



SPLKA Board of Directors Meeting Minutes

May 7, 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 May 7, 2016 at 9:30 a.m. in the Ludington Center for the Arts, 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, and Lenore Janman. Staff members present were: Executive Director Peter Manting, Matt Varnum, Carol Cooper, and Jim Hardie. Absent: John Truxell. Guest: Connie Tewes.

Pledge of Allegiance & Prayer:

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

Audience Comments/Correspondence:

None.

Approval of Minutes of Board Meeting of April 2, 2016:

Minutes were approved as submitted.

Treasurer’s Report:

Roger Pashby presented the Treasurer’s Report. Total assets are currently \$523,635.54. Board members discussed balance sheet items.

Treasurer’s Report was approved as submitted.

Presentation of Form 990 and Financial Statements -Connie Tewes:

Connie Tewes distributed and discussed copies of our reviewed financial statements for years ending December 31, 2015 and 2014. Form 990 was also discussed.

Connie addressed the need for having an audit in 2017 instead of a yearly review. She also discussed the advantages of having an audit, such as third party verification, checking receipts, new bookkeeper, change in procedures, etc. It should be noted that our Bylaws call for an audit every four years which is 2017 on our current schedule. 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. Connie also fielded questions from board members.

Reports:

- Executive Director's Report

Peter Manting reported the following:

- Speaking engagements at the Pentwater Service Club, the JOYful Days Club at Trinity Lutheran Church in Grand Rapids, and Rockford Seniors at Our Savior Lutheran Church in Rockford;
- An interview with Jennie Matlow for an article in the Detroit News;
- An article about the Ludington North Breakwater Lighthouse submitted to for Plus magazine.
- Rapp Signs in Coopersville has agreed to be our new fabricator for our trex boards;
- Meeting on April 26 with Jim Gallie, Ludington State Park Manager; Brian Lijewski from SHPO, Lisa Gamero from DNR office, and Jody Johnston, Silver Lake State Park Manager, and Maintenance Supervisor Jim Hardie on activities and maintenance projects at Big and Little Sable Point Lighthouses;
- Grants received from Great Lakes Energy Peoples Fund (\$500) for our "Summer at the Lights" programming; Seekers Group (\$300) for new concession window in our trailer gift shop at LSP and Seekers Group grant (\$500) to help with reprinting of our activity booklets;
- Other grants received include: Sanders and Czapski Architects (\$500) and from Whippi Dip in Silver Lake (\$50) for our "Summer at the Lights" programming;
- Grant requests have been submitted to Mason County Community Foundation and Oceana Community Foundation;
- Receipt of \$5,000 from Jeff duPuis with a matching gift of \$5,000 to be received from his employer, Bank of America, for the finishing of the interior of the storage building at WRLS;
- Denial of our grant request to MLAP for an HSR of BSPL;
- Attendance at our Keepers Training on April 29;
- Attendance with Priscilla, Jim and Carol at the Seekers Potluck in April;
- Attendance with Meg Haveman, our new archivist, at a seminar for Basic Digitizing of Collections by the Historical Society of Michigan;

Upcoming activities include:

- Keeper training for Breakers and Seekers on May 18;
- Attendance at the Michigan Lighthouse Alliance Conference on May 15-17 in Traverse City;
- Lunch with Matt and Ted Robinson, who will become the new President of the Friends of White River in August;

- At WRLS, Matt will be hosting the Whitehall Chamber of Commerce on May 18;
- Matt will also be hosting an open house at WRLS for Fruitland Township to see improvements.
- Maintenance Report

Jim Hardie reported the following:

- The placement of our new gift shop trailer at LSPL; the trailer will be ready and open for business on the opening day of LSP.
- At White River, the display is finished, basement has been painted, but more work still needs to be done in basement.
- At LNBL, the light still needs some work before it is ready to be opened later this month.
- At LSPL, the lock mechanism is worn and will be reinserted; Muskegon Community College is making a second mechanism for a backup;
- At the LSPL residence, the ceiling is finished and repainted; the basement east interior wall is unstable and will need to be addressed;
- At BSPL, a workshop was held with Blair Bates; the tree stump was removed, a new picnic table has been installed,
- A MAJOR maintenance item that needs to be addressed this year is replacement of the roof on the residence at BSPL;
- On the north side of the residence at BSPL, there is a wall bowed out which needs to be repaired this year;
- At BSPL, the inside of gift shop has been repaired and painted;
- Since paint on the residence has again deteriorated, Jim will be painting the brick again on the east side and south side;
- Jim will follow up in getting estimates for the BSP residence roof repair and Peter will follow up with SHPO on getting historical information on BSP roof.
- Leases end at LNBL in 2030, at WRLS in 2037, at LSPL in 2030, and at BSPL in 2027.
- Goal Committees

Goal I:

Lenore Janman reported that she is ready to implement the Lighthouse Preservation Fund at our various lighthouses. Visitors at each gift shop will be asked to donate a \$1 to their climb or gift shop purchases. This program will be implemented at the opening of each gift shop this year. The money will be tracked and kept separately.

Peter Manting distributed a sample of our new gift envelope which will be sent out in SPLKA mailings.

Goal II:

Peter Manting reported that the workshop at WRLS is in progress.

Goal III:

Sheila Meeusen reported that she has nine people interested in making presentations for our lighthouses. Sheila has been keeping them updated as to our progress in making a presentation and she hopes to have an orientation in late summer for all presenters to obtain copies. Sheila also reported she has an evaluation form that presenters can distribute after giving a presentation which will be send to the SPLKA office.

Peter Manting reported that Jim Hardie and he are working on developing an area at BSP into a hands-on activity area for children. Cutouts are also being worked on at White River.

Goal IV:

Kirk Lindquist reported he would like a list of all local government entities and contacts.

Kim McDaniel reported on new ways for advertising and marketing. Kim suggested soliciting board members and keepers to write good online reviews for Trip Advisor, and for online magazines. Kim also suggested soliciting bloggers who target specific venues to write blogs about our lighthouses, soliciting photographs of lighthouses to post online, having a film student contest for promotional videos (film festival), and soliciting corporate sponsors to provide prizes. Guest blogging may be possible.

- Fund Raising Committees

Lenore Janman stated that she sent out the SPLKA Fund Raising Plan stating the purpose and the three main areas of focus. The purpose is to raise \$250,000 for the identified repair projects at BSP (repair tower cladding, new roof on house, and brick repair on exterior). The three main areas of focus are (1) to send a fund raising letter(s) to membership/potential friends of SPLKA, (2) to contact foundations, find grant opportunities, and corporate sponsors, (3) to plan fund raising events with appeal to the community.

Goal 1:

Roger Pashby reported that members of SPLKA should be encouraged to donate money above and beyond their membership dues. Different ways could include making a monthly commitment, a once-a-year commitment, and end of life planning/giving. This can be achieved by having a once-a-year membership giving day with a possible match, inserting an "Asking Corner" in our newsletters, and an annual dinner/meeting presentation asking for a pledge at that time.

Peter Manting reported that he will be putting a brochure together for end of life giving to be distributed.

Goal 2:

Kirk Lindquist suggested three objectives for seeking out grant opportunities and corporate sponsors. The three objectives are: (1) Develop a business plan; (2) Develop a case statement; (3) Examine maintenance needs from each HSR for each lighthouse.

Goal 3:

Sheila Meeusen reported on three strategies for planning fund raising events with an appeal to the community. These strategies are (1) Plan and execute one large fund raising event for each year starting with the 150th Anniversary Celebration of BSP in 2017; (2) Distribute canisters at Ludington businesses until our \$250,000 goal is met; (3) Establish one day a month during the lighthouse season where local businesses contribute a percentage of their day's sales to BSP until our goal is met.

New Business:

- White River Light Station Archeological Dig Discussion:

Matt Varnum reported that Grand Valley State University has requested that they be allowed to do a non-invasive geophysical survey followed by a limited test excavation. Board members received a copy of their letter and their proposal from GVSU prior to this Board meeting. Matt reported that this dig may conflict with building our workshop/storage building.

Lenore Janman made a motion that that the Board authorize approval for GVSU to come and do the initial survey with non-invasive techniques at WRLS. This motion does not give permission for further digging. Kirk Lindquist seconded the motion. Motion passed unanimously.

As background information on the grounds work at WRLS, Peter Manting reported that Fruitland Township mows the lawn only. Matt, John Truxell (President of Friends), and Fruitland plan to pull out some trees at WRLS. Girl scouts will repair picket fence and paint this summer. A work day at WRLS is scheduled on May 25 for SPLKA staff to do grounds work, including drawing up a master plan for the gardens. Peter also reported that Karolyn Rillema, Fruitland Township clerk, would like a letter from SPLKA stating that we recognize that the Friends of White River have volunteered to maintain the grounds but due to conflicts, SPLKA will maintain the landscaping and gardens. Fruitland Township will only be responsible for the lawn care. The overall plan for the grounds is to renovate rather than remove and replace. It was emphasized that no one does any work on WRLS's grounds unless Matt Varnum, Resident Curator, is informed.

Recommendations:

- It is the Recommendation of the President, Treasurer, and Executive Director to transfer the CD that we have on record with West Shore Bank into the Money Market Account with West Shore Bank when the CD comes due in June.

Lenore Janman moved to accept; Kim McDaniel seconded; motion passed unanimously.

- It is the Recommendation of the Executive Director and Treasurer that the Board approve Form 990 with changes and direct the staff to submit.

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

- It is the Recommendation of the Executive Director and Treasurer that the Board approve the reviewed financial statements as presented by Connie Tewes.

Kirk Lindquist moved to accept; Lenore Janman seconded; motion passed unanimously.

- It is the Recommendation of the Executive Director that the Board approve the new job description for Office Manager. It is noted that the Office Manager and Assistant to the Director work on different days and that Peter Manting will be evaluating both positions.

Roger Pashby moved to accept; Sheila Meeusen seconded; motion passed unanimously.

- It is the Recommendation of the Executive Director that the Board approve the new job description for the Assistant to the Director.

Lenore Janman moved to accept; Roger Pashby seconded; motion passed unanimously.

Discussion Topics:

- Announcements

Sue Ann Schnitker announced that our Annual Meeting will be held at the Double J Ranch in Rothbury on September 17, 2016 with a possible western theme.

Peter Manting announced that BSPL opens on May 8; the remainder of our lighthouses open May 27.

Adjourn:

Lenore Janman moved to adjourn; Kim McDaniel seconded. Meeting adjourned at 1:25 p.m.

Respectfully submitted,

Sheila Meeusen