

Heritage Avon Lake Board Meeting Minutes

March 16, 2016, 9:30 AM at The Folger Home

The meeting was called to order by President Gerry Vogel at 9:30 AM. In attendance were: Gerry Vogel, Kris Burns, Melissa Clifford, Sandi Gerhan, Tony Tomanek, Patti Zilka and KC Zuber. Mona Hirst, HAL member, was in attendance. The minutes from the HAL Board Meeting of February 17, 2016 were presented. KC Zuber moved and Kris Burns seconded to approve the minutes as presented. The motion passed. Gerry Vogel asked that the minutes be posted on our website. In addition, minutes will be sent to Avon Lake City Council and Mayor Greg Zilka.

Treasurer's Report (FIN):

Sandi Gerhan presented a financial report for February 16-March 15, 2016, including a credit card record for the same period. Sandi also presented a budget with minor revisions for Heritage Avon Lake for 2016. Accounts from the Avon Lake Historical Society and Avon Lake Landmark Preservation Society have been merged into the Heritage Avon Lake account. Sandi continues to streamline bill payment through online auto-pay and direct billing to our credit card for recurring and standard expenses. In the near future, the monthly cash flow will be more established and the Board can discuss the amount of funds to be held in a savings account. After discussion, the reports were approved as presented.

Sandi also presented a standard donation recognition letter she has created for monetary gifts and a form for non-monetary donations, such as historical artifacts, period furniture, etc. Gerry Vogel recommended that we keep a donation/asset inventory for items donated of a certain value. Melissa Clifford will ask Jen Wasserman if she would be interested in this project. Tony Tomanek mentioned that he has received an antique cast iron cauldron as a donation which can be used for flowers, as part of the Folger Home landscaping. Discussion followed, with the approval of this gift by the Board members. Kris Burns recommended that a small plaque be acquired to recognize the local donors.

President's Report:

Gerry Vogel met with the Avon Lake Historical Commission and their chair, Councilman David Kos. The commission is looking into the possibility of an AmeriCorps Volunteer to create a database of one-hundred-year-old buildings in Avon Lake. This project would require research involving the current owners, public record searches, etc. Gerry has a HAL volunteer in mind who may be interested in assisting with this project.

Gerry Vogel is in the process of submitting paperwork to the Ohio Secretary of State to dissolve the Avon Lake Landmark Preservation Society and merge that entity into Heritage Avon Lake. HAL would retain use of the ALLPS name. Frank Kremasky is in the process of filing our tax forms.

Discussion ensued regarding the process of registering Heritage Avon Lake for retail rebate opportunities with entities such as Amazon Smile (0.5%), and the Rock Pile in Avon. Sandi Gerhan will look into these opportunities. When we're registered, Tony Tomanek will add this information to our website.

Committee Reports:

BOC (Kris Burns): Kris Burns reported that construction on the east side and north porch of the Folger Home is currently underway. Kris Burns and Gerry Vogel met with the City's new Recreation Director, Tim Pinchek. They discussed a proposal to have the city provide online rental and custodian service for the Henry Ford Room. Heritage Avon Lake would continue to have our office and some fundraisers at the Folger Home. We would receive a percentage of the rentals.

Three proposals/bids for finishing construction on the Folger Home will be received on Thursday, March 24 and reviewed on Friday, March 25. If the bids are within our grant funds, they'll be presented at the Avon Lake Public Works Committee on Monday, March 28.

Kris Burns noted that she will wait on purchasing curtains for the second floor of the Folger Home until construction is completed.

ERC (KC Zuber): KC Zuber met with John Kneipper regarding joint projects with the Peter Miller House. The Ohio History Alliance regional meeting in Westlake, to be held April 9, will be attended by Melissa Clifford, Sherry Spenzer, Jen Wasserman and Tony Tomanek. There is also a NE Ohio Museum Council meeting on Saturday, April 30 in Bedford, Ohio. Melissa Clifford may be able to attend.

PMC (Tony Tomanek): Tony Tomanek has continued design work on our new website which is almost complete. In addition, Tony maintains our Facebook page which has received a lot of traffic, visits and positive response. Tony presented two brochures which he has designed, one for Heritage Avon Lake featuring our organization and history, and one for rental information about the Henry Ford Room. Both brochures were very attractive and approved by the Board.

An update on additional projects: Tony was contacted by a young man working on his Eagle Scout project. He's interested in the "pole project" to repaint the stop numbers along Lake Road. The scout is currently working on the permissions to proceed with this project and has acquired paint donations for the project. Tony is exploring kick starter type of fundraising for paint for the exterior of the Folger Home. He has also sent out press releases about our current construction. Tony is working on banners and table top signage for fairs, etc. He's also designing signage for the summer ice cream sales.

MFR (Patti Zilka): The HAL membership campaign is moving forward with materials printed and awaiting processing and mailing. Letters and membership forms will be mailed in mid-March to

current members for renewal and lapsed members. Patti will create a list for new solicitations. She asked that each Board member supply ten names for new solicitations.

Fundraising leaders are in place for Summer Ice Cream Sales (Kris Burns), Cemetery Tour – October 20, 21 and 22 (Sherry Spenzer), Taste of Chili – November 5 (KC Zuber, Sandi Gerhan and Patti Zilka) and Visit with Santa – December 17 and 18 (Tony Tomanek). Sandi Gerhan will create an online sign-up form for last year's ice cream volunteers. Kris Burns will schedule the ice cream deliveries and also contact our Camp Imagine volunteers.

Patti Zilka will contact the United Church of Christ to see if their all-purpose room would be available this year for the Taste of Chili. On June 28, Annie DeChant will be performing at the Avon Lake Public Library. She has agreed to a "meet and greet" after the concert to be held at the Folger Home, depending on construction.

Gerry Vogel would like to pursue corporate sponsorships in May or June.

PEC (Melissa Clifford): Melissa Clifford reported on the Programming and Education Committee. A docent script has been created for the Folger Home. Melissa is hoping to recruit docent volunteers and initiate a training session for them. Sherry Spenzer is interested in creating a display of vintage clothing in one of the upstairs rooms of the Folger Home. Melissa is working on the taping of HAL Presents, which will include interviews with our speakers. Melissa mentioned the possibility of creating a "Veterans' Room" on the second floor of the Folger Home, to display Veterans' memorabilia and photographs. HAL Presents will have meetings in April and May, and a possible special meeting in the summer. Attendance at HAL Presents has been good.

The meeting was adjourned at 11:30 AM.

Next HAL Board Meeting: April 20, 9:30 AM at the Folger Home

Respectfully submitted: Patti Zilka, Secretary