

**Heritage Avon Lake  
Approved Board Meeting Minutes  
October 17, 2018, at the Folger Home**

**Meeting called to order** at 9:01 am by President Gerry Vogel.

**Roll call:** Gerry Vogel, Steve Vass, Chuck Fye, Tony Tomanek, Marty Gallagher, Sandi Gerhan, Laura Ploenzke, Judy Kaminski, and Lynn Miller. Tom Patton was excused and joined us as the meeting was ongoing. Matt Guba attended as a member of the public.

Agenda approved, with the addition of collection policy discussion, as published this week on Basecamp.

**Meeting minutes from September 2018:** Tony moved to approve, 2<sup>nd</sup> by Chuck. Approved by voice vote; minutes will be published on the website and distributed to city officials. Correct KC

**Financial report:** Sandi distributed financial and budget reports for September.

- As of today, the HAL checking account balance is \$35,867.83, and the PMHM checking account balance is \$10,261.67. The VISA credit card balance is \$270.72, and HAL's net worth is \$45,858.78, which includes the PMHM Huntington checking account balance.
- Budget report: inflows \$3,281.00, and outflows \$1223.44 for September 2018.
- Notes:
  - Repair cost was \$550 for turrets.
  - Donations from the Facebook tab were \$2200 – well done Tony!
  - Taxes for 2017 were completed and submitted.
  - Renewal of registration with the state was also completed.
  - Income is higher than was budgeted. Membership and Rentals are both over budget for income.
  - General fundraising is under budget.
  - Outflows this year are \$6774 less than budgeted. Building improvements and repair category is a little over budget.
  - Net effect is we are about \$10K over budget in income for the year.
  - Insurance will be over budget this year, due to adding PMHM and Directors and Officers policy.
  - Marty mentioned that significant work needs to be done on carpentry work around the perimeter of PMHM and for the back door.
  - Sandi distributed a TOC Report.
    - The number of tickets sold was smaller than last year. Presale tickets were up. Day of ticket sales were down.
    - Net profit was \$1515.97.
    - Sandi recommends continuing to use SignupGenius for donation of materials and recruiting volunteers.
    - We had 6 chili donations. Next year we might also solicit chili from Wendy's and the Rush Inn to get back to 8 chilis.
    - Sandi recommends soliciting 2 additional centerpieces.
    - We may want to avoid Homecoming weekend. Discussion followed on TOC options.
  - Next year's budget – let Sandi know ASAP if you have budget requests for 2019.

Motion to accept the financial reports made by Gerry, 2<sup>nd</sup> by Marty. Motion approved by voice vote.

**President's report**

Gerry reported the following:

- He would like us all to read his recently published thoughts on Basecamp on succession of officers and the future direction of HAL
- Sponsor drive – Lynn will generate and send a mailing to the sponsorship roster. Gerry would also like another person to take on personal contact of sponsors.

- Annual meeting will be at 6 pm on Dec 11 at the Folger Home. There will be a report on the past year, election of officers, amendment of bylaws, and a speaker at 7. Gerry will contact Gitta's Table for food for the annual meeting.

## **Committee Reports**

### **Building and Operations (BOC)**

Marty reported for PMHM:

- Brick has been removed from the path. Excavation is going on today for eventual pouring of concrete. 1" of screen will be put on top of concrete, bricks will be replaced, and the front door threshold repaired. Work should be completed within 10 days.
- PMHM fence – Marty recommends removal of the rest of the fence. Judy would like nails removed from boards. We may want to sell boards to the community for a fundraiser. Marty will disassemble the pickets. It was suggested that we store pickets in PMHM basement until the sale. Judy and Marty will handle storage until sale. Marty reassured us that no damage was done to the herb garden next to PMHM with the recent work done. Avon on the Lake Garden Club is concerned about damage. Judy and Marty will resolve this issue and communicate with them. As many of the old bricks will be used in repaving. New and old bricks will be intermixed in the back. Old bricks only will be used in front. Marty needs a check for concrete work payment. Marty also needs a W-9 for the concrete vendor.
- Gerry would like to have bids submitted for window, sash, and additional PMHM work. Marty will request bids. He will have bids prepared before the next meeting.

### **Publicity and Marketing (PMC)**

Laura reported:

- Email blasts and print publications to promote events is ongoing. Laura also promotes HAL programs at her genealogy events at the library

Tony reported:

- Santa – lighting for the event has been purchased by the city. The event will run Nov. 30, Dec. 1, 2.
  - Girl scouts are coordinating craft activities.
  - Marty will promote the event through AL schools.
- Cemetery Tours - Giant Eagle donated 3 birthday cakes for Cemetery Tours.
  - All tours will be virtual tours at the Folger Home with a video created by Tony and character reenactments.

### **Programming and Education (PEC)**

Judy reported:

- Beer fest went well, 130 people visited PMHM.
- Programs at HAL Presents are booked through 2018 and most of 2019.
- October HAL Presents – some complaints about the speaker who did not speak about the program as promoted.
- Tony has contacted a potential speaker to do a program on prohibition and rum running. The speaker charges a \$500 fee.
- Judy and Tony will discuss options on speakers for upcoming programs.
- Gerry would like PEC to discuss whether Tuesday nights will continue in 2019.

### **Membership**

Lynn had no report.

### **Old business**

Bylaw revision:

- Steve discussed moving forward on revision. Suggested changes need to be voted on by board at the November meeting to have time to publish to the membership before the annual meeting. Bylaw committee will meet to discuss before the November board meeting.
  - Gerry suggested publishing revisions on Basecamp for comments before the November meeting.

Donation and collections policy as posted on Basecamp:

- We have to be concerned about what we accept, what we retain.
- Marty moved to approve policy as drafted. Judy seconded. Motion approved by voice vote.

Nominating committee:

- Gerry and Chuck are willing to serve.
- Discussion followed on possibly hiring a paid staffer for 2019. This needs further thought.

Website services for HAL:

- The quote includes a fee for them to develop and also pay ongoing monthly fees for upkeep.
- Discussion followed on whether to proceed with website proposal.
  - Marty recommends contracting with Modern TECH-nique, and have them focus on website design and e-commerce and add additional portions as time goes on. He also recommends dividing up payments over 2019.
  - Gerry moved to accept the bid as posted on Basecamp, with 50% of development fees paid up front and the balance at the discretion of the board upon completion. 2<sup>nd</sup> by Sandi. Motion was approved by voice vote.

No new business.

Meeting adjourned at 10:23 am.

Next meeting: November 14, 9 am, at the Folger Home.

Meeting minutes submitted by Lynn Miller, HAL Secretary