

Sanford Historic Trust

General Member Meeting Minutes

Date: January 13, 2015

Time: 7 PM

Place: Welcome Center

Note Taker: Kristin Cole

Board Attendees: Nelson Beverly, Jim Fears, Kristin Cole, Alec Then, Rob Hawkins, Brenda Boland, Hank Dieckhaus

Member Attendees: 16

Nelson Beverly calls meeting to order at 7:10

Introductions

1. November Meeting Minutes

Review and approval of meeting minutes from November 2014 meeting and election. Minutes were unanimously approved

2. Reports

- **Presidents welcome:** Nelson opened discussion outlining 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

Per the January 3rd Board Meeting, 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. Nelson has worked with the company Wild Apricot to obtain detailed list of services and component based pricing. Pricing will be comparable to what is being spent today on Internet Services. Nelson to update members at subsequent meetings as the project progresses

- **Holiday Home Tour Summary:** Nelson provided a high level overview of the 2014 Tour on behalf of Kathy Hull, who was unable to attend. The tour was once again sold out, at capacity for ticket sales. The tour 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).

Items of note for the 2014 tour was the use of NPR radio advertising, the elimination of the Orlando Sentinel for print advertising and the addition of a wine/beer garden as part of the tour. Kathy suggests that for the enhancement of future tours, the Trust should consider a more

formalized fundraising approach, possibly creating a role that would focus solely on sponsorships for the Tour booklet (as well as other priorities, like the calendar project)

- **2014 Financials:** Jim Fears reviewed the Income statement and Balance Sheet for 2014. Financials remain within a few hundred dollars of where the Trust finished for 2013. Net Income was positive for the year. Questions raised by membership:
 - Where was the expense for the cartoon map in 2014? Answer: Hank stated that the expense was charged in late 2013.
 - The expenses for streetlights were larger than expected due to the installation of 13 lamp posts vs. the 10 lamp posts that were initially scheduled and approved. Was this increase brought to members for approval?
- **2015 Meeting Schedule:** Nelson reviewed the meeting schedule for 2015, including updates to meeting dates that align with the Historic Preservation lecture series.

<u>MONTH</u>	<u>BOD</u>	<u>MEMBERSHIP</u>
JAN	1/6	1/13
FEB	2/3	2/19
MAR	3/3	3/19
APR	4/7	4/16
MAY	5/5	5/21
JUN	6/2	6/18
JUL	7/7	no meeting
AUG	8/4	no meeting
SEP	9/1	9/17
OCT	10/6	10/15
NOV	11/3	11/19
DEC	12/8	no meeting

3. New Business

- **Dues:** Jim moves to adopt 2015 as follows:
 - \$30 annual organization membership
 - \$30 annual individual membership
 - \$10 annual student membership (full time college student)

Charlotte motions to approve, seconded. Motion adopted.

- **2015 Proposed Budget Summary** Jim presented a rough order of magnitude budget summary for consideration by the membership. 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

Conclusion: Denny makes motion to approve budget . Rob seconds. Motion adopted

- **Goals for 2015:**

- Improve membership management and Trust communications with cloud based technology
 - Complete cartoon fun map
 - Continue the 2015 SHT Calendar project
 - Continue to work towards the approval and installation of the sign top markers on street signs within the historic district. Alec and Nelson are taking the lead in introducing and promoting the project with city officials.
 - Continue to support the purchase and installation of historic lamp posts
 - Evaluate a potential community based restoration project
 - Identify resources to assist with soliciting sponsorship and grant writing
- **General Discussion :**
 - Bill Kirchhoff addressed membership about a historic revolving fund. The creation and support of a historic revolving fund would be used to target and support neglected properties within the city, with the goal being to offer incentives to people or organizations who invest in revitalizing target properties. For additional information, please contact Charlie Hull
 - Maria Shreve commented that she believes the Trust needs to align more closely with city commission meetings. She suggested that one members each month should commit to attending the meeting and agree to provide an overview of items that may be of interest to the SHT at the next meeting. General discussion around the how the organization of this effort can be managed by a person acting as the SHT liaison.
 - Christine Dalton, Sanford Historic Preservation Officer for the City of Sanford, has agreed to combine the current lecture series with the SHT Member meetings.
 - Christine Dalton shared her work on the Sanford Walking Driving Tour series.
 - Christine Dalton provided a summary of her recommendation for the use of the insurance money that the City will receive for the Little Red School House Building on Palmetto that was destroyed by arson. She has proposed using the capital for the establishment of a cultural fund to be split into 6 allotments; one for each district and a general fund. She outlined several advantages to this approach; key being that the fund would provide us much needed matching grant funding that we are currently unable to apply for. She asked for the support of the Trust in this initiative.
 - Alec Then challenged each member to bring one potentially new member to a meeting in 2015.

Meeting adjourned at 8:30 p.m.

Minutes submitted by Secretary, Kristin Cole.