

ACMLA Historical Maps Committee Report for 2010/2011

Committee Members:

Dan Duda (Memorial) *Chair*
Gord Beck (McMaster) *Facsimile Sales Officer*
Cheryl Woods (Western) *Advisor*

I want to thank Gord Beck and Cheryl Woods for their work and support, especially Gord who deals with the everyday administration of our maps.

The following was prepared by Gord Beck, our Facsimile Sales Officer.

Total Transactions	24
Total Maps Sold	234
Total Sales (including fees charged for postage)	\$1,540.00
Total Money Collected	\$1,477.50
Bad Debts (unpaid invoices)	\$62.50
Postage Charged	\$142.50
Actual Cost of Postage	\$201.84

Sales of historical facsimile maps dropped dramatically this year from 366 maps sold in 2009 to only 234 in 2010 (a decrease of approximately 36%). Part of the reason for this drop in sales is that our largest customer, *World of Maps Inc.*, only purchased a total of 189 maps this year compared to 243 in 2009 accounting for 40% of the drop in sales. That being said, *W.O.M.* was still responsible for 70% of our sales.

For the second consecutive year there were no sales to museums or galleries who have dealt with us in the past. This year we only sold facsimiles to one other map vendor who, incidentally, just happens to account for the one bad debt we incurred this year. The remainder of map sales was to private individuals for a total of \$387.50.

Expenses:

The actual cost of postage was greater than that covered by our postage fee resulting in a loss of \$59.34. This loss has been growing slowly but steadily over the past 4 years so it is my recommendation that we increase the postage fee to a flat \$10.00 from the current \$7.50 for Canadian orders and \$10.00 for U.S. orders. Ironically, U.S. orders actually cost much less than orders shipped anywhere within Canada excluding Ontario. The average cost to mail an order this year averaged \$8.41 and we must remember that we have not been paying for our mailing tubes as they were supplied again this year free of charge by McMaster University Library.

I can only conclude that the economy has played a major part in the drop in sales as evidenced by the reduction in purchases by our largest customer. Analysis of the sales this year also draws attention to some vulnerable areas. First, we rely too heavily on one vendor for the majority of our sales. Additional vendors should be found and former vendors reclaimed. This may require advertising or outreach of some sort. Second, no new facsimile maps have been published in some time and therefore something along this line might be required to draw people's attention back to the collection in order to invigorate sales.

Danial Duda
Chair
Historical Maps Committee