**Sanford Historic Trust**

*Board of Directors Meeting – 2022 Planning Session*

MINUTES – December, 14 2021

In attendance: Brent Terwilliger, Stephanie Heller, Amber Wojcek, Wally Baatz, **Tania King,** Jackie Nitti, Sarah Clore, Dino Ferri, Caroline Garcia, Robin Jones Theisen, Sarah Libera, Doug McLendon, Virginia Vlassick **(In bold joined via phone).**

1. **Call to Order 6:08pm**
2. **Approve Prior Minutes**
3. **Officer Reports** 
   1. President – Brent Terwilliger – TOH was amazing, great job to all involved. Welcome to new board members. Want to make trust more fun to keep everyone engages
   2. Treasurer- Wally Baatz end of November $42,578.21 does not include Tour of Homes. Discussion of central invoicing process.
4. **Committee/Project Reports**
   1. Holiday Tour (Caroline) – Tour of Homes brought in a profit of $32,715.82. Eventbright will mail check from ticket sales. Expenses were about $17,000, income was $39,000 in ticket sales plus advertising and vendors came to about $50,000. There were 1352 tickets sold – record breaking. CJ will stay as advisor but not lead next year. Discussion of adding VIP benefits back again. Discussion of vendors and adding more committee leads.
5. **Old Business** (tabled/unaddressed items from prior-Board)
   1. Discussion of how best to support allocated spending. Will look at a credit card in the trusts name. Tania will request a credit card from bank when transferring treasurer info. Sarah L and Caroline motioned to look into getting a credit card. Approved.
   2. In November: Two members, exclusive of those persons on the Finance Committee and Board members, shall be appointed by the president to review the Trust’s financial records for that fiscal year. Confirmed Leon K. and Jill Gossell, to work together with Wally and Tania.
   3. TABLED: Engagement - methods to increase member engagement around assuming leadership positions (whether at the Office/Board level or committee level); reduce loss of former board/committee leads organizational knowledge (e.g., identify possible successors early, to help onboard)- get survey results (from Jill); address with new board
6. **New Business**
   1. 2022 Planning Actions
      1. **Create 2022 Budget** -based on adjustment to 2021, prior year examples, and results of Tour of Homes/Drinks fundraising efforts; discuss flyers for getting additional members, increased costs for Tours, inflation, website redesign, welcome baskets, merchandise, Crooms Academy Yearbook Ad [$50-300], intro of a landscape grant and continuation of ToH improvement grant for participant houses, and other Board ad hoc identified items
         1. President & treasurer will come up with a budget to present to membership. Would like board to recommend changes.
            1. Jill would like us to include flyers for businesses, new home owners, prospective members (need someone to store & manage). Talked about welcome basket w/ coupons, t-shirts for new homeowners.
            2. Increased cost for tour expenses.
            3. Website redesign
            4. Merchandise
            5. Crooms academy yearbook ad
            6. Grants – discussion of criteria to ensure it’s quantifiable. Need a number by 1/6 to present to membership. Our account fluctuates between 40-50k, keep as reserves.

Robin inviting Amy Gonzalez, original founder of trust to 1/6 mtg. to discuss history.

* + - 1. Ask membership how much we want to keep in bank, direct mission for spending excess.
         1. Can Tania pull history of year after year income & expenditures?
      2. Ask membership what projects they would like to see us do. Present mission and our recommendations for discussion, but keep presentation simple.
      3. We need resources and engaged members to accomplish our goals.
      4. Doug will take point on scripted conversation for key initiatives. Need direction from membership on organizational focus.
      5. Brent, Wally & Tania will sit down before the 6th and transition.
    1. **Establish Plan for January, April, September, and November Membership Meetings** – identify topics to be covered (e.g., Solar and other efficiency technologies) and Trust projects/initiatives to support in 2022;
       1. January: Budget & committees. Move the solar education from January to a later meeting
          1. Location ideas: Civic center, Women’s club, Bettye D. Smith Cultural Center. Include catering and beverages. Set budget to spend a little on the annual meeting to attract member participation. Sarah L. will take lead on location, Robin will take food and alcohol. Budget: $500.
       2. Solar moves to April
       3. May preservation
       4. September
       5. November -elections
    2. **Review Committee Membership, Leadership, and Responsibilities** - discussed methods to increase general member involvement.
       1. Doug started list – recommends executive committee who is familiar with running the organization and bylaws, board members as liaisons on committees, not committee leads.
       2. CJ added leads for TOH committee
       3. Discussion of committees and needs.
       4. reservation Committee – Jackie mentioned bronze plaque cost will go up 13% next year. Request permission to order now. Received approval to order 10 plaques (for two years).
    3. **Discuss Foreseeable Challenges, Actions, and Other Topics** 
       1. To solicit donations (as a FL Non-profit), we need to register annually with FDACS:
       2. Storage Unit – needs to be cleaned and organized; recommend Feb-Mar group activity
       3. Julie Scofield would like help with updating home photos. Brent will find out more details.
  1. 2022 Example dates/events
     1. January​ - Sanford Historic Trust Annual Meeting (January 20th)
        1. Introduce New Officers/Board Members & Returning Officers/Board Members
        2. Approve 2022 Budget
        3. Introduce Planned 2022 Trust Events/Initiatives & Solicit Volunteer Leads
           1. Secure leads and committee members for Garden Tour and Preservation Awards
     2. February - Social/Educational Event
     3. March - Social/Educational Event
     4. April - Sanford Historic Trust Membership Meeting  (April 21st)
        1. Officer & Committee Update Reports​
        2. Provide update on volunteer leads for 2022 Trust Events & Initiatives
        3. Solicit volunteer leads for remaining unfilled volunteer lead spots
     5. May
        1. 2nd Annual Garden Tour (May 7th)
        2. Historic Preservation Awards Presentation/Meeting (May 19th)
     6. June - Baseball game
     7. July - Social/Educational Event
     8. August - Social/Educational Event
     9. September - Sanford Historic Trust Membership Meeting (September 22nd)
        1. Officer & Committee Update Reports
        2. Solicit nominations for Officers & Board Member positions expiring in 2022
        3. Establish Nomination Committee
     10. October
         1. Balls of Folly
         2. Community Picnic
     11. November
         1. Sanford Historic Trust Membership Meeting
            1. Officer & Committee Update Reports
            2. Election of Officers and Board Member positions expiring in 2022
            3. Establish Finance Committee to review Trust financials
         2. Calendar Reveal
         3. Holiday Tour of Drinks (Start)
     12. December
         1. Holiday Tour of Homes – December 3rd
         2. Holiday Tour of Drinks (cont’d from November)
  2. Thank You Gifts ($680 remaining in budget)
     1. Discussion of who should receive gifts
     2. Suggested to purchase gift certificates to Wayne Densch or Theatre West End for show of their choice. Moving forward will try to acknowledge closer to end of event.
  3. Confirm Next Meeting Details
     1. Membership Meeting, Thursday 20 January @ Henry’s Depot (7:00PM)
     2. Board Meeting – Jan 6, 2022 (location TBD)

1. **Adjourn  1st Robin, 2nd Stephanie 7:57pm**