

**Heritage Avon Lake
Board Meeting Minutes
February 15, 2017, at the Folger Home**

Call to order by Board President Gerry Vogel at 9:01 am.

Roll call: Gerry, KC, Tom Patton, Sherry Spenzer, Sandi Gerhan, Tony Tomanek, Lynn Miller. We were joined by a guest, Tom Patton.

No additions or changes were made to the agenda.

January Board Meeting Minutes: we will wait until March to approve.

Financial report, Sandi Gerhan.

- Noted checking account activity for January: the bond insurance premium has been paid.
- Noted bank card usage: the Basecamp fee was put in automatically, but has not yet appeared in statements. We had a credit for joining Basecamp, and the credit will cover a few months' fees for Basecamp usage.
- Our checking balance was \$25,703.32 at the end of January. The balance is \$24,883.34 net as of today.
- Sandi also distributed the budget for January. Income and expenses are down.
- Motion by KC to accept the financial report, seconded by Gerry. Motion approved by unanimous voice vote.
- Tony questioned mailing costs for the newsletter, and whether we should order additional copies of newsletters to distribute in public locations. This seems to be a good idea for exposure.

President's report, Gerry Vogel:

- The outside cameras are installed. There are some issues to address such as camera angles and passwords for remote access. Thanks given to Nick Yarham for the electrical work done to install the cameras. KC would like the password to be available to board members. Gerry and Sandi are working on creating a spreadsheet with all passwords.
- Access to the building by board members: it is ok to use the front or side doors if no one using the building (i.e., for a rental); otherwise please use the west fire escape door. If you turn up thermostat, please remember to turn the temperature back down before leaving. The City has been instructed to leave the door to the stairwell open unless a rental is taking place. This keeps air flow going to the upstairs
- Tomorrow we will have a long term strategic meeting here. KC suggested George Amolsch join us to facilitate the meeting. Gerry will contact him.
- Next month we will have a special session on the upstairs renovation.
- Tony brought up concerns about moving of the Tabard bookcase as requested by the City. The bookcase will be made more secure, and Gerry will communicate with the City our concerns on the bookcase's location.
- The microwave cart for the kitchen has been assembled, but will be returned as it is not sturdy enough for the purpose.

Committee reports:

Membership, Lynn Miller:

- Membership cards: who orders? Tony will order and will include member benefits on reverse.
- Membership forms were received from Patti Zilka. Gerry needs to review and edit the cover letter for the 2017 membership mailing.
- The membership committee will have the mailing ready to go out in mid March, with a reminder letter going out in mid April, and a lapse letter in late April.
- Lynn asked about publicity in the Avon Lake Press. In the past we have had an announcement in the free section of the paper.
- Sandi suggested putting the volunteer signup form on the reverse of the membership form.
- Lynn needs board members to submit all anticipated volunteer duties through March 2018, so that she can draft the volunteer signup form

Programming and Education, Sherry Spenzer:

- Thanks to Tony for publicity for the program on Monday. We had 40 people attend.
- The next PEC meeting will be Feb. 21 at the library.
- Evening programs for Tuesdays: Sherry is looking for higher quality, deeper substance on Tuesday evenings. Cost will be higher. Sherry suggests that we charge \$5 or \$7 to nonmembers for admission.
- Landmark Lawn and Garden Supply, with locations in Avon and Westlake for selling mulch, bird seed, etc., is sending a speaker for one of our summer night programs. They have also offered to make a 6% donation per purchase when a buyer mentions HAL. We should promote this soon through email to reach members before mulch season.
- Can we do away with refreshments at HAL presents? There are concerns over the cost, time, and lack of volunteers to prepare refreshments. We will try not having refreshments and see if there is pushback.
- The speaker from Monday would not take a fee. He was given a copy of Sherry's book. We should contact him for membership during the drive.
- Tony and Sherry have prepared a program on Avon Lake photos and memories for Sprenger Towne Center. The program will be held March 28 at 2:00 and will be open to the public.
- Sherry went to the Hickories tea for the Lorain County Historical Society.
- Sherry is going to the Bay Historical Society's Presidents' Wives event. She will invite them to attend HAL's program next month.
- Sherry is going to attend the Ohio Local History Alliance Region 3 meeting with Jen. The topic will be reaching kids through school collaboration.
- Tony suggests taking our newsletters, banners, signs, and membership forms to events to promote HAL.
- Gerry acquired the Anarchist's Guide to Historic House Museums.

Publicity and Marketing, Tony Tomanek:

- Rocking chairs: considering an event to launch their use and thank our chair donors. Sherry suggests this be an event on its own. Randal's Engraving will put a plate at the top of the chairs recognizing donors. Sherry would like to offer tours and use docents at the event. May 9, our first Tuesday open house, may work as dedication night. Tony is

checking on how to secure the chairs. Discussion followed on whether the cameras provide enough for security or if the chairs should be secured additionally.

- Tony spoke with Abby Green on her project to recreate Kekic's airplane and bring it to Veterans' Park.
- Tony is waiting on sizes for shirts to order for board members.
- Tony would like sponsor plaques inside and outside to recognize donations. He would like something to fit with the vintage character of the home. Time is also of the essence to recognize donations. Tom suggested using a video screen inside to promote events and donors.
- Tony is ordering T shirts which will list all of our sponsors. The cost is \$10 from Randal's Engraving.
- KC brought up the plaque for the Henry Ford room. It is time to revisit and recognize their donation. Tom suggests contacting Ford for a new design. Gerry suggested moving forward now on recognizing current donors.

Building and Operations, KC Zuber:

- KC met with Geisel last week to discuss the engineering study. The cost will be \$2225.00 to do drawings to make specifications ready for bids. The company suggested by the City for this work could not do the job. KC suggests that we pay the fee out of current operating funds. Motion by Lynn to pay Geisel the \$2225.00, seconded by Sandi. Unanimous approval by roll call vote.
- KC wants to address the HVAC work before renovating the upstairs.
- BOC will meet next on February 21 at 9 am.
- We have a grant of \$30,000 for the HVAC work.

Gerry noted that an inventory of all property and equipment was begun last year. He would like HAL to record all property and secure tags stating "Property of Heritage Avon Lake" on items. We need a lead who will define what an asset is, record the asset, and complete the project. Gerry will start a conversation on Basecamp to get a volunteer.

Old business

- Landscape project: no updated report from Justin.
- The patio behind the Folger Home: Gerry talked to Joe Reitz. The City is reluctant to put in a patio because of concerns with rental of the Ford room and renters' expectations. The City is on board with a sponsorship brick project in the future to cover other renovations.
- Leads: Gerry reported that Mary McNeeley will serve as Ice Cream lead. She will be back from Florida in early June. Work can be done ahead of her return. Sandi will assist her. Mary should speak with Kris Burns to coordinate. We have no lead yet for the Taste of Chili. We will need a lead by May for that.

Other comments:

- Gerry - We sold a lot of books at Sherry's event!

Motion to adjourn by Sandi, seconded by Tony. Unanimous voice vote in favor. Meeting adjourned at 10:05 am.

Minutes submitted by Lynn Miller.