

Sanford Historic Trust Board Meeting Minutes

Date: January 3, 2015

Time: 10:00 AM

Place: 104 Park Ave

Note Taker: Kristin Cole

Attendees: Hank Diekhaus, Charlie Hull, Brenda Boland, Kristin Cole, Alec Then, Nelson Beverly, Jim Fears

Absent members: Rob Hawkins, Fran Cramer

Others present: Kathy Hull

Nelson Beverly calls meeting to order at 10:10

Introductions and housekeeping items

1. Reports of Officers

a. Nelson Beverly – President

Nelson opened discussion on how the Trust can improve membership management and communications through technology. Initial investigation into a potential vendor, Wild Apricot, would provide:

- Automation of membership applications and renewals
- Cloud based membership database with customization options
- Enablement of newsletter
- Online event management and online payments
- Integration with Trust website

Conclusion: All Board members are in general agreement that we have need to enhance the use of technology to improve the Trust, and that this should be a 2015 priority. Hank motions to evaluate further details on a more formal proposal from Wild Apricot. Alec seconds. Motion adopted.

Action Item: Nelson to work with Wild Apricot to obtain detailed list of services and component based pricing for evaluation.

b. Alec Then – Vice President

Alec provided an overview of his goals for the Trust in 2015. Alec's focus will be on driving new membership into the Trust by focusing on new residents in the area. Alec has agreed to Chair the 2015 Tour of Homes.

Action Item: None at this time

c. Charlie Hull/ Jim Fears - Treasurer

Charlie is transitioning the Treasurer role to Jim Fears for 2015. For this meeting, they collectively gave an overview of:

- i. Income statement and Balance Sheet for 2014. Financials remain within a few hundred dollars of where the Trust finished for 2013.
- ii. Overview of Holiday Tour of Homes income and expense statement. The tour has generated approximately \$34.5k in income with expenses of \$11k, generating over \$23k in net income thus far. (There is still some income to be recognized in Accounts Receivable).
- iii. 2015 Budget Summary overview. Charlie and Jim presented a rough order of magnitude budget summary for consideration by the Board. Discussion on budget adjustments included:
 - Increase in funding to accommodate increased production run for the 2016 Calendar project based upon the success of the 2015 calendar.
 - Increase in funding for historic lampposts to accommodate maintenance needs
 - Increase in computer and Internet expenses to accommodate technology vendor

Conclusion: Hank makes motion to approve budget as discussed for presentation at member meeting January 13th. Brenda seconds. Motion adopted.

Action Items: Jim will make the discussed adjustments to the proposed Budget Summary to be presented at the general member meeting on January 13th

d. Kristin Cole – Secretary

Kristin discussed her general approach to capturing and sharing minutes for Board and Member meetings, and shared possible attendance issues due to work related travel in 2015.

Action Item: None at this time

2. Committee Review and Appointments

Per the By-Laws; SHT supports the following committees and will be supported by the following members:

- a. Communications:** Nelson Beverly
- b. Technology:** Nelson Beverly
- c. Membership:** Brenda Boland to act as liaison with Welcome Center
- d. Holiday Tour:** Alec Then
- e. Marketing/PR:** Open
- f. Fund Raising:** Open
- g. Preservation Committee:** Open
- h. Trust Liaison:** Hank Diekhaus

Action Item: Alec to reach out to members who may be interested in leading a committee that is currently open.

3. New Business

a. Street Sign Toppers

The Board revisiting the street sign topper project that was reviewed and approved by the Board in 2014. Alec and Nelson agreed to represent the project to the City as a next step.

b. Tour of Homes Summary

Kathy Hull provided a high level overview of the 2014 Tour. One area that was identified as a particular need to be addressed was that of a more formalized fundraising role that would focus on sponsorships for the Tour booklet (as well as other priorities, like the calendar project).

c. Historic Lampposts 2015

Hank and Alec discussed need for more strategic approach to light placement in 2015. Possible targeting of specific areas considered. Need to get a map of current placements for evaluation. Alec to check with Denny, she may have one.

d. Schedule of Meetings

Nelson presented an overview of the 2015 meeting schedule:

<u>MONTH</u>	<u>BOD</u>	<u>MEMBERSHIP</u>
JAN	1/6	1/13
FEB	2/3	2/10
MAR	3/3	3/10
APR	4/7	4/14
MAY	5/5	5/12
JUN	6/2	6/9
JUL	7/7	no meeting
AUG	8/4	no meeting
SEP	9/1	9/8
OCT	10/6	10/13
NOV	11/3	11/10
DEC	12/8*	no meeting

*12/8 is the second Tuesday which is after the Holiday Tour of Homes

e. Sanford Historic Preservation Lectures

Christine Dalton, Sanford Historic Preservation Officer for the City of Sanford, has agreed to combine the current lecture series with the SHT Member meetings. The tentative schedule is as follows:

- February – Sarah Miller, Florida Public Archaeology Network, “Tales from the Crypt”
- May – Marty Hylton III, Director of Historic Preservation, University of Florida, “Tech Savvy Preservation”
- September – Scott Sidler, Austin Home Restorations, “Hip and Historic”
- November – TBD

f. Goals for 2015

The board was asked to list various ideas for goals for 2015. The following list is the ideas that were discussed and are captured in these minutes for use in the future:

- Finish Fun Map
- More street lights
- Continue calendar
- Sign toppers
- New logo
- Sell branded merchandise like t-shirts, hats, stickers, etc...
- Hank offered to buy “art bench” and have Trust sponsor it
- Encourage city to better maintain landscaping in certain areas
- Contribute to renovating old concrete billboard sign on lake front road
- Find volunteer grant writers

Meeting adjourned at 12:20 p.m.

Minutes submitted by Secretary, Kristin Cole.