



**Lakeshore Keepers
Board of Directors Meeting Minutes**

August 21, 2025 9:30am

Lakeshore Keepers In-person & Virtual Meeting

**“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 Guider, Dean Collingwood, Larry Stultz, Nic Amicone, Rob Vensas, Carol Cooper, Jack Greve

b. Guests: Frank Post, Neal Kimball

2. Pledge of Allegiance (Susan)

3. Audience Comments/Correspondence (Jack)

a. The Board of Directors offered condolences to Nic Amicone in regard to the death of his mother.

4. Consent Agenda

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

i. Nic moved to approve the July meeting minutes and Erika seconded the motion. The motion passed unanimously.

b. Treasurers Report (Kathleen)

i. The organization is healthy and we have revenues in excess of what was expected. These revenues are from donations and investments. Tower climbs are down.

a. Jack believes that his estimates for tower climbs was based upon a faulty assumption. He assumed that being open more hours would equal more climbs. He believes that that are only a certain number of people in the area, and they come when we are open. If his new assumption in correct, his original estimate for the fall will be low.

- ii. Some of the excess cash was moved into CDs in an effort to raise more interest revenue.
- iii. 2019 was the last time we had 7-day numbers, so the predictions for this year were a “best guess.”
- iv. Expenses have been below what was budgeted.
- v. Nic moved to approve the treasurer’s report and Erika seconded the motion. A friendly amendment was made by Nic to include the June financial report following corrections that were made. Erika seconded the amendment. The motion passed unanimously.

c. Staff Reports: (Jack)

-Executive Director

- a. The organization was featured in the Michigan History magazine with a picture of WRLS on the back cover.
- b. The organization was also the cover piece for the U.S. Lighthouse Society. Jack had a 7-page story published in that magazine.
- c. The organization is a finalist for the small business award from Mason co. area from the Chamber Alliance.
- d. Jack is beginning work on the 2026 budget.
- e. This is grant season.
- f. Jack did a presentation in Manistee. Following the meeting a family foundation reached out to help. He provided a list of operational costs and for historical panels, and the Frank and Jennifer Moore Family Foundation is providing \$13, 125. 00 for those items.
- g. The contract for Lake Effects Media has been signed for the video for Manistee, as the funds are now available.
- h. Jack is currently working also on updating the other videos and is seeking funds for that.
- i. He applied for a Consumer’s Energy Prosperity grant (sent a letter of intent) for the possibility of a light show jat Manistee.

j. The association was accepted for the Jeffries Family Foundation Capital Campaign challenge. More later in the meeting.

k. Bradford White Co. out of Middleville is being approached for a donation of hot water heaters at our residences.

l. Jack gave an update on the use of the cameras at the lights. Web traffic is up by easily double on the home page. He is beginning to work on cameras for Little Sable Point and Manistee.

m. Dean asked about selling excess furniture. Jack will have staff do an inventory and then we can look at that in the off season.

n. The National Geographic took drone footage at BSP as part of a project for the Maritime Museum. Jack doesn't anticipate seeing the footage for some time.

o. Kathleen asked about the financial review. The accountant has not responded to his inquiries.

p. Kathleen commended him for the work that he is doing in moving the organization forward and for the coverage that he is generating for the organization.

-Marketing

a. Gift shop planning is beginning for 2026.

b. Continuing to work on rebranding items.

-Operations

a. Has been working on a new rotation schedule.

b. Applications will be available in October for next season.

-Maintenance

a. An update to the office has been completed. The stairs repaired, the door painted and new signage installed. Jack asked about raffling the old sign off to membership. The consensus was to proceed with that.

b. Painting was done at the Breakwater light and they sprayed for spiders.

c. Manistee has the solar panels installed and interior lighting is operational.

-Site Manager

a. Continuing work on children's programming.

b. Officer Reports: (optional)

- President

a. Susan is very excited about the movement in Manistee and the news about the Jeffris Family Foundation.

- VP

a. No Report

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

a. Finance – Updated June Financials

i. The committee has discussed the 2024 financial review which is needed for the fall grant cycle.

b. Education –

i. The committee met last week and is working on the historical marker for WRLS and Mark is working on a piece for the next Wickie on the Manistee light. They are also working on items for the historical video there.

c. Archive –

i. On hold until October.

ii. Jack hopes to use Carol's old computer for digitizing archives.

d. Personnel –

i. No meeting.

e. Outreach –

i. No formal report.

ii. Distribution of rack cards is complete and they assisted with the celebration at WRLS.

iii. There is an event planned in Manistee to begin recruitment of volunteers.

f. Restoration – .

i. Work is progressing at the Manistee Light. Painting is progressing on the first level. The hardest work was scraping and grinding the paint. The first-floor ceiling is complete. The lower level is the current priority. They will complete as much as possible prior to November 1. Dean commented that they have been visited by many people excited to see the inside.

ii. The approved removal of metal at the Manistee site is complete and a tripping hazard removed.

iii. The organization expects it to open sooner than expected.

6. Unfinished Business:

a. Little Sable Lens Cleaning (Update)

i. The lens has not yet been cleaned. The organization is still on his list. We hope to have it cleaned this year. The cleaning will be paid for by the DNR.

b. Jeffris Family Foundation (Update)

i. We did receive the award.

ii. Our deadline is March 31, 2029. The clock is ticking.

iii. Susan and Erika will meet with Jack this afternoon to discuss strategy.

iv. This project will remove the paint from the house, repointing roughly 20% of the brick, replacing another 20% and repainting the structure. This work is outlined in the HSR in Phase 1.

v. Susan pointed out that a percentage of funds that are raised must be local. Susan asked Jack to get a definition for local funds.

c. Annual Meeting Ask Letter (Update) & Info on Annual Meeting

i. An ask letter/invitation for the annual meeting has gone out. We have already received \$2400 of the \$2900 sought. Anything above the cost of the event will go to the account at Safe Harbor for restorations.

ii. Rob asked if there was a way to contribute online. Susan urged staff to use QR codes to allow people to donate on the spot.

d. Big Sable – North Foundation Wall (Update)

i. Jack is still working on generating bids for the work.

7. New Business:

a. CDs at West Shore Bank and Safe Harbor Credit Union

i. Jack and Kathleen researched moving some of the funds into CDs to generate increased interest on savings.

ii. Jack reviewed the options for moving funds.

iii. Nic moved to make a 3-month CD at Westshore Bank in the amount of \$100,000. Kathleen seconded the motion. The motion passed unanimously.

iv. Nic moved to make a 6-month CD at Safe Harbour CU in the amount of \$50,000. Kathleen seconded the motion.

Nic noted that both institutions have been wonderful in their support of the lights and the projects the association has undertaken.

The motion passed unanimously.

**b. By-Law draft – Edit to include Manistee North Pierhead Light
(vote needed at annual meeting)**

i. Jack has made some corrections. Dropping some inaccurate language. Susan noted that we are still officially the Sable Points Lighthouse Keepers Association with the state so there is no need to change the by-laws. Our DBA is registered with the state.

ii. The addition of Manistee to the by-laws is important and will be voted on by the membership on September 27. The membership will be notified of the vote in an e-blast. Members who do not have email addresses will receive a letter in the mail.

c. Proposed Rotation Schedule for 2026

- i. Julie, Amy and Jack have developed a new schedule for the check in of volunteers for move in. The new schedule would reduce the need for day keepers. There has been difficulty getting day keepers at LSP and this schedule will reduce the need.
- ii. The benefit is needing day keepers at 3 sites, rather than 5. Also, transitioning volunteers between sites will be easier and more volunteer friendly. They are looking at volunteer opportunities at LSP for local volunteers.
- iii. The cons are Memorial Day and Labor Day. The holidays are difficult to fill. They are looking at incentives for volunteers.
- iv. The association has not seen a difference in numbers being open 7 days. Jack would like to continue the 7-day schedule for at least one more year to see what the numbers look like before making any recommendations about changing the number of days a week the lights are open. He also wants to continue the fall schedule next year to see the numbers that generates. Recommendations moving forward will be based upon 2 years of data.
- v. One-week shifts will be available at all sites. People wishing to do two weeks will receive priority consideration.

d. Five Site Logos – Presentation

- i. Jack presented the new logos for the individual lights. The logos are complimentary to the parent logo and utilize a similar style and colors. The individual light logos will be presented next to the parent logo on site specific correspondence.
- ii. These logos will be on clothing, new stamps, correspondence, etc.
- iii. Dean moved that the Board adopt the new logos by the staff. Nic seconded the motion. The motion carried unanimously.

8. Executive Session

The Board moved to executive session.

9. Open discussion

Susan congratulated Jack on the coverage of the lights that he has generated.

Nic commented on the improvement in our social media presence.

10. Motion to adjourn at 11:55 a.m.

Next scheduled Board Meeting September 25, 2025 at 9:30 am, Zoom and in the office.