



SPLKA Board of Directors Meeting Minutes

March 25, 2017, 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 March 25, 2017 at 9:30 a.m. in the Ludington Arts Center, Ludington, Michigan. The President, Kirk Lindquist called the meeting to order. The following Board members were present: Kirk Lindquist, Sheila Meeusen, Roger Pashby, Kim McDaniel, Ted Robinson, and Jeff duPuis. Staff members present were: Executive Director Peter Manting, Matt Varnum, Carol Cooper, and Rachel Bendele.

Pledge of Allegiance:

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

Audience Comments/Correspondence:

Peter Manting read a note from a lighthouse visitor about climbing our Big Sable Point tower without money. The note thanked the Association for an opportunity to teach the visitors' children about honesty and trust and to pay what is owed.

Peter also submitted a note from Chuck Jamison who is now in possession of the ship model that was located at BSP.

Approval of Minutes of Board Meeting of November 12, 2016:

Kim McDaniel made a motion to accept, Sheila Meeusen seconded.

Minutes were accepted as presented.

President's Report:

- Board Vacancy – Lenore Janman's Resignation (Term expires 2017)

Kirk Lindquist explained that Lenore Janman resigned from the Board due to a current health problem and that she can be considered as a board member for discussion purposes. We will miss her and hope she recovers well.

- Board Member Roles and Responsibilities

In lieu of having a formal Board orientation for new members, Kirk Lindquist explained that he will be meeting with new Board Members Jeff duPuis and Ted Robinson and urged them to read the bylaws prior to their meeting. Kirk also encouraged all Board Members to regularly attend all meetings.

Treasurer's Report:

Roger Pashby, along with Carol Cooper, presented the Treasurer's Report.

Roger Pashby made a motion to accept, Kim McDaniel seconded.

Treasurer's Report was accepted as presented.

Staff Reports:

- Executive Director's Report:

Peter Manting reported the following:

- He submitted a letter of intent to the US Lighthouse Historical Society for a \$10,000 grant opportunity.
- Two members of the church of the Latter Day Saints have been doing their community service hours by sorting and organizing our archives.
- He is working with our web designer to update our website. Our web designer has been ill and has fallen behind on getting the 2017 updates on our web site.
- Also, working on grant requests to the Mason County and Oceana County Community Foundations requesting funds for the Michigan Lighthouse Festival in August, 2017.
- Will be working on grant requests to Consumers Energy, Walmart, North Face Footwear, Great Lakes Energy, DTE Energy and JSJ Corporation. These grants will be used to help bring students out to BSP, for the Michigan Lighthouse Festival activities, and for our Music at the Lights programming.
- Gathered several lighthouse items for use in two displays promoting the Michigan Lighthouse Festival. These displays will be located in two of the State of Michigan rest stops as people enter the state from Indiana and Ohio.
- The Winter Writers Series has been completed. In January, there were 60 people in attendance to hear James Jenson, a local historian, who spoke about the influence of beverages in the history of Ludington. February's speakers were Todd and Brad Reed who gave a multimedia presentation on lighthouse photography with 59 people in attendance. In March, Grace and Stephen Truman spoke on the Coast Guard at BSP with 25 people in attendance. The profit of \$400 was split with the Mason County Historical Society.
- Volunteer Michelle DeKuiper has been working 2½ days per week to create a database for membership, volunteers, donors, and maintenance projects, finishing up by mid April.
- Has been a guest on WMOM three times to talk about our lighthouses.

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- Mlive ran an internet article about our keeper program in February, 2017. Also, Peter has been a guest on Grand Valley PBS morning radio program with Shelly Irwin who will be coming out this summer to record a remote, interviewing our keepers and touring our lights.
- Ludington Daily News, Oceana Herald, the Beacon in Whitehall, and the Holland Sentinel also have published articles along with the January/February issue of Michigan History Magazine.
- Contributed to an article on Big Sable's 150th Anniversary in the Pure Ludington destination guide.
- Working on an article on the Lighthouse Festival for Michigan Blue magazine, Group Tours magazine and a web article for WMTA May web site on Hidden gems in Michigan.
- Attended several webinars on grant writing and other non-profit topics.
- Doing an online six-week course by Clare Axelrad entitled Major Gifts Workshop.
- Requested funds from the Muskegon County Community Foundation for new storm window/screen combination for WRLS. We should have an answer in April.
- Submitted letters of intent to Chemical Bank and the US Lighthouse Service for grants.
- Attendance with Matt at the Whitehall Business Expo on March 1 to promote SPLKA and WRLS. About 1,000 people were in attendance.
- Met with Marge Ellenberger several times to ready plans for the Michigan Lighthouse Festival.
- Working with Jim Hardie to find a new office location.
- Sent out requests for community support on helping SPLKA put a new roof on the keepers' quarters at BSP; also, sent out requests to each Community Foundation Fund asking them to fund a trex board in honor of their foundation to help us raise money for this project.
- White River Light Station Report:

Matt Varnum reported the following:

- Completed a special license application to have a brewery come out this summer during a summer concert.
- Has been doing research on artifacts at WRLS and BSP.
- Painted stairs at lighthouse.
- Has been working in the basement organizing artifacts.
- Taking care of getting dead ash trees taken down with help of township, also, has been cutting and clearing brush.
- Met with new township supervisor.
- Has been helping other staff with office activities in Ludington.
- Will continue to work with the Board regarding improvements to signage to WRLS.

Ted Robinson also reported he will talk to Friends of White River about improving signage to WRLS. Peter will talk to the Fruitland Township Board about signage improvements. Peter also reported that we have applied to Muskegon Community Foundation for storm window monies for WRLS. April 3 will be the start date for work to be done in the workshop. Work includes a new foundation and also a media center for visitors.

- Maintenance Report:

Board members perused a written report from Jim Hardie. It included the following:

- In general terms, all lighthouses and residences have weathered the winter in good order with no major issues. The biggest issue encountered this past winter was the lighthouse road at BSP. The high winds caused blowing sand to close the road a couple times and necessitated a contractor coming out to move sand.
- At BSP, painted brick on the South side only needs touching up in a few areas.
- A new display which will house model lighthouses was installed in the hallway leading to the tower.
- The main entrance door lock has been repaired.
- At LSP, basement walls have been shored up with product from Ayers Basement Systems.
- Plaster cracks have been repaired in the residence ceiling.
- A temperature and water leak monitoring system was installed for the winter months.
- At LNB, the suite bathroom has been remodeled with a new floor, toilet, hardware, and paint.
- All casement windows on the residence have been repaired and operate as intended.
- A temperature and water leak monitoring system was installed for the winter months.

Kim McDaniel reported that keepers reported a smell in the residence at LSP. Jim will check for a possible mold problem.

Roger Pashby asked if we have had our residences tested for radon. Peter will check with Jim.

Staff Presentation: Operations and Volunteer Programs:

Rachel Bendele made a short presentation on how she schedules volunteers (largest part of her job). Rachel stated that Cherie checks to make sure that everything has been turned by volunteers before they are scheduled. A time for an interview is set for a new volunteer either by telephone, skype or in person. Rachel also talks to Jim Hardie about what his needs are for certain kinds of work to be done around lighthouses so that she can schedule keepers who would be willing to do such work. After a background check is completed, a confirmation letter is sent out to keepers telling them who their housemates will be, what week(s) they will be working, etc.

New keepers get a packet of history information, emails are sent out if there is any updating that needs to be done, Rachel makes up a cancellation list, she sets the spring training date for the last Friday in April, and she notifies Matt with names of keepers who would be

interested in working at WRLS. Rachel reported she has a file folder for each keeper. Rachel also schedules schools and other groups to come to our lighthouses and coordinates dates along with park people who are scheduling tours, bus tour groups, wedding events, and special events at our lights. Rachel also keeps the suite schedule for BSP, she keeps binders for each lighthouse with each tour, visits lighthouses twice a week, collects deposits, shops for supplies for residences, and keeps 1610 AM radio station updated with current lighthouse information.

At the spring training in April, literature on our lights is distributed especially for new keepers who may not as yet know the history of the light that they will be working. Other topics pertinent to keepers such as CPR training, etc., are covered as well.

In the Gift Shop part of her job, Rachel reported that she has met with Priscilla, and she has gone to vendor shows looking for new products. Rachel stated that she has been scheduling and receiving deliveries, tagging merchandise, cleaning up POS system, answering email from keepers, and has been and will attend some upcoming gift shows.

Rachel also reported that she and Matt went to Alma College and attended a job fair, talking to potential summer interns.

Rachel fielded questions from Board Members after her presentation.

New Business:

- Board Member Applications to fill Lenore Janman's term

Board members discussed two candidates who have applied for this vacancy : Bill McBeth and Richard Voetberg.

Kim McDaniel made a motion that Bill McBeth be asked to fulfill the unexpired term, Ted Robinson seconded. Motion passed unanimously. Bill will be invited to attend our April meeting.

- Calendar of 2017 Events

Peter Manting presented a handout outlining all of our scheduled activities for the 2017 season.

- White River Beer Event

It is the Recommendation of the Executive Director to approve the White River Concert and Beer Event and instruct the Board President and Board Secretary to sign the State of Michigan liquor control agreement for the event.

Peter Manting explained that an application needs to be sent into the State of Michigan. Liability for this event is on Fetch Brewing. Parking may be an issue, but will be analyzed

after this first year. Posters will be made up and posted in town. Matt would like to see more local people come to this event.

Kim McDaniel moved to accept; Roger Pashby seconded. Motion passed unanimously.

- 2017 Annual Meeting

Kirk Lindquist reported that he would like to find a location for the Annual Meeting in Grand Rapids. Kirk also reported that September 16 will be the date and that he would like to have Eric Jay Dolin, author of Brilliant Beacons, A History of the American Lighthouse, to be the keynote speaker. Peter and he will be researching venues and also contacting Mr. Dolin for his availability.

- Wedding Promotion at our Lighthouses

Kim McDaniel read a short statement about promoting weddings at our lighthouses. Kim talked about possibly having a page link on our website promoting weddings and businesses associated with wedding products, putting an ad in wedding magazines. Jeff duPuis recommended partyslate.com (wedding plan website) linking people to service providers and providing pictures of possible venues. Kim will have a recommendation for our April meeting.

Old Business:

- BSP Roof Replacement

It is the Recommendation of the Executive Director to hire Freeland Roofing to replace the roof on the Keepers Quarters at Big Sable and to pay with funds from the Capital Campaign Fund on deposit at the Mason County Community Foundation. Peter will try to have it done before May 8, opening day at BSP.

Kim McDaniel moved to accept, Roger Pashby seconded. Motion passed unanimously.

- Ludington Office Move

Peter Manting did a short PowerPoint presentation on a proposed office move. Peter reported that they have investigated five different locations in Ludington. All locations are centrally located for maximum community visibility. Out of the five presented, the best and lowest cost was located at 906 East Ludington Avenue. It is a separate building and is near the hospital in Ludington and is owned by Spectrum Health.

Target move date is May 1.

A motion was made and seconded to authorize the Executive Director to enter into an office lease with Spectrum Health for the building located at 906 East Ludington Avenue with a monthly lease obligation not to exceed \$500. Motion passed unanimously.

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- Internships for LSP and LNB

Peter Manting reported that he has found three interns to work at our lights this summer: one is a resident in Ludington, second one is from Alma College, third one has interned for us in the past and will be working at WRLS. Interns are paid \$1250 a summer for 10 weeks.

A motion was made and seconded to hire all these interns. Motion passed unanimously.

- Volunteer Opportunities for Board Members

Peter Manting passed clipboards for volunteer opportunities at Nights at the Lights at LSP and also for the lighthouse festival in August.

Discussion Topics/Announcements:

- Fundraising and Philanthropy DVD—Grand Valley production

Peter Manting showed us a 2 ½ minute segment of a DVD presentation on volunteerism.

- Kirk asked new members to go over bylaws before their meeting with him.
- Roger Pashby presented the Association with a check for \$50 from Michigan Club in Gulf Shores, Michigan
- Rachel Bendele submitted some literature on cruises for fundraising opportunities.
- **Our next meeting is April 22, 2017 at 9:30 p.m. at the residence in Ludington State Park.**

Adjourn:

Kim McDaniel made a motion to adjourn; Roger Pashby seconded. Meeting adjourned at 1:03 p.m.

Respectfully submitted,

Sheila Meeusen