



SPLKA Board of Directors Meeting Agenda

February 20, 2025 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 (Susan)

- a. Present: Susan Land, Erika Nielsen, Kathleen Geiger, Dean Collingwood, Larry Stultz, Rob Vensas, Bobbi Ryman, Nic Amicone, Jack Greve, Carol Cooper, Amy Dow, Julie Slagter.**

2. Pledge of Allegiance (Susan)

3. Audience Comments/Correspondence (Jack)

4. Consent Agenda

a. Approval of meeting minutes - January 2025 (Susan)

- 1. Nic moved to approve. Erika Moved to second. Approved unanimously**

b. Treasurers Report (Kathleen)

- 1. Kathleen reported that we are right on budget.**
- 2. We are a little off on salaries due to paying Greg an additional month.**
- 3. Jack commented that volunteer dues are down. We separated membership from dues for volunteering. It saves returning volunteer fees. Staff will assess whether it saves time.**
- 4. Bobbi moved to approve the report. Nic seconded. The motion carried unanimously.**

c. Staff Reports: (Jack)

-Executive Director

- 1. Met with Safe Harbor CU regarding the Light, Cameras, Activate event.**

2. Jim and Jack met with Jody at Silver Lake State Park. He is hoping to get large buses back to LSP this year. Hoping to utilize a small tour bus company to get people back to the light.

3. Also met with Jeff at Fruitland Township. They are willing to fund the updates to the bathroom at that site. They are also looking at the water supply.

4. Jeffries Family Foundation is willing to support large restoration projects. BSP and LSP are both eligible for these grants. Jack is looking at applying for \$150,000 grant to complete restoration at BSP. If approved, SPLKA would have to generate \$300,000 over three years. Kathleen asked where they were located. Jack proposes that we start utilizing available funds to show work being done to help attract donors. We can generate those funds by getting other grants and donors. This grant requires a current HSR. Jack has talked to SHPO and Jim Gallie (DNR). Rob encouraged Jack to try to get more from the DNR. Jack wants to look at some items in the contract with the DNR to have them shifted from SPLKA. Jack wants to focus on the north wall, the tower, and the chimney. This foundation also helps with funding HSRs. If accepted, we must have a draft done in July and a final draft in August.

5. Met with SHPO to discuss the installation of solar panels on the catwalk at MNPL. They have identified a place where we could run power. He is working on a grant to fund that.

6. \$2500 season sponsorship was from Westshore bank.

7. Fruitland Township provided \$2000 for advertising the 150th anniversary year at WRLS.

8. House of Flavors gave us a \$5000 grant for operational costs.

9. Working with Meijer for a \$5000 contribution.

10. Padnos is considering a \$5000 grant and requested information.

-Marketing

1. Working on T-shirt distribution for 150th anniversary at WRLS.

2. Attending gift shop shows in Kalamazoo.

3. Working at lowering the cost of merchandise.
4. Working on PR pieces with M-Live
5. Joined Manistee Chamber of Commerce to develop relationships up there
6. Updating the children's activities books.

-Operations

1. Still working on filling schedules. Still have needs at Breakwater.
2. Working on recruitment of day keepers.
3. Amy is working on restructuring the office space to make it more effective and welcoming.
4. Spring training will be April 25.

-Maintenance

1. Jim helped with Amy's projects in the office.
2. Looking at replacing plexiglass at BSP if grant is provided from MCCF.
3. Installation at LSP will be March 3 for internet.
4. Helping with exhibit items for the anniversary. They want to open the Oil House. Dean asked if a volunteer would monitor it. Jack responded no, but all items will be behind locked plexiglass.
5. Participating in the discussions about Manistee Light. A grant has been applied for exterior railing from Manistee Community Foundation.
6. Jim is meeting all the stakeholders.

-Site Manager

1. Taking photos for the ecommerce store.
2. Working on booking our concert series.
3. She is scheduling entertainment for the annual meeting, which is in White Hall.
4. Kids activities programs are scheduled at WRLS for the summer.

b. Officer Reports: (optional)

- President

1. The meeting to meet staff had to be rescheduled due to a snowstorm. It is rescheduled for March 24.

- VP

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

a. Finance – Feb 14th meeting

1. Discussed the audit or review and Sara was supposed to call her. She did not. Jack will provide her with Sara's number.
2. An accounting firm out of Grand Rapids would be cost prohibitive.
3. She wants to look for savings accounts with higher interest rates. Jack has done some initial work on that and will forward the information to Kathleen.

b. Education – Feb 21st meeting scheduled

c. Archive –

1. Jack is still working with Fruitland Township to get better storage facilities.

d. Personnel – Schedule meeting to review annual contract practice

1. A meeting will be scheduled to review the way we do employee contracts. Erika is on the committee. Rob volunteered to be on the committee.
2. Kathleen asked about a code of conduct for keepers. She asked that what is appropriate and not appropriate in spring training. Rob indicated that the volunteer handbook has a lot in it. Dean stated that Jack should be contacted immediately, in the event of misconduct.

3. Dean asked for a list of committees and their members.

e. Outreach –

1. Bobbi is working with Julie on distribution of rack cards.

2. Will be meeting with people regarding fundraising for the WRLS anniversary.
3. Interested in any contacts that people may have to help with fundraising.

6. Unfinished Business

a. MLAP Grant Update

- i. The MLAP grant is officially completed. Funds have been received and deposited and show as an asset.

b. Big Sable Live Camera and Network

- i. Waiting on a proposal from Syncwave
- ii. State park is in favor, but Jim Gallie would like it to be on the exterior of the light rather than in the lantern room. Cords could go through the plexiglass, then later through a corner notch. SHPPO suggested going through the vent holes, but then it is more visible to the public. Friends of Ludington State Park are interested in collaborating with us on the installation. A grant has been requested from Mason Co., but Jack is uncertain when they are reviewing that grant request. The Coast Guard is not interested in helping with that.

c. Lake Michigan CPA Services – Engagement Letter

- i. Sara responded that a review was possible and would be cheaper than an audit. Nic submitted the motion for up to \$3500 for a review or audit provided by Lake Michigan CPA Services. Kathleen seconded the motion. Passed unanimously.

d. Annual Meeting (Update)– September 27

- i. It is September 27 in Montague. The estimated dollar amount is \$1870 dollars for venue and food. We will provide our own cake.

7. New Business:

a. SPLKA Rebranding Proposal – Presentation from Julie Slagter

- i. Julie reviewed proposed rebranding strategy that will modernize our image, improve recognition and enhance engagement. The mission will remain the same, however the acquisition of another light necessitates an update.

ii. A rebranding will help establish our identity and will solidify us as a brand and enable us to sell our merchandise in local markets.

iii. Julie has surveyed some of the membership, done a market analysis and research to identify next steps. There is a lot of community support for updating our logo and image.

iv. Next steps would include developing a new association logo and individual logos for each light. Also, creating a DBA name would become our face name. We would continue to hold licenses, etc. as SPLKA.

v. We would like to work with Engine Creative LLC who is giving us a non-profit rate. Nic spoke on behalf of Chris's work and recommended him highly.

vi. The presentation will be sent to the board, and a vote will be on the agenda in March.

d. Review of SPLKA Board Meeting Day

i. The board was surveyed regarding changing the meeting day. Other days were not convenient for most members, so the meeting day will remain on Thursday.

c. Secretary Nomination

i. Susan made an appeal to board members to consider serving as the secretary.

8. Executive Session

9. Open discussion

a. Nic asked about a provision that allowed people to serve on the Board for less than 3 years. Susan responded that the by-laws were changed so that there is no minimum length of membership to run for the board.

10. Motion to adjourn

Next scheduled Board Meeting March 20, 2025, at 9:30 am, Zoom and in the office.