



SPLKA Board of Directors Meeting Minutes

July 9, 2016 at 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 July 9, 2016 at 9:30 a.m. in the White Lake Community Library, White Lake, 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, John Truxell, and Kim McDaniel. Staff members present were: Executive Director Peter Manting, Matt Varnum, Carol Cooper, and Jim Hardie. Absent: Lenore Janman.

Pledge of Allegiance & Prayer:

All of those present stood and recited the pledge of allegiance and prayer.

Audience Comments/Correspondence:

Peter Manting read a letter from the Big Rapids Middle School thanking SPLKA for a tour at Big Sable.

Approval of Minutes of Board Meeting of May 7, 2016:

Sheila Meeusen submitted a typographical correction on Page 1: “Non.” to “None.”

Sue Ann Schnitker submitted an addition under the heading: “Presentation of Form 990 and Financial Statements” which reads as follows: “It is acceptable to have a financial review in place of an audit. Connie suggested that we did not need the 2017 audit because of the cost. Connie believes the financial review is sufficient. The Board decided to go forth with an audit in 2017 as stated in the Bylaws.” John Truxell moved to accept this addition; Roger Pashby seconded. Motion passed unanimously.

Minutes were accepted as corrected.

Treasurer’s Report:

Roger Pashby presented the Treasurer’s Report. Board members received a copy of the Balance Sheet as of May 31, 2016 along with a sheet showing assets as of June 30, 2016. Cash on hand is up from \$282.27 in May to \$2407.27 in June. Monies have been moved

from the Money Market Account at WSB to checking account at HLCU. The CD in the amount of \$6363 has been cashed in and deposited to SPLKA's Money Market Account. SPLKA assets as of June 30, 2016 were \$451,371.68.

The Treasurer's Report was accepted as presented.

Reports:

- Executive Director's Report:

Peter Manting reported the following:

- BSP opened on May 8 with the other 3 lights opening on May 27.
- Lots of problems with internet services at residences at BSP and LNBL
- Lots of problems with internet services at LSP and LNBL in gift shops.
- A credit card service switch from the Intuit program to the Square program has made some difference in connectivity at these 2 gift shops.
- He attended the Michigan Lighthouse Alliance conference in Traverse City.
- As a result of his attendance, he had added two items to SPLKA's website. One is a donation button and the other is a feature to capture website addresses of those who visit our site.
- Matt Varnum, Curator at WRLS, extended an invitation to both the Whitehall Chamber of Commerce and the Trustees of Fruitland Township to visit the new exhibits at WRLS. They are considering a visit in the near future.
- Grounds work has been taking place at WRLS with the help of Mrs. Jim Hardie, a group of Girl Scouts came one day and helped repair and paint fencing and benches, the new exhibits have been well received by visitors, the new storage shed (used to temporarily house items when our current storage area is remodeled) has been put in place, Friends of White River is looking for a different contractor to help with the shed as the original one has backed out, plans are to get the work done by the end of this season so the interior can be finished over the winter.
- Matt Varnum has an intern, Mackenzie Brandel, who will be helping him for the summer.
- Peter passed copies of USA Today Travel, Summer 2016, which now includes WRLS on their map.
- West Michigan Shoreline Guide magazine has a photo of LSP on its cover.
- A grant of \$1250 was received from the Mason County Community Foundation to republish our activity booklets.
- Grants of \$1000 from Oceana County Community Foundation and \$500 from West Shore Bank were received for our Summer at the Lights Programming.
- Delta Foundation has increased its yearly gift to \$16,000 which was received in June.
- Bank of America donated \$250 for Jeff duPuis' volunteer hours.
- Trex board sales were 46 in 2016 so far increasing our total number to 300 sold.

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- First bus day was June 25. Money taken in was \$730 which covered expenses for the day. Gift shop sales were over \$2,000 at BSP.
- Speaking engagement at Grand Pines Center in Grand Haven.
- Submitted an article to the Plus Magazine coming out in September.
- Attendance at a seminar put on by Michigan History Society in Lansing on Fundraising/Friend Raising.
- Worked at LSP on Memorial Day and Fourth of July.

- Maintenance Report:
 - Jim Hardie reported girl scouts helped paint fence at WRLS, shed is installed at WRLS and placed so as not to interfere with archeological dig, shed needs to be painted yet, landscaping started, sump pumps and dehumidifier in basement appear to be doing their job.

 - At LSP, the gift shop has been installed with wooden stairs, a new picnic table also has been installed just outside the gift shop, there is no electric power as yet, and the lock mechanism has been replaced at lighthouse door.

 - At LNBL, the flag has been repaired, it is now one section and is about 20 feet in length. Jim is looking at having solar panel installed at LNBL. Jim has gotten a quote from Freeland Roofing to replace roof at LNBL for \$4600 but will get a second quote. Refrigeration at the residence has been repaired.

 - At BSPL, the east side of the keepers' quarters has been repainted, south side is partially done. Resident keeper Bob Baltzer and Jim Groent, did the painting.

- White River Light Station
 - Matt Varnum reported that his new intern covered for him while he handled a personal health problem recently.

 - Matt also reported that he has had a lot of compliments on the new exhibits installed and invited Board members, if they had not seen them, to come out and visit them.

- Standing Committees:
 - Sue Ann Schnitker reported that the Annual Meeting has been planned. See minutes under Discussion Items.

- Goal Committees
 - Goal I:

Carol Cooper reported on an idea for fundraising involving getting names of volunteers embroidered on a quilt. These names would be sold.

Goal II:

Peter Manting reported that he has one person that would be coming in September to give a quote.

Goal III:

Sheila Meeusen reported that she has been finalizing the presentation that volunteers will be given on August 25, 2016. Out of the 9 volunteers who responded to her eblast article asking for volunteer presenters, 6 have responded that they will be attending the meeting scheduled for August 25.

As for future projects, Sheila suggested the Board consider installing sign boards at some of our lights. The sign boards would tell visitors about the history of our lights, past keeper information, etc.

Goal IV:

Kirk Lindquist reported that he wants to develop a list or directory of governmental entities to consult when we have issues. Kirk also suggested that SPLKA develop a list of entities to partner with us. An example of an entity would be West Michigan Tourist Council who could be useful in finding grant opportunities/applications, etc. Kirk also suggested developing a directory for tourist organizations to be partners with us. Friends of State Parks and Department of Environmental Quality would be examples of tourist organizations.

Kim McDaniel did a short computer presentation on her research on possible blogs, that SPLKA could use to encourage visitors and keepers to post information regarding their visit and/or experience, etc. Some of these blogs can track frequency of media use and can track someone across possible platforms. For example, Tumblr, Instagram; both are free. Kim reported that someone would need to be in charge of page. Word Press has a cost as does Atlas. Facebook charges the advertiser each time someone clicks on the advertisement. Twitter has a non-profit section as well. The purpose of her suggestions is to increase SPLKA's visibility on social media, etc.

Kirk Lindquist also posed questions on our current marketing structure, and with whom do we have a relationship with.

- Fund Raising Committees

Goal I:

Kirk Lindquist reported that a federal grant is due August 5 and is working with Peter to file this grant. See Recommendation under New Business.

Goal II:

Sue Ann Schnitker reported she is still working on last month's report.

Goal 3:

Sheila Meeusen reported that an event will need to be planned for 2017.

Kirk Lindquist reported that he and Lenore are working on putting together a business plan. The business plan is important when working with partners for similar plans for both organizations.

Old Business:

- Update on White River Archeological Dig

Peter Manting reported that Fruitland Township took our recommendation and said they would not act on it. Peter met with Friends of White River and said that the archeological dig is not going to be done this year. As new members will be joining Friends of White River, this item will be on agenda for next year.

- Lighthouse Preservation Fund Discussion

Peter Manting reported that the staff received negative feedback from keepers and visitors alike at BSP when the LPF was implemented. For clarification purposes only, the way that the Fund was supposed to work was that visitors were to be asked to make a voluntary donation only, in the same way that stores and businesses ask for a charity contribution when customers are at the cash register paying for their items. Peter also stated that the fact that our staff has had to make many changes this year and because of the negative feedback, the Fund will not be implemented. Sheila Meeusen reported that on the day she worked at LSP, when she asked visitors for a voluntary additional dollar, most visitors did make the dollar contribution. Also, on that day, more dollars could have been collected via credit card if there had been a place on the iPad for their donations to be entered.

Board members discussed various options or changes that could be made to the Fund, but Peter advised that the Fund will not be implemented. Instead, visitors will be encouraged to make a contribution to our donation canisters which have been in place at all of our lighthouses for many years.

New Business:

- It is the Recommendation of the Executive Director to submit an application for the National Heritage Grant to fund a Historic Structures Report for Big Sable Point Lighthouse. This is a 50/50 match funds grant so SPLKA will need to budget or raise 50 percent of the total project. That State Park Service has put this a priority in the next 3 years. Our application will be for \$30,000.

John Truxell moved to pursue the grant of \$30,000 to fund the HSR; Roger Pashby seconded. Motion passed unanimously.

- It is the Recommendation of the Executive Director to transfer a \$16,000 donation from Delta Foundation to our Capital Campaign Fund account.

Roger Pashby moved to accept, Sheila Meeusen seconded. Motion passed unanimously.

Discussion Topics/Announcements:

- Sue Ann Schnitker reiterated the email policy to board members in general.
- Sue Ann Schnitker reported the Annual Meeting will be held on September 17, 2016 at Double J Ranch. Sue Ann reported that “Saddles and Sands” is the theme. No other details were given.
- Peter Manting reported that the Friends of White River Annual Meeting is August 2, 2016—all are invited. Dan Yates will be the speaker; the meeting starts at 6:00 p.m.
- Peter Manting reported on the 2017 Michigan Lighthouse Festival to be held on August 25, 26, and 27. Peter reported that Marge Ellenberger is in the midst of securing places for 2017. Marge is coming in two weeks to finalize several items with Rick Plummer. Some events being planned are a reception for SPLKA members, vendors in tents, tall ships, a lighthouse cruise, possible bus tour to all four lighthouses, pig roast, and Sunday morning breakfast. Valerie Van Heast from the Michigan Shipwreck Research Association will be a guest speaker. During Board discussion, Kirk Lindquist suggested that SPLKA think about having a member on the Historical Society Board. Kirk pointed out that two of our lenses are at the Ludington Museum.

Peter also reported that our SPLKA fund raiser will not be held on the weekend of the lighthouse festival. Sue Ann is on the committee with Peter and Marge.

Sue Ann said that we have a committee for the 150th Anniversary of Big Sable Point and that this committee will soon be meeting.

- John Truxell asked why a printed prayer is on our agenda for each meeting. Sue Ann explained her rationale for the prayer at the beginning of the meeting. Board members discussed pros and cons. Kirk suggested that the prayer should be voluntary, not printed at the beginning of the agenda. John made a motion that we drop the prayer at the beginning of our meeting, Kirk seconded. Discussion followed. Kirk offered an amendment to the motion, namely, that prayer be voluntary and not be printed on the

agenda. John withdrew his motion. Sue Ann agreed to make this change on future Board meeting agendas.

- Peter announced the next Seekers meeting is Monday night, July 11, at the Lighthouse Grill at the Hideaway Campground in Silver Lake. Peter will be in attendance.

Adjourn:

John Truxell moved to adjourn; Kim McDaniel seconded. Motion passed unanimously. Meeting adjourned at 11:40 a.m.

Respectfully submitted,

Sheila Meeusen