



SPLKA Board of Directors Meeting Minutes

April 2, 2016 9:30 AM

“The mission of SPLKA is to preserve, promote, educate the public, and to make our lighthouses accessible to all.”

Call to Order/Establish a Quorum:

A meeting of the Board of Directors for the Sable Point Lighthouse Keepers' Association was held on April 2, 2016 at 9:30 a.m. in the Cartier Mansion Carriage House Loft, 409 East Ludington Avenue, Ludington, Michigan. The President, Sue Ann Schnitker, called the meeting to order. The following Board members were present: Sue Ann Schnitker, Sheila Meeusen, Roger Pashby, Kirk Lindquist, Kim McDaniel, Lenore Janman and John Truxell. Staff members present were: Executive Director Peter Manting, Matt Varnum, Carol Cooper, and Jim Hardie.

Pledge of Allegiance:

All of those present stood and recited the pledge of allegiance. We also recited “A Prayer of Request.”

Board and Staff Introductions:

All members present introduced themselves and gave three words to describe themselves.

Approval of Minutes of Board Meeting of November 14, 2015:

Peter submitted two corrections: on page 2, the aircraft company is spelled “Boeing”; on page 3, Pure Michigan reported that “90,000” people signed up.

John Truxell moved that we accept the minutes as corrected; Roger Pashby seconded; motion passed unanimously.

Audience Comments/Correspondence:

None

Treasurer's Report:

Carol Cooper, our new bookkeeper, gave a short explanation of the Balance Sheet and the various components that make up our Balance Sheet. She also discussed the Profit and Loss Comparison for our first quarter.

Roger Pashby suggested that the Board pursue a more aggressive investment and pool some of our savings for this purpose. Roger will submit a recommendation to the Board at our May meeting.

Peter Manting will also send out copies of our Budget for 2016 to all Board members.

Treasurer's Report was approved as submitted.

New Business:

- What are the Duties and Responsibilities of a Non-Profit Board?

Sue Ann Schnitker distributed a handout and discussed its purpose. Board members and staff members discussed various implications of our duties and responsibilities. Lenore Janman reminded the Board that we have written policies regarding some of our responsibilities and roles and asked us to review those policies. Sue Ann emphasized to board members the importance of communication and openness.

- 2016 Goal Committees

Sue Ann Schnitker explained the purposes of our committees and asked Board members to sign up and serve on one of our goal committees for the 2016 season.

- Lifetime Members and Friends of White River and Tower Climbs

Peter Manting addressed this issue as it has come up not only at White River but also at our other lighthouses. The Board agreed to clarify family memberships to be immediate family only and under the age of 18. Peter also reported that SPLKA will have a new membership card for our 2016 season which will clarify who is considered to be immediate family.

It was noted that Friends of White River have memberships exclusive to White River both for immediate family and lifetime.

Peter also reported that the Seekers (Little Sable day keepers) can become members of SPLKA for \$35.

Kirk Lindquist suggested that Board members have business cards to distribute when working with public.

Board members enjoyed a lunch break at the Cartier Mansion from 11:30 to 12:30.

- The Involvement of a Non-Profit Board in Fundraising

Lenore Janman presented a Powerpoint presentation regarding fundraising. The slide presentation covered three major sources of fundraising. They are foundations/grants, individuals, and events that appeal to community donors. Lenore discussed how to solicit donors, board roles in fundraising such as having house parties, volunteering for events, and staff roles in fundraising,

Board members brainstormed ways of implementing and writing a fundraising plan. Each Board member volunteered to serve on one of three committees and each was assigned to write strategies and report at our May meeting.

Reports:

- Executive Director's Report

Peter Manting reported the following:

- Background checks on being done on new volunteer keepers. These keepers are provided with a number and pay \$35 to have a background check. Office staff will make final decisions on the acceptance of volunteer keepers.
- Peter reviewed a handout entitled "2016 Calendar of Events" with board members.
- Booklets for SPLKA will be published with history, events, advertisers, as in previous years and will be posted on our website.
- New volunteers handbooks are being printed this year. Tag booklets also have been refreshed and are being reprinted.
- Peter will be meeting with Jodie, Manager at Silver Lake State Park, to finalize some changes at the lighthouse for 2016.
- Trexboards are still being sold but our engraver has left Ludington so avenues are being explored to find a new engraver.
- Peter will be out of the office starting on April 5 until April 11.
- Peter will be attending a skill worship for artifacts in May and he will also be attending the Michigan Lighthouse Alliance in Traverse City in May.
- Volunteer Sherry Blair will be making a SPLKA presentation in Grand Rapids at her church at the end of April.

Other activities include:

- A meeting with Dennis Osborne to get his picture collages ready for exhibition at LNBL
- The winter series event, a collaboration with White Pine Village, concluded on March 17 with local author Jim Jansen.
- Attending "The Art of Grant Writing" seminar in Lansing with Matt Varnum on March 18.
- A decision on our application for the MLAP grant for the HSR on Big Sable should be coming at any time.
- Submitting grants for activity book reprinting to the Mason County Community Foundation and the Oceana Community Foundation.
- Starting the first steps in our application to the US Lighthouse Society for a new roof for the Big Sable keepers' house.
- Submitting a grant request to the Harvey Firestone Jr. foundation for \$3,000 to update our exhibit space.
- Making requests to Home Depot and Walmart for maintenance funding and grants.

- Writing and sending letters to local businesses and vendors asking them to take part in our summer programming at our lights.
- The Jeffries Foundation has notified SPLKA that all of their funding has been committed for the next two years.
- A private donor has verbally committed \$10,000 for the finishing of the interior garage at WRLS.
- Oxy Chemical has donated \$250 for activity book printing and the Great Lakes Energy People Fund has donated \$500 for our summer programming.
- Community Foundation totals are \$114,451.60 for Big Sable and \$59,799.43 for our capital campaign fund.
- Speaking to community groups such as senior citizen groups, service clubs, and other organizations.
- Meetings with Jim Gallie of the DNR about the 2016 season.
- Publishing and mailing of our winter newsletter.
- Meeting with Marge Ellenberger of the Michigan Lighthouse Festival concerning our hosting of the 2017 festival. Dates are August 25 and 26, 2017. This is also Big Sable's 150th birthday and will be a BIG celebration in Ludington. Both the Chamber of Commerce and the Maritime Museum will be participating with SPLKA.
- Writing two articles for Plus Magazine and one article for GLLKA's Beacon magazine.
- Working with Fruitland Township on getting more signage on US-31 for WRLS and on roads once visitors exit US-31.
- Working on our bi-annual report for LNBL to be submitted to John Shay, Ludington City Manager, who will send it on to the federal government (a requirement of our lease agreement).
- Bus days for 2016 are June 25, July 16, July 30, August 13, August 27, and September 24.
- Booking and confirming all summer programming at our lights.
- Attending several webinars for non-profit organizations in February.
- Office staff has been monitoring various websites that post information about our lights and making corrections.

Board members complimented Peter on our recent newsletter and all of his hard work.

- Restoration/Maintenance Manager Report

Jim Hardie reported on all four lights. Prior to this meeting, board members received several pages of information outlining repairs made in 2015 on each light and residence and planned projects for 2016 for each light. Board members thanked Jim for his thoroughness in reporting on his various projects.

- Committee Reports

None.

Resolutions:

- It is the Recommendation of the Executive Director that we remove the battleship model and put it in storage until the Executive Director can determine the significance/relevance to the Association and the history it has pertaining to the Big Sable Lighthouse. Once this has been determined, the Executive Director will bring it back a proposal to deaccession it or to display it properly.

No action taken until battleship is deaccessed.

- It is the Recommendation of the Executive Director that we accept the donation of pictures, original journals and small artifacts from Annie Isley for the SPLKA archives.

Roger Pashby made a motion to accept; Kim McDaniel seconded. Motion passed unanimously.

Discussion Topics:

- Announcements

Sue Ann Schnitker announced that our next meeting will be on May 7 at the Ludington Arts Center.

Sue Ann also reported that she is working to confirm a place for our annual meeting in September. Sue Ann is hoping to have that information soon.

Adjourn:

Kim McDaniel made a motion to adjourn; Lenore Janman seconded. Meeting adjourned at 2:00 p.m.

Respectfully submitted,

Sheila Meeusen