**Meeting of the Board of Directors**

**Traverse Area Historical Society**

**November 5th, Thirlby Room, TADL-Main Branch**

Attendees: Stephen Siciliano, Larry Hains, Peg Siciliano, Sharon Jennings, Jim Warner, Jen Loup, Matt Groleau, Brian McCall

Absent: None (previous resignation of F. Anderson)

Meeting called to order by S. Siciliano at 6:37

No revisions to agenda

**President’s Report**

Minutes from the October 1st meeting of the TAHS board previously circulated by email. Motion to approve the minutes made by S. Jennings. B. McCall seconded. Minutes were approved unanimously.

Minutes from TAHS Annual meeting which took place on October 19th were circulated to board members via email. Move to approve the minutes by B. McCall, seconded by J. Warner. Minutes were approved unanimously.

It was noted that there were only three TAHS members in attendance at the annual meeting aside from TAHS board members.

Board member Fred Anderson circulated his resignation, effective immediately, to the board via email on October 30th.

**Treasurer’s Report**

Totals:

Cash in bank - $10,967.77

CDs - $15,000.00

Lautner Account - $311.03

General Business - $8,809.63

Petertyl Fund - $1,857.11

Treasurer L. Hains has been in contact with donor John Lindburg regarding his donation pledge to TAHS. There was a mix-up with where the checks had been sent, but at this point checks for September, October and November have been received.

The 5,000.00 CD will be up in March 2020, and the $10,000.00 CD will mature in April 2020.

CD’s - 5,000.00 (11 month) up in March, 10,000.00 in April (17th month)

**Discussion of TAHS budget for 2020**:

L Hains suggested decreasing the amount in the budget estimated as intake from tours.

It was discussed increasing expenditures to balance the pledged Lindburg donations. B. McCall indicated Benzie works with a balanced budget. M. Groleau mentioned that can empower the Treasurer to spend excess funds already budgeted toward specific items/project

TAHS board members agree on the necessity of transparency in the budget for members.

S. Siciliano moved approve budget as had already been circulated via email. P. Siciliano seconded.

S. Siciliano amended proposed budget to reduce walking tours income to $1,000.00 and add $1,000 budgeted for Goodale project.

Amendment seconded B. McCall.

Proposal accepted unanimously

**Election of Board Officers:**

S.Siciliano volunteers for President, seconded by M. Groleau. Passed unanimously.

F. Andersons resignation from the board left a vacancy for Vice President. B. McCall volunteered, S. Siciliano seconded. Passed unanimously.

J. Loup nominated as secretary by S. Siciliano, seconded by M. Groleau. Passed unanimously.

L. Hains stated his preference to step down as treasurer either now or at the beginning of the year. S. Siciliano moves that Larry continues until December 31st, after which M. Groleau assumes the role on January 1st. S. Jennings seconded, the motion passed unanimously.

**Marketing Report**

M. Groleau reported that the TAHS November newsletter content has been sent to Breanne Kerner for layout.

The involvement of TAHS in downtown Traverse City’s Shop your Community day requires marketing with an email blast and a facebook post. The board discussed standard formatting for future email blasts. J. Loup will send an email blast and facebook post, using the information provided on the TAHS website post.

M. Groleau reported on speaking at the October board meeting for Traverse Area District Library. He is keeping in touch with TADL director Michele Howard regarding the expansion and needs of the archives at TADL, and the potential for financial help from TAHS. Mr. Groleau also met with Michelle and Katherine regarding possible standard office hours for archives, perhaps implemented at the beginning of the year, 2-3 days of supervised time in which the public can work with the materials under staff direction.

Regarding the storage unit in possession of TAHS - M. Groleau will go through the computers in the possession of TAHS when time allows, to archive and store information in a centralized place with the intention of eventual computer disposal.

S. Jennings reported on the life luncheon talk on the history of Oakwood Cemetery given by the cemetery sexton. Brandon Morgan spoke of his experiences at the cemetery and various gravesites.

M Groleau will approach his own personal attorney to review TAHS waivers used for our cemetery and downtown tours.

M. Groleau will prepare the email text reminding members of the possibility of donations to the TAHS before the end of the year.

The board discussed the use of logos for Guidestar and the Better Business Bureau designations in marketing efforts.

L. Hains and M. Groleau will coordinate to generate a list of books available for sale around the holiday season. Posting on the Facebook page and perhaps generating a print-out was discussed.

**Membership Report**

S. Jennings recommended an artist for Goodale-Hitchcock project signage.

Discussion of possible ways to increase membership as board considered results of recent survey sent out to membership. Perhaps offering a gratis membership or memberships given as gifts free for a year. To target younger members perhaps offer a free membership in exchange for volunteer hours.

Discussion of ideas for projects in schools. Teacher Tak Ready has encouraged students to take TAHS tours for credit, and attend programs. The response from students has been positive and he will continue to offer this as an option. Possible display cases in schools.

There was discussion on which districts TAHS will financially support for Michigan History Day. P. Siciliano will talk with Janette Mason for more details.

S. Jennings reported on applying for a grant on behalf of TAHS offered by the Delta Kappa Gamma society. This $300.00 grant would be then applicable to the signage at the Goodale-Hitchcock site.

**Programs and Events Report**

The board discussed the handling of the online Facebook discussion of disapproval of TAHS’ Halloween-themed tours taking place in Oakwood cemetery. Board members agreed we should discuss further a possible response policy or statement regarding potentially concerning tours.

P. Siciliano will mention the concern to Sheila Dodge in the Traverse City Parks Department, and also discuss with her where we stand with the policy of collecting funds on cemetery grounds.

M. Groleau raises the possibility of discussing the tours with our membership base.

J. Loup will submit requested program dates in 2020 to Aaron at TADL. The preference is for the third Sunday of every month, January - May. Time, 2:00. S. Siciliano will be providing the first program for TAHS in January.

J. Loup mentioned the signed waivers used prior to the tours as a place to collect email addresses for interested participants and potential members.

The board discussed the need and value of potential collaborations with other area historical societies and groups, including the Traverse City Senior Center.

M. Groleau detailed a conversation he had with Susan Odgers regarding the Woman’s History Project and a donation headed to TAHS. Amy Barritt is likely to have more information.

B.McCall moved to adjourn 8:43.