

Historical Maps Committee 2002-03

Committee Members:

David Jones	2 nd V-P Publications. Ex officio (Co-chair)
Gord Beck	Order fulfillment (Co-chair)
Louis Cardinal	Publications Officer, ACMLA
Terri Milton	Member (July '02 – Jan '03)
Cheryl Woods	Consultant

The Historical Maps Committee began its year with the presentation at CARTO 2002 of the ***Marketing Review and Plan for the Historical Maps*** prepared by Danny Forbes, a student in the Business Administration Marketing Course at Nova Scotia Community College. Out of the discussion came a number of proposals/directions to be investigated.

1. distribution through Museum shops, University Bookstores etc
2. preparation of a 'point of sale' poster
3. preparation of an article about the program
4. preparation of an ad for appropriate publications (Canadian Geographic; Beaver; etc.)
5. Consideration of new publications for 2003
6. Revision of the price structure.

Progress has been made on items 2, 5. and 6. A revised price structure was introduced for 2003; we have identified some maps for new production pending a volunteer to co-ordinate the project; and Gord Beck has produced a point of sale poster.

The Committee needs new members and volunteers to undertake specific projects. We have identified what needs to be done, now we need the help to accomplish those actions.

We had 70 invoiced transactions resulting in the sale of 795 maps (including 1 portfolio) and generating a total sales figure of \$4,081.50

We experienced unusually long delays this year for map orders shipped to customers in the U.S. The average shipment took 3 weeks to reach its destination and one shipment (of a single map) was lost completely. We can only attribute this to delays at the border as a result of Sept. 11th. This situation resulted in extra correspondence with patrons who were checking up on their orders. We will continue to monitor this situation.

I would like to thank Gord Beck for his excellent and dedicated work in maintaining the distribution activities of the program.

Respectfully submitted

David Jones,
Co-Chair, Historical Maps Committee

May 17, 2003