Meeting of the Board of Directors
Traverse Area Historical Society
September 4, 2018 – RJG Office (3111 Park Dr., Traverse City, MI)
Attendees: Stephen Siciliano, Larry Hains, Jim Warner, Peg Siciliano, Matt Groleau, Fred Anderson.

Absent: Sharon Jennings, Jenny Loup

The meeting was called to order by Dr. Siciliano at 6:04 PM.

Add to agenda: Discussion of attendance at TADL Board meetings; Discussion of 2018-2019 budget for annual meeting

**Secretary’s Report**: Minutes of August meeting had been provided to board members prior to the meeting. Mr. Hains moved, and Mr. Anderson seconded, that the minutes be approved. The motion passed unanimously.

**Treasurer’s Report**
• Mr. Hains reported that the TAHS account balance is $22,803.69

-Petertyl Fund - $ 6,772.11

-Lautner Fund - $ 5,100.71

-General Fund- $ 10,930.87

\*This month’s Petertyl Challenge of $100 was met.

\*Mr. Hains compared several areas of the 2017-18 financial data to date to our 2017–18 budget and we are doing well; ahead on income, well within expenditures. Mr. Groleau will send the Board suggestions for re-ordering/re-naming budget line items.

\*Mr. Hains will gather information about Certificates of Deposit, as it was decided that it may be a valuable move to place $5 - $10,000 in a 12 – 13 month CD.

**President’s Report**

\*Possible assistance with State Hospital Museum The TAHS was contacted by staff from the Minervini Development Office exploring as to whether we could assist with the setup of a small museum. Ms. Siciliano and Mr. Groleau met with Emily Schmitz and Krystal Fluette. Ms. Siciliano, pending Board approval, agreed to work up a plan of action to guide further discussions. Fred Anderson moved, and Jim Warner seconded, that Ms. Siciliano and Mr. Groleau continue discussions with the Minervini Group.

\*Strategic Plan Actions

Mr. Groleau has worked up a survey to test people’s ranking of the value propositions available with TAHS membership. It was agreed that he should survey members, non-members and Facebook users. He also drew up a list of inactive and dropped members. Board members chose people they could contact to encourage renewing their memberships.

Mr. Hains reported that he gave the needed information to Ms. Loup for activating PayPal on our website.

Ms. Siciliano has completed a first draft for a *Record Eagle* forum. She will edit it and send it to Mr. Siciliano. He will edit that and send it to the Board for comment.

\*Annual Meeting

No potential new Board members have surfaced.

No By-Law changes are needed.

Mr. Groleau will send out new budget categories for Board consideration

Mr. Siciliano will give a “State of the TAHS” address

Mr. Groleau will contact Amy Barritt to get a member-only e-mail list.

\*Discussion of TAHS attendance at TADL Board meetings. It was decided we would not send a representative unless Amy asks us to do so. Mr. Groleau suggested we keep track of TADL published agendas and minutes.

\*Mr. Siciliano asked where research questions should go. It was decided that they should be forwarded to Ms. Barritt.

**COMMITTEES**

\*Marketing – Much of this was addressed during the Strategic Planning discussion. Mr. Groleau pointed out the success of the “donation only” tour strategy; he also intends to post information about the Perry Hannah House open house on September 9th.

The newsletter has gone out. The next one will go out in November.

Ms. Siciliano will call Jennifer Szunko about proceeds from the Historic Bike Tours.

\*Membership: Stands at 157. 19 of those have no e-mail addresses. Life Memberships will be discussed at the next Board Meeting.

\*Archives – no activity.

\*Programs – The September program is on the Traverse Community Garden.

The next board meeting will be on Tuesday, October 2, 2018 at the TAHS office.

The meeting adjourned at 8:40 PM.

Respectfully submitted,

Peg Siciliano, Secretary