

Heritage Avon Lake  
Board Meeting Approved Minutes  
December 21, 2016  
The Folger Home

Gerry called the meeting to order at 9:32 am.

Roll call of board members present: Melissa Clifford, Kris Burns, KC Zuber, Sandi Gerhan, Tony Tomanek, Gerry Vogel, Lynn Miller. Justin Sylvester from Statements Lawn and Landscape also joined us.

President Gerry Vogel presented the minutes from the November board meeting. Motion to approve by Melissa, 2<sup>nd</sup> by KC. Motion approved by voice vote. The approved minutes will be published on Basecamp 3, the HAL website, and emailed to members of Avon Lake City Council and the Mayor.

Justin Sylvester joined us to present a proposed landscaping project at the Folger Home. He has been working with the local garden club to come up with a plan. The city has agreed to provide funds to maintain the landscape work for 3 years.

The proposal includes:

- Vendors who will sell materials at cost
- Sandstone sign 4' x 3' etched with names of donors and benefactors
  - City has approved this sign and its location
  - Discussion followed about including "Folger Home" on the sandstone sign – the Board feels it would be helpful to include the name
- Justin does not anticipate needing money from HAL for the initial phase
- The city and other donors would give funds to cover materials cost and 3 years of landscape maintenance. HAL would hold the funds for the 3 year maintenance period. Justin suggests these funds be put into a designated, separate HAL fund. Sandi suggested opening a separate savings account.

The Board thanked Justin for the work he has done on the project.

Kris Burns moved that the Board approve Justin and Statement Landscaping's proposal, go forward with the plan, and solicit donations. 2<sup>nd</sup> KC. Roll call vote: Melissa – yes, Kris – yes, KC – yes, Sandi – yes, Tony – yes, Gerry – yes, Lynn – yes.

KC moved to approve Justin's design of the sandstone signage which will include "Folger Home" and the major donors for the landscaping project. 2<sup>nd</sup> by Sandi. Motion approved by voice vote.

Motion by Kris to establish a separate savings account for landscaping maintenance funds from the city. 2<sup>nd</sup> by Lynn. Motion approved by voice vote.

Sandi will provide Justin with documentation of HAL's nonprofit status.

Treasurer: Sandi distributed the following:

- Financial report as of November 2016
  - Checking Account Balance \$26,328.38 as of November 1, 2016
  - Checking Account Balance \$25,668.27 as of November 30, 2016
  - Motion by KC, 2<sup>nd</sup> Tony to accept the treasurer's report. Motion to accept approved by voice vote.
- Budget report with information updated as of December 19, 2016. Sandi noted the following:
  - Rental income has been adjusted to reflect the upcoming split with the city for 2017 revenue
  - Marketing and fundraising costs reflect more accurate estimates
  - New line items have been added for sales tax and service fees for online transactions
  - Better utilities costs – probably attributed to the new windows

KC moved to accept the budget report, 2<sup>nd</sup> by Kris. Motion approved by voice vote.

Gerry updated the Board on the following:

- He has received a check for \$68,256.00 from the state of Ohio in fulfillment of the grant.
- Sponsorship recruitment is complete for 2016. The webpage will be updated with donor information. Tony will update the webpage with a pdf which will include donor logos.
- The Board needs to get all HAL items out of the shed (the former porch area) before January 1, organize the office space upstairs, install security cameras, and organize all chili cookoff supplies for storage until the next use.
  - Kris suggests unplugging the kitchen freezer until next summer
  - The antique stroller will be moved upstairs to the vintage garment room
  - Tony will take the ice cream sign to refurbish
  - Gerry will bring bins to store fundraising materials, chili cook off items, and miscellaneous decorations.
  - KC suggested December 28 at 10:00 am for working on emptying the porch/shed area. Available Board members will show up to help move and organize items.
- HAL is moving from Basecamp 2 to 3. Gerry is willing to meet with all Board Members to go over the new format. Board members can contact Gerry to set up a time to meet.

Motion from Kris, 2<sup>nd</sup> by KC to extend the Board meeting for 15 minutes. Motion passed by voice vote.

Committee Reports:

- PEC – Melissa - no report.
- BOC – KC – He will be meeting soon with Joe Scarpelli on HVAC. There is a possible zoning change that may need to be requested dependent on the proposed upstairs use.
- PMC – Tony – Comments about the Santa event have been very favorable. The event received coverage from 2 local newspapers. Members of city council and the Mayor also made favorable comments. The signs promoting the event around town need to be collected. Tony would like formally to thank Kris Burns and her sisters for all of their hard work which made the event such a success.
- MFR - Kris – The Santa event was amazing. Holding it on a different weekend earlier in the season would make it easier to recruit volunteers. She suggests additional and earlier advertising, and recruiting many more volunteers. Tony is considering hosting the event on 3 Saturdays in December, and possibly one evening in December.

Treasurer Sandi distributed financial reports for the Taste of Chili and the Santa event. Income for the Taste of Chili was \$1429.00 with expenses of \$483.25, with net proceeds of \$945.75. Income for Milk and Cookies with Santa was \$700.00, with expenses of \$160.95, and net proceeds of \$539.05.

Gerry brought up whether HAL should request a change to the city zoning law to permit year round packaged food sales at the Folger Home. KC says the process for approval will take time. KC and BOC will move forward on this with the city. We also need to check with the city on whether serving coffee is a problem. Tony has an espresso machine to bring in from a donor.

New business:

Gerry brought up the proposed Management agreement with city for rental of the Henry Ford room.

Discussion followed on the following points:

- The city should only rent out the Henry Ford room, not the entire building
- The agreement proposes the city/manager's use of the property extends to all times except for when reserved for rental or HAL use – this is too broad
- The agreement should clarify that the city's use for rental is limited to the first floor.
- The city should give HAL notice for any city use in addition to rental of the Henry Ford room
- The city should notify us of their use through the calendar liaison
- HAL needs to retain access to and use of the upstairs at all times

- It is recommended that the language concerning rentals replace “Henry Ford room” for “first floor and porch”
- The proposed 21 day restriction of times HAL can reserve the Henry Ford room is too restrictive
- The requirement that HAL provide 120 day advance notice of HAL use of the Henry Ford room is too burdensome
- It should be made clear that the entirety language in the agreement applies only to the agreement between HAL and the city for rental of the first floor property.

Gerry notified the Board that a local Girl Scout is interested in doing a project for HAL. He is meeting with her today. Tony suggested working on a plaque about Kekic’s airplane as a good project to undertake.

Sandi presented a proposed ad for a HAL donation to MGP. The donation comes with an ad in the MGP play program. KC moved that HAL make a donation equal to a quarter page ad for \$40, 2<sup>nd</sup> by Kris. Tony will be listed as HAL contact person in our ad. Motion approved by voice vote.

Motion by Kris to extend the meeting time. 2<sup>nd</sup> by Melissa. Motion approved by voice vote.

Gerry moved that the Board change the board meeting times in 2017 from 9:30 am to 9:00 am on the 3<sup>rd</sup> Wednesdays of each month. 2<sup>nd</sup> by Tony. Motion approved by voice vote.

Gerry reviewed HAL committees for 2017, and proposed splitting the duties of the Membership and Fundraising (MFR) Committee into 2 committees, with Lynn to be appointed chair of the Membership Committee and Donna Cracas to be appointed chair of the Fundraising Committee.

KC will remain chair of the Building and Operations (BOC) Committee.

Tony will remain chair of the Publicity, Marketing and Communications (PMC) Committee.

Sherry will be chair of the Program and Education Committee (PEC).

Per the bylaws, Committee chairs will designate who else will serve on committees.

Gerry has sent a list of events to Lori at the city to be included on the city calendar. Included in the events is the Taste of Chili fundraiser – this will be held the last weekend in September.

Tony proposed partnering with the city rec department to make Veteran’s park and the Folger Home the focal point for the holidays with an annual tree lighting and to welcome Santa.

Gerry brought up the HAL strategic plan. He will propose dates on Basecamp 3 to find a date for the Board to review the plan and discuss.

Sandi noted that we are almost out of checks. Costco seems to have the best pricing. KC moved that Kris order the checks at Costco. 2<sup>nd</sup> by Melissa. Motion approved by voice vote.

Gerry offered sincere thanks to outgoing Board members Melissa and Kris for their work on the HAL Board.

Meeting adjourned at 11:07 am.

Minutes respectfully submitted,  
Lynn Miller, HAL Secretary