

**Heritage Avon Lake
Board Meeting Minutes
July 14, 2018, at the Folger Home**

Meeting called to order at 9:00 am by President Gerry Vogel.

Present: Gerry Vogel, Chuck Fye, Tony Tomanek, Judy Kaminski, Laura Ploenzke, Sandi Gerhan, Marty Gallagher, Steve Vass, Lynn Miller. Tom Patton was absent with excuse. We were joined by Barb Cagley and KC Zuber.

Agenda distributed. No corrections or additions.
No comments from members of the public.

Barb Cagley reported from the Avon Lake Bicentennial Committee.

- Kickoff to celebrations was on July 3 at the Fireworks with very good attendance.
- There are promotions with car magnets and feather signs around town. Barb distributed event calendars and promotions for the Beer Fest.
- Barb asked if we want to sell PMHM note cards at Summer Market. Judy and Barb will confer about this. Gerry suggested also selling Blakemore prints, Kekic prints, books, and the donated ALHS school desk.
- Barb reported on other planned events. Gerry asked what events the committee will promote. Barb said that any event with a Bicentennial spin could be promoted.
- Barb has no information on whether there will be a parade at Homecoming.

Approval of minutes from June 2018. Gerry asked Lynn to review minutes and reformat for review and approval in August.

Financial Reports: Sandi distributed the budget and financial reports.

- Budget projections look good, with income over expenses so far. Membership dues are doing very well. Fundraising is a little low but expected to trend up. Sponsorship and rental income is up. Outflows we are under budget for the year so far. Repairs are under budget. Educational programs and insurance are a little over budget. Marketing expenses are under budget. Utilities are on budget.
- As of today, the HAL checking account balance is \$32,237.54. PMHM checking balance is \$10,296.67. The VISA credit card balance is \$1,155.55, and HAL net worth is \$41,378.66.
- Budget report: inflows \$5,373.06, and outflows \$2,466.56 for June 2018.
- Marty expressed concern over reaching cash reserves that will kick us into tax issues for a nonprofit. Sandi anticipates PMHM expenses will take care of the issue.

Chuck moved to accept the financial and budget reports. Seconded by Judy. Motion approved by voice vote.

President's report

- Gerry needs board members to sign up for Tuesdays at FOHO and Ice Cream events.
- Gerry reminded us to try to keep Basecamp discussions on topic, to try to keep additions to Basecamp organized, and to keep contact info updated.
- Gerry offered thanks to Holly Kowalski for making a cover for the media cart.
- Gerry reported that the light switches have been repaired upstairs at the FOHO. This repair was recommended by the AL Fire Dept.
- Ice Cream: Carol is doing a great job keeping sales going. Please try to keep the freeze pushed back and to the right so that we can put things in. We need to keep the area across from the freezer clear for renters. Only the blue HAL cart should be on the side of the closet where chairs and tables for renters are kept.
- Tuesday night Open Houses at the FOHO: Gerry is looking for someone to do a program one night in October.

Committee Reports

Building and Operations (BOC)

- Marty reported that he is working on getting quotes for concrete work to be done at PMHM. Gerry requested a written quote be shared with Tom and BOC. The quote that Marty received requires us to remove old bricks before the work is done. Some bricks will need to be purchased as some bricks are unusable. Most of

the bricks in place now are not old bricks. BOC will review quotes. Marty suggests doing the work in early fall.

- Judy will discuss with BOC issues with shrubbery
- Gerry discussed the PMHM lease with city officials. Chuck asked what will be the footprint at PMHM? Will the lease include the land between fences? This part of the lease proposal is being reviewed. The base rent is \$1 a year, with a \$500 security deposit. The city will pay utilities. The city requires the same insurance as required for FOHO. The city is not interested in putting PMHM and FOHO under their policy for building and liability.
- Marty stated that whenever work is being done around PMHM and FOHO we need to request a permit from city. Gerry reminded us that no changes can be made to either exterior require additional approval because of landmark historic status.

Publicity and Marketing (PMC)

- Laura reported that they are discussing coordination of marketing and publicizing PMHM programs and HAL programs. Local newspapers seem confused about where events are and they are confusing HAL and PMHM locations.
- A marketing plan is in place as to where to publicize events.
- Judy reported that attendance this summer at PMHM programs has been typical from prior years.
- Tony will update signs for TOC and cemetery tours.
- Tony hopes to send out the next newsletter at the beginning of August. Send Tony items for the newsletter ASAP. The newsletter following the August issue will be sent in December. Anything to be publicized through November please get to him now for inclusion in the August issue.
- Beerfest: Tony needs volunteers from noon-6 to take money. Sandi will do a SignupGenius request if Tony sends details. Judy has PMHM volunteers already in place. Tony needs to have items printed for Beerfest and a costume resource for vintage police or vintage G-man costume. Judy suggested he contact Anita Hlava. Gerry suggests all of these needs be put on SignupGenius.
- The Santa event will be called "North Coast Christmas." Nov 30 first night. See schedule. Tony will send Sandi what needs he has for volunteers and Sandi will do SignupGenius. Items to source for event – Sandi needs to know what she needs to put on SignupGenius. Tony will keep Sandi updated on needs. Fee at Santa event is kept by Hal. \$20 per family. Under discussion whether to have families sign up for times or first come first serve.
- Tony has connected with an eagle scout who will help with the Kekic airplane project. Under discussion is where the plane should go after restoration.
- Tony has a source for a scout group to sell ice cream for HAL and will try to make this happen.

Membership

- Lynn reported a total of 147 memberships, which includes 219 individuals. The drive has collected \$6785 this year.
- Judy asked about the percentage of PMHM members who have joined HAL. Lynn will report these figures in August.
- Lynn asked about HAL participation in the Ohio History Connection's Ohio Open Doors program September 6-16, 2018. We participated in 2016. Ohio Open Doors runs every two years. We may be able to list the following events:
 - Open House at PMHM. Judy will check on availability of volunteers and scheduling and report to Lynn.
 - Tuesday Open House at FOHO on Sept. 11.
 - Monday HAL Presents on Sept. 10.
 - Tom may be able to list his event on Sept. 9.

Lynn will register events with the Ohio History Connection as details become available. The deadline to register is August 1. The Lorain County Historical Society will also promote any Ohio Open Door events that we list.

- Gerry recommended HAL purchase an OPEN pennant to display at PMHM. Judy would also like a brochure box to affix to the fence with information. Marty will make a plastic container for Judy to hold the brochures. Tony and Judy will confer about a pennant and other signage. We do not need a permit from the city to put up an OPEN sign on day of events.

Old Business

- **Insurance task force:** Sandi has posted the quotes received on basecamp.
 - Cobos (formerly Bob Allen Insurance)
 - Directors & Officers \$1,000,000 limit. Premium \$475
 - Optional coverage: Employment Practices Liability \$1,000,000 Premium \$156
 - Fiduciary Liability: Premium \$100
 - The Insurance Office
 - \$2 million D&O coverage from WestBend Insurance. The premium is \$675 annually.
 - Oswald Insurance
 - Harford (Hartford?) will provide \$1,000,000.00 (without EPLI) for approx. \$300./annually o \$2,000,000.00 for approx. \$500.
 - Jackson-Dieken Insurance - No response from Mr. Blakeslee regarding quote. Possibly his email at that company is no longer working.
 - The Range is \$575-\$675. Sandi recommends we take the Oswald Insurance Company quote. It was suggested that Sandi ask Cobos to match the \$575 quote since they are a local company and we would prefer to go local. Sandi will report back in August. Chuck recommended Sandi contact Lisa Lengen at Jackson Dieken for an additional quote.
 - Chuck suggests we also put out for bid all of HAL's insurance needs.
- **Taste of Chili (TOC)** Sandi reported that the date (Sept. 29) has been secured at ALUCC. Lynn is Sandi's TOC helper. Sandi did an inventory of supplies. SignupGenius will be used for volunteers to recruit donations for baskets with a HAL letter. KC will graciously secure the chili, and may add Melissa's as a vendor. SignupGenius will go up for donation, supplies, and volunteering day of. Kris Burns will put baskets together. Sandi hopes to get marketing materials ready mid August. Do we want to do presale tickets? Price will be \$15 presale and \$20 at the door. Children six and under will be free. The Student price for ages 6-18 will be \$10. Sandi will set up presales through online purchase, by phone, or through the website. Sandi will get the tickets printed.
- Steve mentioned Tom had seen an ice cream truck parked at FOHO. Steve looked into it and reviewed the city charter concerning vendors. If the vendor has a license, he or she can sell on public property. Steve recommended anyone ask the vendor to verify the vendor has a license. If the answer is no, then ask them to leave if they are in competition with HAL ice cream sales.
- **Disposal of equipment:** Gerry noted that there are 3 window air conditioners (working) in the FOHO basement which are no longer needed. He recommends that we sell them. Marty will take care of selling them on Craig's list or elsewhere. There is also a popcorn machine which has not gotten much use, primarily because we don't have enough volunteers to take on another job of selling. Marty suggests using the popcorn machine at Beerfest and we will re-evaluate later keeping or selling the popcorn machine. Gerry moved that we sell the air conditioners and return the funds to the HAL treasury, seconded by Tony. Motion approved by voice vote.
- **Gift and donation policy:** Gerry has prepared a letter for receipt of recent donations which are currently upstairs at the FOHO. The letter includes criteria of what items we can accept. The letter is posted on Basecamp and Gerry will continue revising it.
- **Annual meeting:** The meeting will be December 11, a Tuesday at the FOHO. Lynn reported that the Elders of Jazz are not available. We need some other program, and she will look into this. The annual meeting will be at 6, followed by a program at 7.
- **Member engagement:** Gerry would like new people to volunteer. Marty recommended using Facebook marketing to promote membership. What we need now is increased participation from current members. Discussion followed on how to find additional volunteers. Among the ideas were recruiting from scouts groups and Key Club. We have a particular need for people to step up for leadership positions. Gerry announced his intention to leave the Board at the end of the calendar year. Tony suggested a committee be formed to plan growing participation and leadership. Laura will spearhead a volunteer development committee.
- Gerry reported that Sherry has a publisher for a book on the Lake Shore Cemetery. Congratulations Sherry!

Sandi moved to adjourn at 10:44, seconded by Laura. Motion approved by voice vote.

Minutes submitted by Lynn Miller.