



SPLKA Board of Directors Meeting Agenda

August 14, 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 9:35 a.m. by AI

2. Pledge of Allegiance (AI)

- a. Led by AI.

3. Audience Comments/Correspondence (Jack)

- a. Jack has been on both 9 and 10 news to promote the final two bus days and the 150th anniversary.
- b. Cathleen Guider is interested in being on the board.

4. Consent Agenda

a. Approval of meeting minutes - July 2024 (AI)

- 1. Carol felt there was a misrepresentation of her thoughts on budget reporting. She clarified her comments for the Board. Susan apologized for the misunderstanding. AI stated that he wanted the budget broken down monthly and he will take charge of that.
- 2. A motion was made by Nic to accept the minutes as corrected, and it was seconded by Mark. The motion passed unanimously.

b. Treasurers Report (William)

- 1. William feels that the financial bottom line looks good.
- 2. There was an extra \$800 that should be in the community foundation. The correction will be made.
- 3. William asked about continuing to rent the main office building. It would be beneficial to find a site more suitable to the storage on merchandise and archives, but a site would have to be suitably located and priced.

4. Mark asked about merchandise sales. We will not be spending the full amount budgeted. Jack indicated that sales are about where we should be based upon what we have brought in. We will be moving excess inventory to online sales. WRLS anniversary shirts will be available for Christmas sales online. Fifty percent of our inventory goes out to BSP. Jack is promoting online sales in interviews and will include it in the eblast.

5. Al started an analysis of the budget to share with the Board, but did not finish. He will continue to look at it with Rob as time allows. Al thinks that a quarterly budget may be better. Al wants to examine 2022-2024 to make a budget comparison. Rob suggested identifying several key items to compare rather than the entire budget. The goal is to identify potential problem areas in order to monitor them.

6. Dean and Al both shared member concerns about things on the website that need to be updated – tax returns, capital campaign goals.

7. Nic moved to accept the report. Mark seconded the motion. The motion passed unanimously.

c. Staff Reports: (Jack)

-Executive Director

1. Jack talked with Brian at the SHPPPO office regarding the webcam at LSP.

2. Communicating with staff regarding the coming year and utilizing the grant round effectively.

3. Staff budgets are due in October.

4. Retention of Day keepers continues to be a problem.

5. We have some leaking at Little Sable residence. Greg is working on repairs.

6. LSP power and internet – There is a problem with paperwork required to complete the project. The paperwork need to be submitted by the park manager, and then must go through the DNR. Jack cannot say definitively if the paperwork has been submitted. Nic expressed his

frustration with the process. Jack does not want to get between the DNR and LARA.

7. The site manager has been a big help.

-Marketing

1. Merchandise sales are up this year and Jack feels that we are stocked appropriately for this point in the season.

-Maintenance

1. Greg will be retiring this coming year. Jack will put a PD out in September to hire for the position. There was a question about keeping him on part-time. Jack is working on budgeting for a position and a half.

-Site Manager

1. Sara is doing a great job.

b. Officer Reports: (optional)

- President

Cathleen Guider supports the mission of SPLKA and wants to be on the Board. She has volunteered for the past 10 years. Micheal Brimmer is joining and has been encouraged to get involved with committee work.

- VP

He concurs with Al's enthusiasm about Mike Brimmer

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

a. Finance – Need to schedule budget meeting – 2024 recap & 2025 draft

1. No report

2. Al asked about the Legacy Society and our ability to promote it heavily. Jack indicated that it is being promoted. No willed gift has been made yet. Al will address at the annual meeting.

b. Education –

1. Will meet on August 30.

2. Has not received any volunteers to coauthor the article about WRLS. He is concerned about photos to accompany the article. Nic will coordinate with Mark to locate photos.

c. Archive – New acquisition from USCG

1. Light that was replaced at the top of BSP has been added.
2. Jack has a short list of people who will scan

d. Personnel – Need to schedule meeting with Steve Crandall

1. Steve wants Jack to push staff towards goals but does not want that to impact Jack's evaluation. He wants to meet with Personnel committee members. Jack feels that the relationship with Steve is helpful. They are currently working on setting up staff reviews.
2. Al asked that we set a date for a meeting.

c. Outreach –

1. Has worked on the business card. Susan suggested using a photo rather than artwork. Al told her to talk with people and encouraged her to just make it happen. Mark suggested that she work with Emily. Nic feels the card should be generic.

6. Unfinished Business

a. Manistee North Pier Light (MNPL) – Updated Agreement

1. Jack reviewed the revised agreement. Item 12 appears to be different. Jack will check with the insurance company regarding cost, if any. He sees no reason to continue to pick at the document further.
2. He visited a potential residence in Manistee. It is currently being rehabbed and will be ready by 2026 for our resident keepers. The owner's goals seem consistent with ours. It will be fully furnished. It is within 3 blocks of downtown and 2 miles from the light. We will not have housing in 2025.
3. Dean asked about solar panels at the light. That needs approval.
4. Susan urged a conservative approach to opening given the closure of BSP.

5. Mark wants us to be sure the facility meets our high expectations. Nic urged a cost assessment of railings and banisters. Jack says we must consult Corps of Engineers regarding the pierhead, The Coast Guard regarding the light itself, SHPPO and NPS.

6. Al suggested that we get insurance information and then vote on the agreement at the September meeting. Rob feels that Manistee should insure it. Jack says that we need to carry public liability insurance.

7. Historical society has some funds earmarked for the light.

b. Annual Meeting and Anniversary

1. The event is solid. Weather could be an issue. Al asked about the need for volunteers. Jack thinks we are fine. Larry asked about transportation and parking. No bussing is allowed during the season. Jack doesn't think that parking will be an issue due to the open house format. The idea is that people will move in and out throughout the day. The restrictions at the site required a different structure.

2. Our caterer for the annual meeting double-booked herself and had to be replaced. Jack found a different caterer who could handle the event. We are currently 90 people. The event is still in the black, even with the new caterer.

c. Ludington State Park Updates

1. Jim Galey says there is a meeting tomorrow morning. Closing is on target for September 3. Jim asked if we hold off on any social media posts until after the meeting tomorrow. Reopening will be dependent on the progress of the construction.

2. Dean asked about opening early at other lights. Jack indicated that it could be a possibility.

d. Board Candidates

1. Cathleen Guider was nominated by Al.

2. Rob is up for re-election and is willing to run.

3. Larry knows two people who are interested. Neither has applied. Larry will follow up with them.

7. New Business:

a. Review Tower Comparison Report/Climb Numbers

1. The end of July numbers indicate that we are up from last year. Compared to 2019 and now. We are under significantly in climbs. The Breakwater had an exceptional month in July. Little Sable has the most significant reduction of all lights. Jack proposed that we run specials on specific days to increase climbs. He feels that we have created a pay wall. Gross revenue is up across the board. We were up from 2023 overall. WRLS and LSP were both under 2023.
2. Jack suggested having some special events.
3. Al asked about returning to a staggered move in for keepers at a couple lights to keep things open on Mondays. Staff is already discussing keeping BSP open 7 days a week in July and August next year.

b. Proposed SPLKA Staffing Outline 2025–2027

1. Mark asked about the part-time year-round person being full-time in the summer once Manistee is open. As we have a landlord at Manistee for the residence, we won't have the maintenance. Travel is also a concern.
2. Al noted that is a comprehensive document that is well done.

8. Executive Session

No executive session was held.

9. Open discussion

1. An email came in from Jody at LSP during the meeting. The waiver for internet and electricity has been denied again. It was suggested that the park planner be involved prior to resubmission.
2. Jack talked to Pam Johnson from the Tribal Council. He had heard nothing further. Dean will reach out to see if there is further information. Al suggested that we involve them in our council. Nic suggested that we invite Pam for tours.

10. Motion to adjourn

The motion to adjourn was made by Larry and seconded by Rob. The motion passed unanimously.

Next scheduled Board Meeting September 19, 2024, at 9:30 am, Zoom and in the office.