



PHS Board Meeting: May 19, 2009

Attending:

Buchanan, Ray
Delehanty, Sean
Davis-Fritsch, Doris
Keeler, William
Keukelaar, Alan

King, Clark

Poray, Bill
Thomson, May
Unckless, Jim
Wild, David
Wolf, George

Not Attending:

Alliger, Joan
Angevine, Catherine
May, Pat

The meeting was called to order at 7:05 p.m.

The minutes from the May 12th meeting were not available. Minutes will be completed and sent out before our next meeting. Clark asked if there were any corrections to the April meeting notes. George made the motion to accept the minutes of April 21, 2009. May seconded. All were in favor.

PRESIDENTS REPORT:

Accomplishments: Clark reviewed many of the accomplishments of the past year and thanked those involved. Among those mentioned were the new Museum lighting, the hedge trimming, the Then and Now book, the House Tour, Structure Committee's surveys and documentation of hitching post and mounting blocks, new marketing materials and website, new mission and objectives, the programs, the newly formed Finance Committee, and the July 4th parade float.

VICE-PRESIDENTS REPORT:

The program schedule will be much like last years with the holiday party with music provided by area musicians and the picnic in May. Arrangements with town historians to give presentations on their history and ties to Perinton are planned. Alan proposed that we not do a joint meeting with the Library because of room availability. The feeling was that we should continue to work in cooperation with the Library on this type of event. George motioned to have the traditional joint program and to develop a plan to make assembling in the Museum lower floor accessible to all members for future meetings, noting that this would not be resolved quickly. Jim and May seconded this motion and all were in favor.

TREASURER REPORT:

Accounts: May reported that there is \$1,360.57 in the checking account and \$2,191.93 in the Money Market. There is \$9,332.92 in the CD, the Community Fund balance was \$54,762.37 and the Grant Account has \$1,934.03.

Finance Committee: no report at this time

COMMUNICATIONS:

Marketing Materials: The membership brochure and forms are being printed. The dockmasters have the Museum flyers. The Merchants boating bags have not been assembled as yet.

Website: The new website was launched the week of May 12th. Doris asked for general direction on the handling of the web content and requested that if anyone would like to see changes that they give her a call or e-mail her.

The group would like the Historigram posted with a brief introduction for each and it was suggested that there be an alphabetical index developed as well.

After approval of the board minutes a PDF will be posted within the "About Us" section.

The "Preservation" section has the PHS projects posted. Doris would like to add content about the Village and Town ordinances and link to their respective sites for further information. Doris suggested that she develop an area on our site for the Village. Bill P. is willing to get approvals to develop this content. All were generally ok with the idea.

The official launch will be at the beginning of program year. This will provide time to transfer content from the old to the new and request changes to links that currently go to the "angelfire" site. Several links that need to be updated are; Town, Village, and Library. The old site will be taken down except for a general page that will link to the new site.

MUSEUM REPORT:

Introductions: Bill K. introduced himself to the new board members and talked about his role as Museum Director and Curator, as well as his lead in writing and producing the Historigram, Canal Days and special projects like the July 4th float.

Historigram: Now that we have a website Bill is going to cover events and items of interest briefly in the Historigram and refer the reader to the website. The Historigram will be more of a periodical than newsletter. Doris cautioned that articles still need to be prepared and provided for posting in a timely manner so that when the reader goes to the website they will find additional information.

Then and Now: The *Then and Now* book has been selling very well. A book signing is scheduled at Borders for the end of the month. Bill has been able to reimburse the entire \$3,000 spend to purchase our books.

Museum Roof: The Village is planning on doing the new roof in June. They will be installing holes for ventilation and a feature to prevent ice build up. The Village is obtaining bids and depending on how much the actual cost is will depend on whether we will need to contribute the \$15,000 that we have committed. May expressed concern that she needs at least 2 weeks notice in order to get the funds from our account.

Collections: The Museum has received a donation of a 1945 medical dispensary cabinet. It is from the former Wagner Drugstore and still has some of the medicine in the drawers.

Fund raising: Bill suggested a fund raising idea: producing and selling playing cards. These would have historical photos and identification. This type of item has been a good source of funds for other non-profits. He will also be sharing additional fund raising ideas with board members.

MEMBERSHIP:

Jim reported that we sold 65 House Tour tickets for \$650 This included 40 new and renewed/rejoined memberships (including 17 extra tickets, where one person or a couple purchased more than one ticket) along with another 8 tickets purchased by current members or people who didn't leave their names and addresses. With the special tour memberships this brings the total members to over 400.

MERCHANTS: No report at this time. Canal Days coming up June 5 - 7 where we will have a booth.

STRUCTURE COMMITTEE:

The group is developing plans to present the hitching posts/steps preservation proposal to the Preservation Commission and also for developing a video documentary. We continue to make progress on the updating of the surveys and are working on our "Fabulous Fifty" list.

OLD BUSINESS:

House Tour Wrap-up: Thank you to everyone who helped with the tour. We have been hearing good reports from many tour attendees as well as hosts. The tour guides reported 200 people were through the Wilcox property on Loud Rd., 179 through the Greene property on Pannell Rd. Tom Klonick had at least 100 people went through his property and Flower Girl had many visitors.

By-laws: The revised by-laws were approved at the May 12 picnic. A final copy is needed for posting on the website.

Float Committee: The group has everything ready. The props are all being moved to Bill K. home on Baird Rd and the display will be assembled there.

Outdoor lighting: Alan has not heard back from Northern Stone about the lighting proposal for the front of the building.

FMC Historic Tour: The Fairport Municipal Commission is hosting a conference and would like to offer a walking tour to attendees and spouses on Tuesday June 23. Jean Keplinger is available on that date and the Museum is open. Doris will finalize arrangements with the FMC and Jean.

NEW BUSINESS:

PHS & Board Objectives: Clark asked that everyone review the current mission, values and objectives that we developed last year. We will discuss these and make changes as needed at our next meeting.

Jr. Docent Program: Bill would like to talk about this idea before it is brought to the board for discussion, therefore, the item was tabled.

NEXT MEETING: Our next meeting is tentatively planned for Tuesday, August 18, 2009 at 7 p.m. at the Museum

ADJOURNMENT: George motioned that the meeting be adjourned, Bill P. seconded. All were in favor. Time was 8:30 p.m.

Respectfully submitted, Doris Davis-Fritsch