

**Heritage Avon Lake  
DRAFT Board Meeting Minutes  
September 20, 2017, at the Folger Home**

**Meeting called to order** at 9:02 a.m. by President Gerry Vogel.

**Roll call:** Tony Tomanek, Gerry Vogel, Sherry Spenser, Sandi Gerhan, KC Zuber, Tom Patton, Lynn Miller. No members of the public were in attendance.

**Agenda:** No changes were noted.

**Meeting minutes** from August 2017 for the regular and special meetings were reviewed. KC moved to approve, 2<sup>nd</sup> by Sandi. Motion passed by voice vote.

**Financial report:** Sandi Gerhan distributed the financial report for August 2017.

- Beginning balance was \$30,285.67. Ending balance was \$54,829.09. Current balance today is \$26,516.44. Net worth today (subtracting credit card and other bills owed) is \$4,951.87.
- The budget report was distributed.
  - We had 2 voided checks. The city did not cash our check for cemetery tours – thanks! Another voided check was to Avon Lake Community Council; this check has been re-issued.
  - We have received our first grant reimbursement from the state for the first part of the siding work.
  - Ice Cream sales: \$330 ahead of budgeted expectation.
  - Rental income: \$1404 ahead of budgeted expectation.
  - Expenses: on track. Ice Cream expenses are below budgeted expectation.
  - Utilities are a little higher than budgeted.
  - Sandi will need to prepare the 2018 budget so that it can be presented as the annual meeting. She will bring estimates to the October board meeting. If you chair a committee or an event, please give Sandi a rough draft of expected income and expenses ASAP so that she can incorporate that into the 2018 budget. Please include marketing expectations for each event. She has 2016 data if a starting point is needed.
  - Gerry moved to accept the financial report, 2<sup>nd</sup> by KC. Motion passed by voice vote.
  - Sandi shared an Ice Cream Sales Financial Report through August 31, 2017. Leftover product will be sold at Tuesday nights FOHO open houses or we may possibly distribute to the membership at the annual meeting in November or at a “HAL Presents.”

**Basecamp Review presented by Gerry:** There are other formats available, but none of them are perfect. Basecamp has some limitations, but overall seems to work well. Discussion followed. Training sessions are available online, and board members are encouraged to review them if needed. We may revisit the topic in January 2018.

**President’s report:** Gerry Vogel reported the following:

- Gerry is trying to schedule an event at the Folger Home with State Representative Nathan Mannings and other local dignitaries.
- The Peter Miller House Museum merger committee will meet tonight at 6:30 pm at ALPL. Because of the ongoing bylaw revision process, we should be able to add additional members to our board to help with additional duties. We will need to discuss tracking separate money amounts for PMHM repairs and the money they would bring in after a

merger. They may want to dedicate spending their money only on PMHM. We could structure donations from members and others to FOHO and PMHM separately. Sandi will need data on expenses and income to incorporate into the projected 2018 budget.

- Tuesdays at the Folger: Gerry is working on procedures and a checklist for volunteers. He is trying to get more volunteers to help. For next year, we will need a Tuesday FOHO chair to coordinate. Gerry would like to keep Tuesdays informal with occasional programming. Gerry suggested that we need more signage to describe what FOHO is at the entrance to draw people inside. Keeping the doors open on summer nights is ideal, but won't work as the temperature cools. Discussion followed. Tom suggested that the board focus on larger issues and less on the minutia of events.
- Gerry created a shared Google doc to report volunteer hours. This will be posted soon.

## **Committee Reports**

**Programming and Education (PEC):** Sherry Spenser will need a new video editor for HAL Presents.

- Letters to the schools for providing programming have gone out. Sherry will keep Tom apprised of events for possible collaboration.
- The bird program will no longer be on September 26.
- Sherry and Tony may do a program about scanning old photographs.
- Sherry will schedule programs in February and March for Tuesday FOHO evenings.
- Pricing for Cemetery Tour tickets was discussed. We will offer a discount for seniors and HAL members. Sherry will offer a virtual tour at FOHO as one option each day. 4:30 and 7:00 tours will be outside. Sandi will set up on SignupGenius and PayPal for volunteer shifts and ticket sales. We can also sell Cemetery Tour tickets at TOC.

**Building and Operations (BOC)** – KC Zuber gave an update from the meeting last week with Doug Wahl (architect) and Tom Carlson on plans for the upstairs renovation.

- Doug will do a proposal on the cost and feasibility for installing an elevator. We want to know what exists, what is possible, and costs so that we can make plans for the future.
- Sandi suggested using rooms upstairs for rental for temporary, seasonal office hours (tax season, ex.)
- Gerry reported that landscaping at FOHO looks complete.
- Gerry is pursuing additional reimbursements from the state.
- Tony reported that he spoke with city officials about the installation of 4 LED outdoor floodlights at the FOHO. The lights were donated. We need to contact Chris Randall from Randall's Electric regarding this. The city will pay for installation. The lights are currently at the city garage. KC will contact Randall's Electric.

**Publicity and Marketing (PMC):** Tony Tomanek reported that Taste of Chili signs are up.

- Gerry asked for someone else to swap out TOC signs for Cemetery Tours when needed. Tony will find a volunteer to do.
- Tony will get permission from the city for Cemetery Tours and Santa sign placement.
- Tony is working on the year end newsletter.
- Tom Patton purchased a sign for outside FOHO. We will need to consider storage and placement of the sign.

- Tony requested a boost for promotion of events electronically. TOC has been listed on Cleveland.com and in the Press. We need to do additional promos on Mailchimp to our membership.
- Chili will be donated from Athena's, Rio, Jake's on Lake, Gitta's, Novotny, Wendy's, and The Breakwall.

**Membership** – Lynn reported that Hoban needs to be aware of a mice problem in the Ice Cream closet. Sandi will alert them.

- 2017 membership totals are as follows: 147 units, 217 members.
- Membership Appreciation Event is scheduled for Sunday, Oct. 29, from 4-7. Lynn will need photos from 2017 events to display. Gerry said many photos are already on Basecamp.
- Gerry and Sandi are contacting members who have not volunteered lately to gauge their skills and interests for possible volunteering.

**NEW BUSINESS:** We need a nominating committee. Terms for these board members are expiring: Gerry, Lynn, KC, and Tony. KC volunteered to chair the nominating committee. Gerry will find volunteers to serve with him on the committee.

**Proposed bylaw revisions:** We need them approved by the board and ready to distribute to the membership before the November general meeting. Lynn will post a pdf of tracked changes on Basecamp for board members to review.

**Tracking goals from our August special meeting:** KC suggested holding a special meeting in 2018 for Basecamp review for interested board members.

- Gerry is creating a tool for measuring volunteer hours.
- Nadge has created a scrapbook to document ongoing events.
- We need to discuss what HAL events should continue in 2018. There are concerns about trying to do too much, and added concerns in light of a possible merger with the Peter Miller House Museum.
- Tony asked about the porch rockers which need assembly. Gerry said to assemble the new ones. Tony will check with the city about storing the rockers in the winter.

**Taste of Chili:** Sandi is working on collecting donations.

- She needs someone to pick up floral arrangements day of.
- Novotny is donating tablecloths and rolls in addition to chili.
- Wendy's is donating bowls and crackers in addition to chili.
- Presale tickets sales are ongoing. Tickets will still be available for sale and pickup at ALPL and at Tuesday FOHO open hours.
- Gift baskets are in process.
- Sandi will send a new SuG email to membership to recruit additional volunteers.
- Gerry will do a Mailchimp blast to remind members to purchase tickets.

**Audit:** Sandi reported that the audit committee met last week. The committee reviewed the big picture and did not go line item by line item. Their report said that generally procedures and records looked good. The audit committee recommended the following:

- Create a better, larger budget for more money to work with.
- Create a distinct budget for each project.

- Are board members expected to make sizable monetary contributions? This is typical for other nonprofits.
- We should ask volunteers for a list of their skill sets rather than job interest.
- We need to track activity time for each fundraiser to evaluate whether events are worth doing from the standpoint of volunteer investment.
- We need to create a standard balance sheet including assets and liabilities to present to potential sponsors.
- We should put our liabilities on a financial report
- We should track in kind contributions, such as the value of donations for TOC, etc.
- We should update/create a strategic plan, which is different from a marketing plan.
- We should work on board dynamics. They suggested having the Cleveland Foundation provide guidance.
- Our finances look good, and Sandi was commended for doing a good job. The audit committee feels that the proper controls are in place for correct handling of our money.
- We need to send a thank you to Gordon Hewitt for the audit report work. Sandi will send a thank you.

Meeting adjourned at 11:09.

Minutes recorded by Lynn Miller