



SPLKA Board of Directors Meeting Agenda

January 18, 2024 9:30am

SPLKA In-person & Virtual Meeting

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

1. Call to Order/Establish a Quorum (AI)

- a. Called to Order at 9:32 a.m.
- b. Present: Al Cocconi, Susan Land, William Gardner, Larry Stulz, Dean Collingworth, Mark Hallenbeck, Nic Amicone, Ericka Nielson, Rob Vensas, Bobbi Ryman
- c. Absent: None

2. Pledge of Allegiance (AI)

3. Audience Comments/Correspondence (Jack)

- a. Correspondence focused on Manistee and was largely positive. There was concern regarding transparency and the additional obligation.

4. Consent Agenda

a. Approval of meeting minutes - December 2023 (AI)

- i. Larry moved to approve the minutes and Nic seconded the motion. The motion carried unanimously.

b. Treasurers Report (William)

- i. The transition to the new Quickbooks online isn't going smoothly. There was no financial report. Bank statements were submitted.
- ii. Bobby asked why funds weren't in a better interest-bearing account. Jack responded that the information before the Board today was not the complete picture due to the Quickbooks issue.
- iii. Bobby moved that the Board approved the limited report made by William. Nic seconded the motion. Motion carried unanimously.

c. Staff Reports: (Jack)

-Executive Director

- i. Jack has a meeting coming up with people regarding the anniversary celebration in Ludington. The contract for light show has not been signed, due to unanswered questions.
- ii. Jamesport Brewing Co. is making a specialty beer for the lighthouse for the anniversary.
- iii. The Coast Guard is bringing a 30' vessel down for the anniversaries at LNBL and LSP. It will be an attraction for children.
- iv. A research diving group will be participating in the anniversaries to talk about shipwrecks. Also intended to educate children and will include diving equipment for them to look at and try on.
- v. Short videos have been made to promote the lights and events.
- vi. Anniversary logos will be released next month.
- vii. Activity books are in the works. There will be four booklets specific to each light. The association has the ability to produce these on site.

-Marketing

- i. Emily has increased the merchandise orders for this year. The first shipment will be here for the bartender night on February 8 at Ludington Bay Brewing Co.

-Operations

- i. See Board packet

-Maintenance

- i. There is power at BSP now.
- ii. Water is still out of the lines. Dean will be going out to help bleed the system to be sure that everything is ok.

-Curator

- i. Katie has resigned from her position. Her mother's passing has had a profound impact on her and she has decided to move closer to family.
- ii. Sara Johnson was the LSP site manager in 2023 and Jack is discussing the position with her. She would oversee both WRLS and LSP.

b. Officer Reports: (optional)

- President

i. Al talked to Bob Balzer regarding the acquisition of Manistee. Bob is concerned about the ability to make money on the new light. Al is certain that the acquisition is of benefit to the organization. Al urged the Board to work on learning how to earn money more effectively. Dean asked about the possibility of hiring a consultant to help raise funds. Ericka suggested talking to the local United Way for ideas.

a. Jack thinks that Dr. Riemer and the DeVos family may be interested. Bobbi suggested Meijer and Steelcase. She also suggested trying to find an intern to write grants as a resume builder.

ii. Bob suggested that we try to seek support from Dr. Riemer.

iii. He told Bob that the acquisition was kept quiet by design.

- VP

i. Report to be given under the Education committee

5. Committee Reports: commentary and questions (led by committee people)

a. Finance –

i. The Finance committee met twice since the last meeting to review strategic planning.

ii. The committee is waiting for input from the Education committee, which will be provided after their next meeting.

iii. Quickbooks transfer has been complicated. We may have to stay with the desktop version. Jack has no preference. Due to issues with Quickbooks, we

were late on payroll by one day. William recommended a separate meeting to discuss the issue.

iv. The Finance committee meeting was set for Thursday, January 25, at 3:00 p.m.

d. Archive –

i. No update

e. Personnel –

i. Ericka sent some suggestions for Jack’s professional development. Jack prefers something with a shorter timeline, which is closer to the Q1 suggestion by the Board.

f. Outreach –

i. A Facebook letter has gone out soliciting help with distribution of information regarding our lights. The same letter will be going out in an eblast. So far there has been a favorable response. Dean feels our checklist for volunteers is weak and suggested we ask our volunteers for ideas about how to raise money.

1. Jack feels that we should promote our subcommittees better to get more involvement and ideas.

g. Education-

i. Committee meets next week.

ii. The committee needs to create a fact sheet for WRLS, as well as revising the fact sheets for the other lights.

6. Unfinished Business

a. Ludington State Park construction schedule – September 2024–June 2025

i. Jim Galey was invited, but unable to attend. The closure of Ludington State Park is scheduled after Labor Day of 2024. This is good news but will still have a financial impact on the organization.

ii. Jack has heard nothing more about additional bus days. Bus days generally increase revenue by roughly \$1500 per day. Rob suggested additional bus days prior to closing. Jack is hoping to get some in during the closure. Dean asked about bus days on the holidays. That has caused problems for the park in the past.

iii. Dean asked if we are going to lose power through the construction. Jack will follow up.

b. Strategic Plan

i. The completed draft should be completed for voting by March.

c. HSR

i. The 95% completion draft should be completed soon. Meetings will be held in February to solicit edits.

d. Storefront

i. Dean asked if we are still selling items at the storefront in downtown Ludington. That lease was cancelled prior to Jack's employment. It is possible for a concessionary agreement with the Beach Shack at no cost to SPLKA. Dean asked if the organization had thought about selling at the County Fair.

e. Mason Co. Historical Society

i. Jack indicated that SPLKA needs to rebuild that relationship and he is working on it.

7. New Business:

a. WRLS Lease Agreement

i. Fruitland Township is working on a new lease agreement that may not require a person to live on site. Jack is hoping that we can change it to a resident keeper program. Sara is open to the possibility of living either on or off site. Raelynn would take on curator responsibilities, which is within her area of expertise. If the site is changed to a volunteer site, we will need to purchase furniture for the site. He has priced that out. He is concerned about the bathroom at the site. The step into the tub is very high and may be a problem for some volunteers. The township manager will be taking it to their board for review. Dean is concerned about security during the off season. The building has a security system. Jack suggested that the system could be rerouted to 911, rather than a staff member. Archival security is a concern.

b. MNPL Lease Agreement

i. No agreement has been signed. There are details that must be ironed out.

ii. There is a possibility of a place for keepers to stay. It is a renovated home. Maintenance should be low. Jack will see it in March. Jack will invite the owner to a future meeting.

iii. We are hoping for an agreement with the city by June 2024.

iv. Jack will put something in the eblast letting membership know that we have not acquired Manistee yet and assuring them that we are proceeding cautiously to ensure that the acquisition is a benefit to SPLKA, not a liability. Nick wants the message to emphasize that we are in negotiations, and that our mission is to save lighthouses.

v. Jack wants the responsibility for the catwalk to remain with the city of Manistee.

c. Restoration and Maintenance Committee

i. Dean will work on soliciting membership with experience in skilled trades.

8. Executive Session

9. Open discussion

i. Ericka noted that the website needs to be updated to include new board members. Emily is working on that.

ii. Raelyn is working on volunteer assignments and getting them out soon.

10. Motion to adjourn Larry /Nick

i. Larry moved to adjourn the meeting and Nic seconded the motion. The motion carried and the meeting adjourned at 11:22 a.m.

Next scheduled Board Meeting February 15, 2024 at 9:30 am, Zoom and in the office.