



SPLKA Board of Directors Meeting Agenda

July 25, 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. 9:33 a.m.

2. Pledge of Allegiance (AI)

- a. Led by AI

3. Audience Comments/Correspondence (Jack)

- a. Grand Haven has reached out about how SPLKA operates.
- b. Channels 9 and 10 news met Jack.
- c. Jim Galey is in Iceland and unable to attend.

4. Consent Agenda

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

1. Erika moved to accept the June minutes. William seconded the motion. The motion carried unanimously.

b. Treasurers Report (William)

1. It looks like we are doing better at this time than we were last year.
2. The \$25,000 that needs to be moved to the foundation is still showing in the budget. Jack and Carol will work on removing it.
3. AI requested a report that compares where we are compared to where we should be in relation to the budget. Carol thinks it would be a very complicated process. Rob suggested that a quarterly budget may give us the information that AI is looking for.
4. Bobbi did not see the \$10,000 from the Women that Care in Whitehall, nor did she see the money from the lightshow. Jack said that the lightshow is listed under special events. The Women that Care is listed under contributions.

5. Nic moved to accept the Treasurer's report. Bobbi seconded the motion. The motion passed unanimously.

c. Staff Reports: (Jack)

-Executive Director

- a. He met with Ludington PD and Parks and Recs regarding the lightshow. They would let us do it again if we choose. Jack will do a cost analysis. He talked with the vendor regarding changes that he was unhappy with.
- b. Round up from Jamesport Brewing was a nice contribution.
- c. Working with Gordon's Food Services for consumables is going well.
- d. He enjoyed his week off for the Mackinaw race.

-Marketing

- a. Emily is working on the newsletter.

-Operations

- a. Opening on Mondays is still difficult, because we are having trouble getting day keepers. We are planning on being open on Labor Day at both Ludington lights.
- b. Dean feels that we need to keep lights open on Mondays, and the LSP should be open until the end of September. Bobbi suggested extending the week for volunteers. Susan pointed out that the association tried in that in the past and we lost volunteers. Jack is looking at a hybrid model for staffing lights with volunteers. Dean asked if we have used the media to recruit volunteers. Jack has reached out to service clubs, senior centers, etc. and hasn't gotten a lot of response. Rob, Nic, and Dean suggested reducing membership costs for day keepers.

-Maintenance

- a. A pipe burst in the basement of the residence of LSP. It was an overhead sewer pipe that ruptured. Greg responded quickly and effectively. There was a bit of an after smell, but it wasn't sewer water. Greg sanitized the basement. Jack compensated Greg with some time off during the week.

b. Internet connection at LSP is a point of frustration, as it is still not completed. Jack is going to reach out to state reps. He has emailed Bumstead's office. Greg feels that we should stand down. Nic does not agree that we should stand down and is adamant that we should apply pressure to the state.

-Site Manager

a. She is working on testimonials and the 150th anniversary.

b. Officer Reports: (optional)

- President

a. He encouraged everyone to send their \$50 to the office for the board table at the Annual General Meeting.

b. He asked if we had heard any complaints about merchandise. People have expressed that they would like more color selection. Bobbi suggested more long or ¾ sleeve selections, different necklines and more subtle logos. She felt that merchandise display is very good. Susan indicated that she found plenty to buy at LSP.

c. Mark and Al are both terming out at the end of the year. We need applicants for the annual meeting. Erika thinks that we should reach out strategically to businesses in the area for membership that facilitates our relationships in the community. Dean has a possible candidate that he is working with. He indicated that we have to consider what donors get from us. Mark asked if we have ever considered corporate memberships. Jack indicated that we do have corporate memberships and we do have corporate sponsorships. Jack has ideas about having businesses sponsoring webcams. Rob encouraged us to really analyze the cost.

- VP

No report

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

a. Finance –

1. Al encouraged us to better promote the Legacy Society.

2. Erika wrote a letter to get some support from the state and they indicated that we had to sign up for a meeting. She and Jack will work on that.

b. Education – next meeting 8/30

1. There has been no meeting since the last board meeting.

2. The main focus coming up has to be the WRLS. They will work on an article for the newsletter and the historical marker.

3. Michele Davis from the Michigan History Center emailed Mark regarding the historical marker will have to wait until October 10 and then there is a 6-month review process. Jack does not believe we can get it installed in 2025. We have to use only primary source information. There is no formalized template, but we have good examples to guide us.

c. Archive –

1. It is a major project for the off season. There are a couple different collections that we will be working on.

d. Personnel –

1. Jack's training with Steve is going well. He skipped July due to his vacation. He is establishing one on ones with various staff members and he sees improvement. He believes meetings are becoming more collaborative. He is focusing on zeroing in on specific ideas and talking less.

e. Outreach –

1. Trifolds have been held up. She has not received other ideas from committee members. She doesn't know how to proceed at this point.

2. We didn't have any membership packets available at the light. Dean sent them downstairs to get the website. It was suggested that we have business cards available for volunteers to hand out. Bobbi will work on business cards.

6. Unfinished Business

a. Manistee North Pier Light (MNPL) – 6/26 Site Visit and Housing Update

1. Dean, Nic and Jack went to the light on June 26 and met with the city manager and other city officials. We need handrails out there and the city is open to

having reserved parking, feather flags, and to adjusting the amount for housing. We told them that we don't want responsibility for the cat walk, but would like to install solar panels there.

2. Nic stated that they did a lot of clean up there. He feels that the light is in better shape than he originally thought. Dean said that the worst level was the level. The paint is lead based. On the higher levels, the paint is in better shape. Dean has researched lead encapsulating paint that is OSHA approved. It is roughly \$70 per gallon. Dean also said that the outside is in excellent condition. The railings will be the biggest issue. Dean is willing to share the video that he took. Dean said that he talked with a Coast Guard representative who said the association should reach out for help, as they are always looking for community outreach. Larry said that there are Coast Guard auxiliaries in many communities and he would be happy to reach out.

3. Dean emailed the tribal leaders. He didn't get a response so made a call and forwarded the email to a different person. He has received an email asking for more information for their quarterly board meeting next week. He is encouraged by the response.

4. Dean asked if the Manistee historical group is walking away. Jack said that they are.

5. Jack has a meeting to look at a potential housing option this week. It is three blocks from downtown. He would like a three-to-five-year contract for housing. The house is not currently move in ready. Jack would seek Board approval for the contract. Dean asked if this would be a yearly rental or six months.

6. Mark asked about liability regarding the catwalk and the rocks near the light. Jack indicated that we have no interest in taking over responsibility for the catwalk and it will not be included in our agreement.

b. White River Light Station – Strategic Plan Update (Gift Shop/Internet in Workshop)

1. We talked about moving the internet to the workshop space. Jack talked with Fruitland township about the lack of security at the site. He wants to know what financial liability SPLKA might incur. We don't believe that SPLKA should shoulder equipment costs as we provide the internet.

2. We have a lot of day keepers at WRLS and we need to switch to resident keepers.

3. The White Lake Association wants out of the camera business and to focus on the lake itself.

c. Annual Meeting – Invites sent on 7/5, Other Updates

1. Invitations have been sent and there has been limited response. Reminders will be sent.

2. Things are all set with the presenter and the Badger.

3. Food is all set.

4. Table décor still needs to be addressed. Bobbi offered to help with that.

d. Ludington State Park Update – On schedule for Fall 2024 closure

1. It looks like Ludington State Park is still on target for starting on September 3 with the closure of the park.

2. We still need to find additional funding sources to balance the park closure. The state has been reimbursing us for road maintenance.

7. New Business:

a. Big Sable HSR – Next Stage of Tower Investigation

1. Jack indicated that during the investigation for the HSR, they indicated that concerns about the tower are beyond the scope of the HSR. They indicated that the ring is stable, even with cracks. We have reduced the number of people up there. We need to explore who is responsible for any repairs. He has not seen a fully completed HSR and we have not heard from Rob McKay on the 95%. After hearing from him, we need directions from the DNR. The current focus is the damage to the foundation.

b. LSP 150th Celebration

1. There are a number of kids activities and the Coast Guard is bringing a boat. We are still waiting to hear from the current owner of MAC Dunes regarding having a buggy there for photo ops. Audio has been taken care of. It is an open house style of event. Nic noted that MAC Dunes ride always plugs the light.

c. WRLS 150th Celebration Planning (2025)

1. Tabled until next meeting.

d. Review Tower Comparison Report/Climb Numbers

1. Jack did a comparison of tower climbs through the end of June.
2. Al wondered why tours were down. LSP is down most significantly. Even though climbs are down, merchandise is moving. Weather in June may have been a factor.

e. Proposed SPLKA Staffing Outline 2025–2027

1. Jack presented a proposal for staffing with the addition of another light. Greg has indicated that this is his last season. We need to find a new maintenance and restoration manager, as well as adding a part-time position. He is also proposing a north and south management system. He included budgetary impact. He has also included a 4%-6% increase for staff. His calculations do not project that we are going to generate much income from acquiring Manistee. He projects that the benefit for us will be in increased grant opportunities and donations.

f. New Membershp

1. Al wondered if we should recruit someone from the tribe to be on the board, or someone from the city or local businesses.
2. Nic asked about officer succession. Susan has indicated that she will run for president and Dean will also run for a leadership role.
3. Erika advised that we exercise caution on increasing the number more.
4. Dean will talk with the tribe about committee membership. Erika will look at the possibility of a person from a packaging company in Manistee and someone from the House of Flavors.

8. Executive Session

9. Open discussion

10. Motion to adjourn

Next scheduled Board Meeting August 14, 2024 at 9:30 am, Zoom and in the office.