, last time, Jack will be EXARC's press contact, preparing press messages for sending out to the members through the secretary. He made a proposition of how to run the PR of EXARC: a press package, a list of important addresses and a campaign for new members. The board feels we are not ready for the first two, but getting new members is important. We should make a clear offer: for 2006 you will get .. Roeland will make a short list.

5. Goals 2006 & 2007

- The board should prepare a discussion for next Year Meeting on clarifying the goals of our organisation and the relation between EXARC and LIVEARCH.

Björn takes up the point of definitions. The goal would be to clarify the definitions of different kinds of museums and getting them accepted. Nobody remembers the definition, what are the borders. There are different categories of museums, but as well different definitions of activities.

In Sweden there are about 50 actors working with "our kind of theme". Added to this another 30 – 40 who only see what they can get out of it.

In Sweden, they want to define the goals of the Swedish network.

- a. Everything based on history and archaeology
- b. experimental archaeology
- c. living history (this is like an adoption of the former)

We should find a thing in common, which would be the human being as focus. Not everybody needs to be a museum in the classical sense. Should we go for this division:

- Traditional museums
- Open air museums
- Site museums
- Living History museums

Roeland: this should be brought in sync with the ICOM definitions.

Kjersti: what about the word museum? When can you be one and when are you excluded?

Björn: in our thing, the communication is central. Quality insurance can be done when we defined ourselves well. And levels of development. We will characterise the places through questionnaires.

Eddie: this is a definition for ourselves, not for the public. Shall we work on these criteria?

Martin: this is a MUST!

Björn: I can show what we did in Sweden and discuss with members if we like it or not.

Gunter: you need all 4 categories in your centre to be a good museum.

You do not need to have all 4, but can refer to the other places which fulfil the other tasks.

Bob: when you defined, you can as a board decide into which category someone can be member. Then you may need to refuse some people. If we put all criteria we can better define different kind of members: individuals, starters,

If we get LiveARCH, we can get this easier done.

BRAKE

6. ICOM / EAA

- The board should continue its efforts in getting in contact with the right ICOM Committees; Gunter has contacts at Crete, Roeland worked on getting contacts with the "Musées de Site et de Reconstitution Archéologique" this is a workgroup within the ICMAH. Gunter is member of ICOM and could maybe take over the contacts Roeland has established up to this point. Are there any local contacts with ICOM and ICMAH? Please tell Roeland. We should explore the local level. We want to have a meeting with them in Europe.

Further, we could maybe pursue to become a working group in the EAA on archaeological open air centres. Martin, Marianne (Lejre) and Roeland are organising a session on experiments and centres in Autumn at the next meeting. This could be a step into that direction.

7. FEES

- Bert looked into the possibilities for membership fees in 2007. Two different scenarios are mentioned, among which a doubling of fees and a fee based on the amount of visitors. We can only make the fee higher, if we have more to offer. The idea to make members pay a certain amount per visitor is only useful once EXARC needs much more money. We decided, EXARC does not need more money and will suggest the members to keep the fees the same.

8. Messages from the board

We can go for INTERREG in 2007. The criteria for that will be on cultural heritage tourism. (IVB). Please read the INTERREG web pages in the next few months. Geir Sør Reime is keeping us posted. There is an exchange programme (of volunteers and students), Björn will send Roeland the link.

9. Round of remarks

Jan: the definitions are important, but quality as well! Quality is more to be addressed. Who will go on with these definitions?

Björn: if LiveARCH takes place, we will have a lot of time to get this done. Else we will follow this anyway.

Closed at 11:15h

The EXARC members' meeting

Björn sets out to lead the members' meeting of EXARC. EXARC is a Swedish organisation and should follow in these the Swedish statutes.

1. The year meeting is opened at 11:15h.
2. *Björn Jakobsen* is chosen as chairman of this session. *Roeland Paardekooper* is chosen as secretary to this session
3. Did everybody receive the invitation for this meeting at least two weeks before this meeting? The answer of all is: "yes".
4. **A year report** has been drawn up, *Roeland Paardekooper* reads it and it is accepted by the members present.
5. **Financial report:** according to *Gunter Schöbel*, our balance at 31-12-05 was € 1.400. *Peter Vemming & Marlise Wunderli* did the job of auditor in March 2006 and declared the books and balance in order. It is estimated, we will have in 2006 an income of € 1.475, making the total maximum budget € 2.875.
6. The old board is cleared from its responsibilities; there is not a single objection of the members present.
7.
 - a. The members not having to be re elected or replaced now are *Björn Jakobsen* for Chairman, *Lars Holten*, *Roeland Paardekooper* and *Arwo Pajusi*. Their period first ends in 2007. *Lars Holten* however, has declared his wish to step back. *Peter Vemming* is elected for one year.
 - b. A new member for one year is proposed by the commission for suggesting new board members (*Jack Veldman* and *Anda Vilka*, by mouth of *Roeland Paardekooper*), being: *Peter Vemming*. The members present vote him into the board.
 - c. The ones chosen for one year, now needing to be re elected for 2 years or to be replaced are: *Gunter Schöbel*, *Paloma González Marcén* and *Wolfgang Lobisser*. The commission for suggesting new board members (*Jack Veldman* and *Anda Vilka*, by mouth of *Roeland Paardekooper*) suggests *Gunter Schöbel*, *Wolfgang Lobisser* and *Geir Sør Reime* as board members for the years 2006 and 2007. The members present vote as follows. The members present vote accordingly.
 - d. The members present suggest having a woman in the board. Discussion is about spreading the membership wider than Scandinavia, but there are not many others interested in being board member. Those present have no problems with many Scandinavian board members. The members present elect *Kjersti Jacobsen* into the board for a term of two years.
8. The **election commission for new board members** will be *Jack Veldman* and *Anda Vilka*.
9. For the year 2006, an **economic auditor and a reserve** are elected. These people will be *Marlise Wunderli* as auditor and *Eddie Wills* as reserve.
10. The **members' fee** for 2007 is suggested by the board to remain at E 50,00. It is agreed upon to be as such by the members.
11. Were there any other suggestions for this year meeting sent in on paper two weeks before the meeting? No.
12. Are there any other questions which should be dealt with in this year meeting? No.
13. The year meeting is closed at 11:40h. Thanks to our host for these few days.

Attachment 1.**List of people present at the EXARC Year Meeting in Százhalombatta, March 19th, 2006**

Robert	Croft	UK	Peat Moors Centre	RACroft@somerset.gov.uk
Steve	Dyer	UK	Butser Ancient Farm	steve@archaeoman.force9.co.uk
Hannes	Egger	IT	Archeoparc Schnals	info@archeoparc.it
Kjersti	Jacobsen	N	Vikingmuseet på Borg	kjersti.jacobsen@lofotr.no
Björn M.	Jakobsen	S	The Museum of Foteviken Vienna Institute of Archaeological Science (VIAS)	bmj@foteviken.se
Wolfgang	Lobisser	A		wolfgang.lobisser@univie.ac.at
Armin	May	D	Bajuwarenhof Kirchheim BHK	Arminmay@gmx.net
Jan	Olofsson	S	Kalmar Läns Museum - Eketorp	eketorp@kalmarlansmuseum.se
Roeland	Paardekooper	NL	Historisch OpenluchtMuseum Eindhoven	r.p.paardekooper@hccnet.nl
Mirjam	Rettenbacher	D	Bajuwarenhof Kirchheim BHK Niedersächsisches Landesmuseum	
Martin	Schmidt	D	Hannover	Martin.Schmidt@pop-h.niedersachsen.de
Gunter	Schöbel	D	Pfahlbaumuseum Unteruhldingen	G.Schoebel@t-online.de
Magdi	Vicze	H	Matrica Múzeum és Régészeti Park	vicze@mail.battanet.hu
Eddie	Wills	UK	Peat Moors Centre	EWills@somerset.gov.uk
Marlise	Wunderli	CH	Arbeitsgruppe für Experimentelle Archäologie in der Schweiz	marlisewunderli@tiscalinet.ch



Attachment 2.

EXARC year report 2005

For an overview over EXARC's goals and history, we refer to the website www.exarc.net. In 2005, the members number raised with 5, but by the end of the year, 2 members left the organisation, bringing the total number to 34. This was the first time we lost members. In one case it was because the member organisation seized to exist, in the other case because the organisation did not manage to really set off and had to postpone all activities.

EXARC is mainly a collegial network of archaeological open air centres, albeit the leading network in its kind in Europe.

On February 18th, 2005, we lost one of our founding members, Ildikó Poroszlai from Százhalombatta, Hungary. She will be sadly missed. In 2006, an international conference will be held in her memory, during which the yearly EXARC meeting will take place.

Finances

The financial report is summarised in attachment (2a).

Board

The board of 2005, as elected in March, existed of Björn Jakobsen (S) as president, with Lars Holten (DK) as vice president. Roeland Paardekooper (NL) served as secretary, Gunter Schöbel (D) as treasurer, Wolfgang Lobisser (A), Paloma Gonzalez Marcén (ES) & Arwo Pajusi (S) as members.

EU

The Culture 2000 project by the name Delphi which started in June 2004 was successfully concluded in June 2005. Besides the 3 EXARC members (Unteruhldingen (G), Archeon (NL) and Arais (LV)), a host of other members helped in making the website truly multilingual. Questions from over 10 countries were added too.

The EXARC working group on INTERREG, set up in March 2004 in Barcelona got the news in January 2005, there would not be a new round for applications in April. Later the same summer, it was decided to use the INTERREG application we had and restructure it into a Culture 2000 application for the round of October. This new application, by the name "LiveARCH" combined 8 members of EXARC in a 1.5 million Euro application. Brussels will decide some time in April or May 2006 if this application will be rewarded or not.

Newsmails

EXARC communicates with its members and affiliates by e-mail. In 2005, this happened 24 times, about as much as the year before. Separate subjects are addressed by individual e-mails.

The centres

Information, derived from the yearly questionnaire are summarised in attachment (2). Members who contributed to the results received a full version of the results of the questionnaire. The rough overview was already given at the meeting in Asparn (November 2005).

Attachment 2.a: financial report over 2005

On December 31st, 2005, the balance of our account was € **1.171,13**.

In the end of 2004 it was € **623,56**.

In 2004 we had a total income of membership fees of € **1.400,00** and expenses of € **852,43** in total.

The expenses were:	2003	2004	2005
Secretarial costs:	€ 25,00	€ 100,00	€ 100,00
EXARC signboards:	€ -	€ 536,30	€ -
Costs for (REA 1 & 2):	€ -	€ -	€ 374,00
Postal costs:	€ -	€ 50,00	€ -
Funeral costs:	€ -	€ 50,00	€ -
Costs for homepage:	€ 50,90	€ 145,78	€ 209,44
Bank Costs:	€ 7,00	€ -	€ 1,47
In total:	€ 82,90	€ 963,84	€ 852,43

For 2006 we can count with an income of membership fees of € **1.600,00**. Including the € 1.171,13 we have on our account, we will have € **2.775,00**.

The finances were examined by Marlise Wunderli and Peter Vemming. The secretary has the results.

Gunter Schöbel, treasurer EXARC

Attachment 2.b: Results questionnaire 2004, gathered in 2005

The detailed results are sent to all who contributed to this. For all others, there is only this abstract. EXARC grew in 2004 from 22 to 30 members. 22 of them filled out the questionnaire, which results can be compared to information dating back to 2001 to 2003.

2. Shop

The amount earned per centre visitor is very different all across Europe. Probably, it has to be taken into account, that in some cases the number of shop costumers is taken instead of ALL centre visitors. This still has to be checked. Also, one should see, that the largest centre has up to 100 times more visitors than our "smallest" centre, meaning the total sum earned in one shop is totally different than of the other. There are two groups: one series of members has an income of between E 0,22 and E 0,50 per visitor. The other group has an income of between E 1,25 and E 4,00 per visitor. In some cases, a centre's shop is just a book store, in other cases it is a tourist attraction in itself. What works well are items below E 5,00, made of natural materials, with a flair of prehistory or the Middle Ages, depending on where you are. Another good group of products are souvenirs with logo (post cards, cups, key ring holders).

3. Living History

Quite a few members rarely use Living History (LH) groups, like the AÖZA, Hitzacker, Montale, Asparn, Kernave and Unteruhldingen. The latter one is unique in not organising markets or festivals either, were LH groups or individuals are employed.

In other cases, it is striking to see the same names popping up in different centres. It is unclear in how far personel or volunteers act out as LH as well. The 50% who do use LH groups are not totally dependend on those for addressing the public.

4. Visitor numbers & entrance fees

15 Museums grew in visitor numbers, compared to 2003 (hot summer back then), only in 6 cases, the numbers dropped. The total amount of visitors we counted in these museums were 1,4 million, 0,2 million more then in 2003. With Biskupin's visitor numbers remaining unchanged and Unteruhldingen dropping by 15.000 (6%) this is a remarkable growth.

Eight members calculated a higher entrance fee, in most cases E 0,20 to E 1,10 per visitor. Ten members kept their prices the way they were.

5. Problems / succeses 2004

The problems in general are a rising of the continuing expenses without enough rising of the income. In some cases, it is a matter of survival, with better possibilities when growing. In some cases, the tourist season is only 6 weeks long and a lot depends on one large event. There is a very fine line between failure and success. The risk cannot so easily be spread. Good PR is something members should invest in, both free publicity as paid. Modern facilities need to be improved, but often one is dependent on external funding. The members could generate more income by addressing the business adult group market (incentives).

EXARC Added Value

The added value members seek in EXARC is very different. It starts with seeing a nice discussion group of like minded people, in the same business, to exchange of information, people and goods. Some even look further and see an exchange on business information, and research issues. The question remains:

- What is in it for me?
- What can I do for EXARC?

New questions

We are looking into new questions for the questionnaire on 2005 for example on budgets: how much in total is spent per visitor? How much income per FTE? We should be able to compare figures.

Roeland Paardekooper, secretary EXARC