

Meeting of the Board of Directors
Traverse Area Historical Society
July 18, 2017 - 6:00 PM - Registered Society Office

Attendees: Stephen Siciliano, Fred Anderson, Virginia LeClaire, Larry Hains, Peg Siciliano, Julie Schopieray, Sharon Jennings, Jim Warner

Guests: Jenny Loup

There were no adjustments to the agenda, except for a request from Ms. Siciliano that Jenny Loup be allowed to address the group prior to public comment as she needed to leave for another commitment. It was agreed that she would be recognized after the approval of the previous minutes.

Secretary's Report - Ms. LeClaire had previously provided board members with a draft copy of the minutes of the June 6, 2017 meeting. Mr. Warner moved and Mr. Hains seconded that the minutes be approved. This passed unanimously. The minutes will be posted to the web site.

Ms. Jenny Loup was recognized at this time and explained about a story program group with which she is involved called "Hear: Say." This program is involved with 1st person narrative accounts that could be nicely melded with preservation of area history. It could involve oral recordings, pod casting, and even result in a TAHS monthly program in the future. Because the idea is still in development, the board gave Ms. Loup positive feedback and invited her to meet with her group and eventually present a proposal to the board for further consideration. Ms. Loup departed shortly after her presentation.

Treasurer's Report

- 1) Mr. Hains reported that there is now \$2752.11 in the Petertyl Account and \$6211.51 in the General Account. His complete report (Attachment A) is attached and included bank statements, Profit & Loss Statement from January 1, 2017 to present, Income Statement, and a comparison of income and expenses as compared to the approved budget.
- 2) A letter from Gail Parsons, Library Director, was presented thanking TAHS for its recent \$500 donation and its monthly \$100 donation (Attachment B).
- 3) Mr. Hains had done significant research regarding obtaining a storage unit to allow us to vacate storage at his home. He received three estimates, none of which have availability at this time:

- Cass Rd. Self-Storage: 941-0020, 2620 Cass Rd. 49684

10X10 Unit = \$68/month 5X15 Unit = \$54/month

- Storage Attic: 946-9600 10X10 Unit = \$70/month

- Safe Harbor Storage: 941-5119, 3054 Cass Rd, Suite B 10X10 = \$70/month

After significant discussion, Dr. Siciliano moved and Mr. Anderson seconded that Mr. Hains be authorized to put our name on the waiting list for all three storage companies, with preference for a 10X10 or a 5X15 unit. This passed unanimously. It was also agreed that Ms. Siciliano, Mr. Hains, and any other interested board members would go through all of the things in storage so that they can be evaluated for retention or disposal prior to the move to a storage unit.

Vice President's Report

- 1) Mr. Anderson reported that the meeting with the library board went very well and they were very visibly moved by our extra donation of \$500. The next meeting of the library board will be August 17, 2017 at 5:00. It was agreed that we should

- continue to be present at these meetings and Mr. Anderson said he would attend in August.
- 2) Costs for Publicizing Tours: Mr. Anderson had done significant research regarding cost of publicity for our activities, especially the tours. We no longer qualify for free Ticker and Express notices as we have recurrent events for which we charge.
 - A one-time add along the right side of the Ticker is \$80 per day
 - A notice in the Ticker "Friends to Follow" area is \$200 per month, with Express ads being even more expensive.
 - There was a discussion regarding possibly raising our tour prices to \$15 in order to obtain the funds to be able to afford ads.
 - Ms. Schopieray noted that the Slab Town Neighborhood has a magazine in which we might be able to advertise, that would cost nothing. She will look into this further.
 - The cost for a card rack slot at the Traverse City Visitors' Center is \$100 per year. Mr. Hains moved and Ms. Siciliano seconded that we spend \$100 for a rack card slot as described above. This passed unanimously. Mr. Hains will take our cards over and pay their fee.
 - It was encouraged that we all consider new strategies to publicize our tours and programs which will be reviewed at our meeting next month.

President's Report

Mr. Siciliano brought up the topic of the bill (Senate Bill 469) recently introduced into the Michigan Senate by Senator Wayne Schmidt to reinstate historic preservation tax credits, which were phased out in 2011 after resulting in significant successful preservation efforts throughout the state. It was agreed that as a group we should support this effort and Dr. Siciliano agreed to draft a letter to the Record-Eagle which he would send to the board for final approval before submitting it.

Committee Reports:

- 1) Communications - Agendas and minutes are being posted to the web regularly.
- 2) Membership - Ms. Jennings reported that our number remains at 192. As requested, she wrote to Mr. Troost to express our appreciation for his efforts on our behalf and giving him a family membership. She also reported that she had attended the "Culturama" put on by the Grand Traverse Regional Cultural Center recently.
- 3) Program & Events - Tours continue. Ms. Loop has assisted twice on the downtown tour and will be the lead this Saturday with Helen Altman assisting. Ms. Siciliano continues on finding speakers for the monthly meetings beginning in the fall. She is currently finalizing speakers on the topics of Fishing, Rail-Road, and the State Hospital.
- 4) Publications - Ms. Schopieray has 75 nurse books and 50 Bob Wilhelm books on order at the present time. Mr. Hains brought up the subject of having one person do all of the ordering, having them delivered to the registered office, and then taken to the vendors as needed. It was decided to have further discussion at a future meeting.

The next meeting will be on Tuesday August 1, 2017 at 6:00 PM at the Society's Registered Office.

The meeting adjourned at 8:10 PM.

Respectfully submitted,

Virginia LeClaire, Recording Secretary