**S****anford Historic Trust**

Board of Directors Meeting

Order of Business

March 7, 2019

1. **Call to order** - 619PM

Board members in attendance: Amanda Nall, Zach Waters, Andrea Cochran, Katie Gardner, Flossie Gillen, Amanda Spor, Stephanie Pilk, Alyse Pickard, CJ van der Berg; Guest members in attendance: Kathy Hull

1. **Approve the minutes** - Approved
2. **Reports of officers**
   1. Kathy Hull and the 2020 Calendars
      1. Wants to invite the board to an open house before owners move in; 213 Laurel, beneficiaries of the Sanford Heritage revolving fund (first one in state of FL)
      2. Suggestion for TOH - offer homeowners who are not members, a free 1 year membership
      3. Possibly losing a large sponsor for calendar; would like to start at $500
      4. City of Sanford & Citizen’s Bank may be a $1k sponsor
      5. Katie to reach out to My Sanford magazine, possible $1k sponsor
      6. Amanda N suggested we add on to Major, (separate social media posts) Benefactor (social media posts grouped together) & Friends of the calendar (social media posts grouped together) sponsorships to entice businesses, e.g. Social media (do monthly posts), additional dates given on calendar, add to SHT’s monthly newsletter & prominently featured at reveal party
         1. Social media details to be worked out later
      7. Amanda N to send Kathy the template used for TOH sponsors to possibly replicate for calendars
      8. Additional ideas: $250 to sponsor a month; add an option to only donate; $500 includes 12 events and limit to only 2; 4 major sponsors, 2 benefactors, 12 friends of the calendar, unlimited $100 supporter, $50/date or 3 for $125
      9. Add Harvest Moon and Henry Shelton Sanford’s birthday to calendar
   2. Treasurer’s report - Andrea
      1. Will reconcile Dec, Jan & Feb this weekend
      2. Andrea to catchup on all previous receipts and statements and then will move to online application
      3. Amanda S & Andrea meeting on Monday, 3/11, to resolve tax issues - after that she will have clearer picture
   3. Other officers’ reports?
      1. Katie - membership report
         1. Reach out to 29 lapsed members - website isn’t accurate, will need to dig into
         2. Last year’s TOH homeowners need to be canceled so that they receive notification to renew.
         3. Katie to clean up all bad data in membership list on website & mail letters to lapsed members
         4. Membership committee will handle entering all new members - treasurer to send email/text once payment is processed
         5. Workshops should be available to members only, will be a value add for membership. Will include benefits to becoming a member: first to receive calendar (maybe setup a social event), exclusive access to hands-on workshops, voting, early access to Harvest Moon
3. **Reports of committees / projects**
   1. Tour of Homes- set a date for the Thank You dinner at the Sullivan.
      1. April 23rd @ 7PM
   2. 2019 Board training
      1. Amanda Spor report back.
         1. postpone definitely
   3. Lampposts project – ongoing (Mike Lennon) - Guidelines for homeowners and repair
      1. postpone definitely
   4. Porchfest 2019 - Amanda and Amanda what did you all think?
      1. Cookies were mostly decorated by kids
      2. We were the only interactive tent - good feedback
      3. Use leftover bags for future events
      4. 4-5 emails for new membership received - Amanda S to scan and email to Katie
   5. Future Speakers
      1. March – Mid Century Modern Tour in Sanford Report- By Julie or someone from the Florida Trust.
         1. Need event on FB and online. Zach to create and send to social media committee for approval.
      2. April – Presentation from the Museum (at the museum?) CJ do you want to contact?
         1. CJ to contact Alicia this week - prefer at museum, will check with her
      3. May – Preservation month – Flossie. Imperial has confirmed for the reception.
      4. June – Jeb- Hands-on window repair.
         1. CJ to reach out
      5. September – November TBD.
         1. Board members to brainstorm on these
   6. Financial review – Pending getting PNL and balance sheet.
      1. Letting Andrea get caught up
   7. Adjusting our objective –If we want to change the written objective, we need approval of 10 members to update.
      1. Postpone definitely
4. **New business**
   1. 2020 Sanford Historic Trust Calendar.
   2. Andrea getting caught up and get our taxes done- what do we need to do to help? Need to get Quickbooks updated, Andrea added on the bank account, and taxes done.
      1. Andrea & Zach will stop by the bank to take care of being added
   3. Flossie and the Preservation picks.
      1. Recommendation is to reach out to membership for recommendations, via email & social media
      2. Need recommendations by 3/22
      3. Social media/email should be sent tomorrow
   4. Community Picnic- Set for May 19th 12-2PM
      1. CJ to reach out to city to reserve Centennial
      2. Amanda N to make poster - SHT to provide hamburgers & hotdogs, potluck, cornhole, 3 legged race, water balloon, music
   5. Storage unit clean-out
      1. April 13th 8:30AM - Zach to send email with address and details
   6. Any other new business/other BOD items/issues/thoughts
      1. Extra t-shirts to be sold in Welcome Center
5. **Confirm next meeting date**
   1. General membership meeting, **Thursday March 21st, 7PM - Welcome Center**
   2. Next BOD meeting **April 4th at 6:15PM**
6. **Adjourn -** 820PM