



## **SPLKA Board of Directors Meeting Agenda**

**June 19, 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 (Al)**

- a. Present: Al Cocconi, Jack Greve, Nic Amicone, Dean Collingswood, Carol Cooper, Rob Vensas, Mark Hallenbeck, Larry Stultz, Susan Land

#### **2. Pledge of Allegiance (Al)**

- a. Led by Al

#### **3. Audience Comments/Correspondence (Jack)**

- a. An anonymous contribution was made to the organization of \$20,166.00.

#### **4. Consent Agenda**

##### **a. Approval of meeting minutes - May 2024 (Al)**

1. Nic moved to accept the minutes and Dean seconded. Passed unanimously.

##### **b. Treasurers Report (William)**

1. William submitted a report indicating that everything looks good. Al concurred. The \$25,000 that was inaccurately reported is being moved to the correct place.
2. Rob reported that the line item for wages is blank. Things are not lining up due to the switch to on-line Quickbooks. It will take two years to line up. Things are accurate.
3. Mark made a comment on the contributions line item. Carol explained that the \$7,000 seen in that line item, is trek boards, etc. that were liabilities in 2023 and are contributions in 2024.
4. Jack indicated that we have had over \$40,000 in contributions in the past two weeks.
5. Merchandise is moving well.

6. Motion to accept the financial report was mad by Mark and seconded by Nic. Passed unanimously.

**c. Staff Reports: (Jack)**

**-Executive Director**

1. Fruitland Township meeting is willing to contribute \$5990 for historical marker. Women of White River contributed over \$10,000. Jack is negotiating with Fruitland Township on their amount to contribute to the HSR. Al suggested that we elicit the assistance of the Friends of White River.

2. Celebration of LNBL was a wonderful celebration for the light and the organization. Jack would like to see the light show become a permanent event. Feedback has been overwhelmingly positive. Problems with the location of the generator caused the show to be less impressive from Stearns Beach.

**-Marketing**

1. Annual meeting invites will be going out soon.

**-Operations**

1. Learning lab has been completed.

2. Reworking trifold.

**-Maintenance**

1. On going work.

2. Painting going on at BSP.

3. Blocks on the spreaders of the flagpole have come down due to age and weather. Repair will require special equipment.

**-Site Manager**

1. Working with Raelyn on day keepers at LSP and for Mondays.

2. Working with Ready Rentals for events at WRS.

**STAFF**

1. Carol is working with Sarah on the audit.

2. Initial comments from Sara were that everything is well organized.
3. Cherie is working on printing.

**b. Officer Reports: (optional)**

**- President**

1. The light show and the BOTB was wonderful and he was impressed that the entire staff and their spouses were all there to support the organization.
2. Bumstead and Vanderwall are very supportive of the lighthouse. They asked to be kept informed. Encouraged us to interact with them when possible.
3. Al would like to see a light installed on the flagpole to illuminate the flag at night. He also would like to see flagpoles at the other lights.
4. The Board should sponsor a table.

**- VP**

1. Will wait until the education committee.

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

**a. Finance – Tower Revenue & Climb Comparison**

1. Concession agreement with Manistee. When compared with the Ludington agreement – they are the same. Al suggests that we accept it with one modification regarding housing costs.
2. Jack compared tower climbs from previous years. We are up this year by over \$14,000, but down in the number of climbers. He feels that we are up across the board. Although we are not getting a ton of extra people, revenue overall is up. He examined 2018, 2019, 2021, 2022 and 2023. Rob is more interested in comparing 2023 and 2024. He argued that we raised prices, so comparing earlier years isn't a fair comparison. Jack indicated that that comparison will not be difficult to do. Mark asked if overall tourism numbers were up or down in western Michigan. Pure Michigan may have those numbers.

**b. Education – June 14 Meeting Recap**

1. The committee met June 14, 2024. Only four members were present. They discussed writing the text for the White River historical marker. Jack provided

some criteria and they looked at the markers at our other lights. Timing is an issue to have it in place for next season. Mark is looking for committee members to spearhead that. Jack suggested that the historical article for the winter newsletter focus on WRLS.

2. Karen McDonald may be a good person to write the marker. She has a wealth of information about the station. She may be the most knowledgeable person alive regarding the station.

**c. Archive –**

1. Nothing currently.

**d. Personnel – Leadership Coaching Recap**

1. Jack has been set up with a leadership coach. They have had their second meeting. Steve suggested that Jack thinks too much and needs to drop down the number of ideas and concepts he is sharing with people.

2. They meet once per month currently.

3. Al asked if he has spoken to the staff. He has not. Susan needs to get that to him. Jack may ask Susan to speak to Steve.

4. Mark asked if this was helpful or overburdening him. Jack indicated that it was working well.

**e. Outreach –**

**1. Jack has not had an opportunity to read Bobbi's report.**

**6. Unfinished Business**

**a. Blessing of the Boats Recap**

1. Jack has a meeting at 4 p.m. today to receive the check. The location has not been identified.

**b. Annual Meeting Updates**

1. Jack asked if the historic garage at LSP is in the Hart Historic District. Jack found something that indicates that it is.

2. Presenter is secured.

3. Jack has gotten SS Badger tickets comped and is giving them the suite at BSP.
4. Membership ask has brought in revenue.
5. Jack asked about the timing for dinner. Al indicated that those keeping couldn't make dinner by 5:30.
6. Nic moved that the Board sponsor a table. Susan seconded. Passed unanimously. The total budget looks good. It was agreed that members would send \$50 each. Nic amended his motion/Susan seconded it. Checks should be sent to the office.
7. RSVPs are due by August 2

**c. BSP HSR**

1. Rob indicated that there is a tremendous amount of information. Susan moved to accept the HSR at 95% and Nic seconded it. Passed unanimously.
2. Rob asked about the initial comments about fixes to the railing. After further review, the DNR is more concerned about the bulging in the foundation. They do want us to do caulking between the floor plates. Jack wants a letter from the DNR confirming their priorities following the HSR.
3. Al asked about the numbers at the top. Dean indicated that the DNR rep was not concerned. Jack indicated that we are currently allowing 10 at the top, which is down from 12. Before doing anything, we need to wait until 100% completion.

**7. New Business:**

**a. White River Light Station – Strategic Plan Update**

1. Moving the gift shop around. The quote for moving internet out there was very high at over \$4000. Jack will explore other options prior to the '25 season.

**b. Manistee North Pier Light – Agreement Review**

1. Jack would like a reserved parking space during the season. Jack would like to try to get some cost sharing included but is unsure that is possible.
2. The city would like to be opened the spring of 2025. Jack thinks that is unrealistic. He would like soft openings in 2026 and a big push for their anniversary year of 2027. He prefers a more long-term process.

3. Rob asked about a business plan. Jack indicated that the answer for that is yes and no. He expects the light to generate \$40-50,000 per year. He thinks we need to evaluate our expectations regarding opening in 2025.

-Nic agrees that the spring of 2025 is unrealistic. He thinks spring of 2026 is pushing it. Susan agrees.

-Dean asked about an HSR for that site. Jack indicates that there has been one in the last 10 years. There is lead paint content, but nothing more serious. Nic asked if there was a shelf life for HSRs, and Jack indicated that there are no hard and fast timelines, unless something traumatic happens to the structure.

-Dean offered to do a walk through.

-Rob asked about the initial costs of getting it open. There has been no discussion. There is about \$20,000 coming in from the historical society to help. Jack doesn't expect that number to go up and has heard of no funds coming from the city.

-Jack wants to set up a meeting with the city manager to discuss the housing, the date of opening, reserved parking and cost sharing. Nic moved that the board authorize Jack to meet with city to resolve these issues. Dean seconded. Passed unanimously.

-Mark asked about the workload for staff. Jack indicated that financially we can consider seasonal workers, but not full-time staff. Jack is beginning to start considering this organization as a north and south organization.

-Nic asked Jack to elaborate on Greg's departure. Jack indicated that it is a health-related issue. Jack indicated that Greg would be here through the season, possibly longer depending on certain projects.

-Rob asked for a plan.

4. Mark and Al are ending their tenure at the end of this calendar year. We need to recruit people to run for election to the board. Al urged people to recruit people for the board and to encourage them to get their packets completed and submitted prior to the annual meeting. It is possible for people to take a year off and then return to the association. Applications are online.

5. Power at LSP is still held up at the state level. The organization has the necessary supplies, but we can't proceed without approval. Al suggested that Dean and Nic work together to reach out to the state and Jody to try to move the process forward.

#### **8. Executive Session**

None

#### **9. Open discussion**

The light show was wonderful, and people were blown away. Nic indicated that people are excited about the possibility of making it an annual event. It was the highlight of the weekend. Jack indicated that everything came together for a great weekend.

#### **10. Motion to adjourn**

**Next scheduled Board Meeting June 25, 2024 at 9:30 am, Zoom and in the office.**