

Heritage Avon Lake Minutes

Board Meeting, Feb. 17, 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: Melissa Clifford, Sandi Gerhan, Tony Tomanek, Gerry Vogel, Patti Zilka and KC Zuber. Kris Burns was excused. Mona Hirst, HAL member, was in attendance. The minutes from the HAL Board Meeting of January 20, 2016 were presented. KC Zuber moved and Tony Tomanek seconded to approve the minutes as presented. The motion passed.

Treasurer's Report (FIN):

Sandi Gerhan reviewed financial reports for ALLPS from January 2-February 10, 2016 and for HAL from January 1-February 17, 2016. The ALLPS checking account balance is \$22,953.42. The ALLPS savings account balance is \$8,993.40. The HAL checking account balance is \$5,525.42. Sandi is waiting for two checks to clear the ALLPS account before its closing. This account will be merged under the HAL account. All future checks are to be from the HAL account. In addition, Sandi has streamlined bill payment for different entities through online auto-pay and direct billing to our credit card for recurring and standard expenses. She is setting up our non-profit status with OfficeMax. KC Zuber recommended that the Finance Committee discuss and determine any amounts to be held in a savings or an investment account. KC Zuber moved and Tony Tomanek seconded to approve the Finance Report as presented. The motion passed.

Gerry Vogel discussed the HAL and ALLPS tax returns. He requested that Frank Krempasky be retained to help with these filings for a cost of \$50. The board unanimously concurred.

Sandi Gerhan reviewed the HAL Proposed Budget for 2016. Discussion followed regarding slight adjustments to the budget. Sandi will make the adjustments and repost the 2016 budget on Basecamp.

President's Report:

Gerry Vogel thanked Tony Tomanek for the Team Building seminar Tony conducted on February 5th. This event was a very successful learning experience for participating board members and HAL members.

Gerry and several board members viewed a webinar on volunteers. They agreed the webinar was useful, although it stressed museum volunteers. Volunteers bring enthusiasm to an organization and Gerry recommended that the MFR Committee focus on our HAL volunteers and the idea of "keeping the door open" for different types of volunteers.

Minutes of the Board Meetings will be posted on our website and agendas for the next Board Meeting will be available the week before the meeting. Gerry reminded members that the Basecamp calendar should reflect all upcoming meetings with dates and times.

Under miscellaneous items, Gerry Vogel requested that all mail from Heritage Avon Lake reflect the address of the Folger Home, 32770 Lake Road. The board discussed the current phone system (Google) for HAL: the main number is forwarded to Gerry Vogel's phone and the number for rentals is forwarded to Kris Burns' phone. Different scenarios were discussed regarding phone numbers for board members for business cards. The Gmail calendar on our website will include HAL meetings and events as well as rental dates/times that are booked for the Folger Home.

Committee Reports:

BOC (KC Zuber for Kris Burns): KC Zuber reported that three proposals for foundation work for the Folger Home have been received. They ranged in cost from \$26,000 to \$32,000. These proposals have been sent to Joe Reitz (AL Public Works) and Doug Wahl (architect). Doug will be sending further specifications for additional work and bids.

Kris Burns has mentioned that curtains are needed for the upstairs rooms. Tony Tomanek moved and Patti Zilka seconded to approve the purchase of second floor curtains, not to exceed \$500. The motion passed.

Gerry Vogel initiated a discussion of how the Folger Home is to be run when all work and renovation are completed. Discussion ensued including the possibility of future grant money for the hiring of a part time employee.

ERC (KC Zuber): KC Zuber met with Gerry Vogel and Jen Wasserman to discuss the Lorain County Visitors Bureau. Saturday, April 9th there is a meeting of the Ohio History Alliance in Westlake. Gerry Vogel and Melissa Clifford plan to attend.

PMC (Tony Tomanek): Tony Tomanek continues to work with Mike Kral on our new website design and maintenance. In addition, Tony is also working on our Facebook page which has received a lot of traffic and visits. Nadge Herceg is working on the newsletter and March 4th is the deadline for materials. Tony presented the new HAL logo, with examples of letterhead and business envelope. This is the first step for a total branding package for HAL, insuring that we have a clean, attractive and professional look for all of our communications. Gerry Vogel moved and Patti Zilka seconded the approval of the logo and design for the letterhead and envelope. The motion passed. Tony presented an ad for HAL which will run in The Press. In addition, he is designing a pamphlet for HAL, as well as business cards.

Gerry Vogel noted the excellent press coverage on the front page of the local Sun Newspaper.

Tony Tomanek recently met with Tom Patton to learn about his restored rail car and work to create an inner urban railway museum. Tony has also been in touch with Coca Cola to discuss any historical record of the 1927 Lindberg model plane which was located at Kekic's gas station in Avon Lake. Tony will pursue possibilities of recreating this Avon Lake landmark.

Possible taglines for our printed materials were discussed: "Care, Conserve, Continue," or "Pass It On."

MFR (Patti Zilka): The HAL membership campaign was discussed at the February 10th meeting of the MFR Committee. Patti Zilka will work to create the text for a letter from Gerry Vogel and a return form for members. Tony Tomanek will assist with the HAL logo and design. Patti presented the membership levels recommended by the committee. After discussion with the board, it was decided to use the following levels: Individual \$20, Couple \$30, Family \$50, Patron \$100 and Sponsor \$250, including a free rental of the Folger Home. The board decided to eliminate the Corporate membership level for \$500 on this form. Gerry Vogel, Melissa Clifford and Mona Hirst expressed interest in soliciting for corporate sponsorships. Membership renewals, as well as letters to lapsed members and any new prospects will be mailed in the second week of March. Fundraising dates, and leadership roles have been confirmed for the following: Ice Cream Sales – June July and August (Kris Burns), Cemetery Tour – October 20, 21 and 22 (Sherry Spenzer), Taste of Chili – November 5 (Kris Burns, KC Zuber, Sandi Gerhan and Patti Zilka) and Visit with Santa – December 17 and 18 (Tony Tomanek). George Amolsch and Patti Zilka will assist where needed. Additional events may include an Opening Reception for HAL members of the renovated Folger Home and an additional fundraiser in connection with the Avon Lake Library's Anne E. DeChant concert. Mona Hirst and Kris Burns are interested in a possible mother/daughter spa day as a fundraiser.

PEC (Melissa Clifford): Melissa Clifford reported on the Programming and Education Committee. She is currently working on a docent script for the Folger Home. A new PEC committee member has joined, Eric Johnson. Melissa is scheduling a meeting with the Avon Lake Landmark Preservation Commission.

The meeting was adjourned at 11:15 AM.

Next HAL Board Meeting: March 16, 9:30 AM at the Folger Home

Respectfully submitted: Patti Zilka, Secretary