**Sanford Historic Trust**

*Board of Directors Meeting*

AGENDA – April 2021

1. **Call to Order 6:00pm**
   1. **Brent Terwilliger, Stephanie Pilk, Jackie Nitti, Wally Baatz, Jill Albach, Sarah Clore, Sarah Libera, Doug McLendon, Caroline van den Berg, Zach Waters** (bold were in attendance virtually)
2. **Approve Prior Minutes –** 1st Wally, 2nd Doug, all in favor
3. **Officer Reports** 
   1. President – Brent Terwilliger
      1. Will be presenting overview of 2021 Preservation Award at City Commission Meeting 7PM on 14 June. Discussion of presentation.
      2. Tracking and organization of non-profit documentation. Wally – forming of organization would come from state. Annual Report includes renewal. Also need proof that we are 501c3. Tax ID # is on our website. Wally will work on finding IRS Determination letter
   2. Vice President – Stephanie Pilk
      1. Created google drive, gave everyone access, please check email later today.
      2. Committees are good for volunteers.
   3. Secretary – Jackie Nitti
   4. Treasurer - Wally Baatz
      1. Income = $3,137, Expenses = $2,606 with a net income of $532. Checking balance is $48,647.50
4. **Committee/Project Reports**
   1. Garden Tour Update (Caroline)
      1. Emailed google doc to everyone for information. Will continue to update.
      2. 11 homes confirmed, addresses listed. Community garden also a stop.
      3. Would like refreshments at one of the homes, fits into budget. Kathy Hall offered her home. Discussion of process for safety.
      4. Spent $150 on tickets and posters. Still need to print map.
      5. Food vendors at park might be good.
      6. Selling tickets on Eventbrite. Will see if Flower Shop and the Main St. office will sell paper tickets.
      7. Half of vendors have submitted payment, some non-profits will join us and be exempt from fees.
      8. Still looking for someone who sells orchids, bug hotels, Janine Taylor is recruiting artists – will split proceeds.
      9. Shirts - $12.50/shirt, full color. Will sell for $20. Discussion of sales & printing. Will add to Eventbrite.
      10. Have virtual committee meeting with city on Tuesday, should have estimate to reserve the park on Monday.
      11. Volunteer sign up is out, please share. We have 13 volunteerss already signed up.
   2. Membership Update (Jill)
      1. 85 members.
      2. Sent survey as to why people haven’t renewed. Want to work on retention. One person said they didn’t feel welcome – working hard to make sure everyone is greeting and welcomed.
      3. Had 27 people in person at last few meetings. Topics have been great – keeping people engaged.
      4. Membership committee has been throwing around idea of businesses having another level over individuals and maybe they get something extra – sticker in window, logo on website, 5 minutes at meeting to present. Brent will add to goals to review – consider level of memberships. May also consider longer term – lifelong member? Discussion of district rep having lifetime membership.
   3. Preservation Awards (Jackie)
      1. Nominations due to Denny by 4/9. Committee will review and cut down to 5.
      2. Discussion of presentation for May meeting and June City Commissioner meeting.
      3. Add ordering awards to calendar/checklist for January
   4. Calendar (Doug)
      1. 2022 Images of Sanford calendar under way. Kathy Hall & Reg Gardner (Sanford camera club) overseeing. Accepting submission from April 1 through July
      2. Sanford camera club will do blind judging.
      3. Promoting on social for images.
      4. Working on securing sponsorships. 4 title sponsors @ $1k, 12 @ $250, friend @$100, save the date @$50 for events. We have 1 committed – CPH @ $1k, City of Sanford can’t commit until later in the year. Have 11 of the 12 months committed. All past friends have been contacted. Still looking for more. Cost about $5k to print, including calendar reveal event. About $1k short of cost to print currently, but it’s still early. Most of distribution are local retailers, very few are sponsors. Something to look at.
      5. Possible annual sponsorship – to think about for all events, membership.
5. **Old Business** (tabled/unaddressed items from prior-Board)
   1. 2021 Goals- (website, events, membership growth, membership engagement)
      1. Harvest Moon (prior board discussed transition to another organization, if 2021 board decides this is the direction they want to go) – *to**talk to Main Street about taking over, otherwise hiatus*
      2. Membership growth (prior board discussed reaching out to all homeowners that have a lamppost)
      3. Committee Representation (led by general members with a board member on each)
      4. Querying/surveying membership (lapsed members)
      5. Others (e.g., expanded footprint, future lamppost areas, advocacy, and support)
      6. Examining how we can accept donations (as a non-profit; requires org changes)
   2. For Preservation Month, City will host a proclamation in May, also related “*Invitation for Images*” (1-30 April) to be displayed in June at City Hall; residents take images of buildings 50 years and older; we need to plan social media sharing - **990 is filed**
   3. 2021 Annual Report - Sunbiz (due before May 1st) and Federal Income Tax –
6. **New Business**
   1. Future general membership meeting programming – discussed having Amanda Spoor talk about renovation loans for June.
   2. May membership at 520 on the water - Stephanie needs blurb for Preservation Awards for Facebook and website. Jackie to provide.
   3. April membership at Henrys – Austin Historical.
   4. Other (any ad hoc motions or points of discussion)
   5. Confirm Next Meeting Details
      1. Membership Meeting, Thursday April 15, 2021 (Henry’s Depot @ 7PM): Scott Sidler (Austin Historical, Hardware Restoration Workshop)
      2. Board Meeting 5/6/2021 @ 6PM (Zoom)
7. **Adjourn –** 1st Wally, 2nd Doug, 7pm