Meeting of the Board of Directors
Traverse Area Historical Society
July 17, 2018 – RJG Office (3111 Park Dr., Traverse City, MI)
Attendees: Stephen Siciliano, Larry Hains, Sharon Jennings, Jim Warner, Peg Siciliano, Matt Groleau, Fred Anderson, Jenny Loup

The meeting was called to order by Dr. Siciliano at 6:08 PM.

Revisions to agenda: Add discussion of 1. Donations to Houghton Historical Society (HHS) disaster fund 2. A response to a gentleman regarding the preservation of the foundations of the Hitchcock/Goodale Farm at Hickory Hills 3. TAHS fall programs.

**Secretary’s Report**: Minutes of June 5th meeting had been provided to board members prior to the meeting. Mr. Hains moved, and Ms. Jennings seconded, that the minutes be approved. The motion passed unanimously.

**Treasurer’s Report**
• The TAHS account balance is $21,717.64

* Petertyl Fund - $ 6,622.11
* Lautner Fund - $ 5,100.71
* General Fund- $ 9,994.82

\*Gini LeClaire purchased a new cell phone and service for the TAHS. She is covering this cost through a donation to the TAHS

\*This month the Petertyl Challenge brought in $20 of the possible $100.

\*Mr. Hains reported that he attended the memorial service for past TAHS member Bob Karczewski.

\*The board discussed contributing funds to the Houghton Historical Society(HHS) (as suggested through the Historical Society of Michigan’s Go-Fund Me campaign) for disaster relief after the floods.

Mr. Siciliano made a motion “That the TAHS donate $100 to the HSM’s Go-Fund Me campaign for the HHS.” Mr. Warner seconded. The motion failed.

Mr. Siciliano made a motion “That the TAHS donate $100 directly to the HHS.” Ms. Loup seconded. The motion failed.

The motions failed based on the board’s view that our mission statement directly refers to the “Traverse Area,” and we did not believe at this point that our members would sanction funding historic societies outside our area. Instead the board decided to send an e-mail blast (to those who have opted to receive information about other Historical Societies) explaining the request, and suggesting that interested members donate as individuals.

\*Hickory Hills: The board discussed an e-mail from Gary Wilson regarding the remaining foundation of the Goodale/Hitchcock home in Hickory Hills. Mr. Siciliano moved, and Mr. Warner seconded, “Authorizing Ms. Siciliano to contact Mr. Wilson on behalf of the the TAHS and inform him that we will research this issue.” Ms. Siciliano agreed to coordinate contacting various people, including members of the Save Hickory Hills group, and city commissioners and staff. The motion passed unanimously.

**Strategic Planning**: In its strategic planning meeting, the board identified twenty-one possible activities to advance membership. Since that meeting, the board prioritized the items, selecting the following five for further work. The board discussed the following items:

1. Develop and launch a well-designed media campaign to publicize our existence and activities starting with a September Record Eagle forum.
2. Survey member on what TAHS does
3. Develop online membership registration
4. Reach out to former members
5. Develop reasons for becoming a member

The media campaign will present the TAHS’ “value proposition”: What is it we do that people will want to support and in which they may want to participate? To get broad media coverage of even what we already do, we must put a new twist on the activities – for example partnering with other groups.

Mr. Groleau will craft a survey to send to members to discover what they feel are the TAHS’ most important activities: those occurring already, and others that should be initiated.

Ms. Siciliano will draft the September Forum, to be edited by the board and sent in by Mr. Siciliano. Part of that forum will be based on the results from Mr. Groleau’s survey.

Activities coming in the future that will offer opportunities for media coverage on “new” TAHS events:

1. Downtown Plaques
2. Hickory Hills preservation
3. Programs as part of the Dennos grant
4. Ladies’ Library Plaque
5. Tin Can Tourists

Ms. Loup will contact Julie Schopieray about enabling online membership.

Mr. Groleau will help Ms. Jennings draw up a list of former members.

**Marketing**

Newsletter articles should be sent in by August 7.

Ms. Siciliano will contact Richard Fidler about using his article “A City of the Dead.” Other items to be included in the upcoming newsletter includes summer tours, Strategic Planning, and Michigan History Day.

**Membership**

Ms. Jennings sent out renewal reminders for each of the following months. The list is of the reminders and those actual renewals:

April – 11/9

May – 6/6

June - 2/2

July – 2 renewal reminders have been sent out/none have yet been sent back.

July member stands at 157; up one from June.

Ms. Jennings reported that some memorial funds had been received on behalf of deceased member, Jim Galligan.

**Programs**

Ms. Loup reported that Ms. Siciliano (on the transformation of West Bay and Boardman Lake from industrial to recreational lands) and Mr. Anderson (on the City Opera House) have agreed to present programs on behalf of the TAHS as part of the Dennos Museum Center grant. Those will be in November and February. The February presentation will be the TAHS’ regular monthly meeting. The November will be the first week of the month; it will be determined later if the TAHS will hold a second meeting that month.

Ms. Loup will see if Julie Schopieray will give her talk on Jens Peterson in September (which had been scheduled for last April, but was cancelled due to a snowstorm). Ms. Siciliano will give a short history of the TAHS as part of October’s annual meeting.

The next board meeting will be on Tuesday, August 7, 2018 at the Society’s registered office.

The meeting adjourned at 8:34 PM.

Respectfully submitted,

Peg Siciliano, Secretary