



PHS Board Meeting: Aug. 17, 2009

Attending:

Angevine, Catherine
Delehanty, Sean
Davis-Fritsch, Doris
Keeler, William
Keukelaar, Alan

King, Clark

May, Pat
Poray, Bill
Thomson, May
Unckless, Jim

Not Attending:

Alliger, Joan
Buchanan, Ray
Hunt, Bob
Wild, David
Wolf, George

The meeting was called to order at 7:05 p.m. The minutes from the May 12th and 19th meetings were approved with the one spelling correction needed. Alan made the motion to accept the minutes as corrected and May seconded. All were in favor.

PRESIDENTS REPORT:

Village Partnership: Scott Winner presented and explained the process of developing the proposed Village Interpretive Signage that is in the final stages of copy writing and design. There are 13 layouts. The number of signs to be installed is dependent on funding and budget. Locations are not final, but several under discussion are; 1 East Church-Deland Family, 53 West Church-Potter mansion, across the street from 18 Perrin-the Museum, and several on North Main. Bill Poray raised the concern that there is not a sign specifically for the canal. Scott indicated that they focused the signage on things unique to the Village.

The partnership is developing a calendar; "Front Porches of Fairport" for fund raising purposes. Keith Boas has taken over 600 photos for this project. They are also going to produce a poster in the same theme.

A task force of Ron Roberts and Chris Veronda has been working on plans for a train spotting park as a part of Fairport Junction and Water Street. This will likely include a viewing platform, picnic area, landscaping and fencing. A meeting with CSX is scheduled to discuss the property along the tracks. Elements that might be included are the Switching Tower on the canal on West Lift Bridge Lane and a caboose that was built in E. Rochester. Jim noted that the tower is owned by the Society.

75 years: The Society will celebrate 75 years in 2010. (1935) Clark asked to keep this in mind as we plan for next year.

Roles and Standards: Clark distributed a sample of "Roles and Responsibilities of the Non-profit" for the board to review as well as a "Standards of Performance" document, specific to the Board of Trustees of the Society. See attached.

VICE-PRESIDENTS REPORT:

Arrangements have been made with several town historians to give presentations on their history and ties to Perinton. This year the programs will be on the 3rd Tuesday of the month. The location will be at the Museum except the Jan. program at the library. (Note; the board meetings will move to the 2nd Tuesday of each month.)

The first program, Sept. 15th, will be presented by Kathy Kanauer, Town of Penfield Historian. 2010 is their bi-centennial year and Kathy is publishing Calvin Owen's diary. On Oct. 20th the speaker will be Gary Lehmann, Valentown Hall Museum. His subject will be about the Sheldon Fisher's archives. The Nov. program will be on the 17th and will feature Audrey Johnson, Town of Pittsford Historian. The Dec. program will be the holiday programs with music and refreshments. The Jan. speaker will be Vicki Profit and will be at the library. Ray is helping to coordinate this program with the library.

TREASURER REPORT:

Accounts: May reported that there is \$3,380 in the checking account and \$4,193 in the Money Market. There is \$9,367.17 in the CD and the Community Fund balance was \$62,096.18 as of July '09. \$2,000 will be moved to our savings from the checking account. Alan motioned to accept the financial report, Sean seconded and all were in favor.

Finance Committee: The committee met over the summer and developed a budget for next year. The budget of \$11,950 was recommended. Doris asked that the website support be increased \$15 to include registering our URLs. This made the total \$11,965. Jim motioned that the budget be accepted as amended, Doris seconded and all were in favor. See attached. It was noted that Bob will use QuickBooks to keep track of income and expenses which will allow us to look at detail reports on projects and program expenses.

The group also discussed the Community Fund and whether to move investments to make them more secure. The recommendation was to leave it intact as the fund is up with the market improvements and managing this type of account is what they specialize in.

SECRETARY:

Contact List: Doris circulated a contact list of board and committee chairs asking for corrections if not accurate.
See attached.

Nominating Committee: Doris announced that she is not willing to chair the committee this year.

COMMUNICATIONS:

Publicity: Joan indicated (by e-mail) that she had the article ready for the Sept. program. She will also forward the article to Doris for the website.

Website: The following has been added to the website in the "About Us" section; Historigrams, past approved board meeting minutes, and house tours (3-4 years). Doris has developed a calendar page that includes the Museum hours, program dates and locations, board and structure meetings (up until Jan.). Look for it under "Events". Work still needs to be done to take all important content off the "angelfire" site. Once this is done, a press release can go out to announce the new site. Doris will write a draft to help Joan with this.

MUSEUM REPORT:

Museum Roof: Latest reports are that the roof will be done in Oct. Ken Moore indicated that it would not interfere with our normal operation of the Museum.

Year End Report: There were 734 visitors this year (DD-F note: 641 last year). Pendent lights were installed and ceilings and outside trim painted. The hedges have been cut to the architect's specified height. Gardens and lawn have been maintained by volunteers. Worked with Village to prepare for new roof installation and submitted budget recommendation for pendent lights in West wing, Completed the "Then and Now" publication. Purchased reproductions of 1817 canal construction maps, approximately 60 items donated. NYA subject index completed, transcripts of Marjorie S. Merriman, George Wiltsie civil war diary have been typed. We participated in Canal Days, Scarecrow Festival and July 4th parade.

Next Year: Planning to request budget to install emergency lights, repair of heaters and insulation in the attic.

Gift Shop: Bill shared with the group new puzzles for the gift shop that uses historic images of Perinton.

Fund raising: The idea of producing and selling playing cards was determined to be too costly and therefore, not profitable. Bill indicated that we need to work on ways to raise funds.

MEMBERSHIP:

Jim reported that we are \$1,000 ahead of last year at this time, which consists of mostly renewals. 5 or 6 house tours members have renewed. Membership numbers are up to 177 from 122.

MERCHANTS:

Pat reported that there was no meeting this month-next one will be Sept.

Notices for many of the activities have been sent out to the board. They include; the Scavenger Hunt, Find it in Fairport promotion to customers (go there and rate us).

The pub crawl was very successful with 300 participating. \$3,000 was made. They are going to repeat the pub crawl on Scarecrow Fest day. The next event is the Music Fest benefiting Golisano Children's Hospital, Sat. Aug. 29th from 12-10 p.m. Tickets are \$10 if purchased ahead and \$15 on Sat.

The Village Partnership and OCED are participating in the "Visit Rochester Canadian Tourist Campaign". A small ad has been placed in the Toronto Star that has a readership of 1/2 million customers. The campaign also includes a radio spot that encourages visiting the Finger Lakes region and mentions Fairport. This promotion coincides with the Canadian National Exhibition.

STUCTURE COMMITTEE:

The group has completed 77 of 89 amendments to the 1976 Landmark Survey, focusing on the properties ranked red or green. Completed ones are on the web portal and the "public" site. Access to this password protected "public" site has been given to the Preservation Commission. The group has completed the "Fab Fifty" list. The video documentary about the hitching posts and mounting block is on hold for the moment, but Catherine is preparing a presentation for the Commission.

OLD BUSINESS:

PHS & Board Objectives: Two changes were discussed, but not finalized. It was suggested that we add to the board objectives under Financial Viability; "Actively pursue projects that would increase revenues for the Society".

Doris would like to change the Brand/Identity objective to read; "Continue to develop a consistent brand and messaging by using the logo, typeface, paper, color theme and slogan on every communication where appropriate and within budget." Doris noted this change is needed because the current objective has been achieved and it is now the board that needs to ensure that the branding is used and continually developed. Doris indicated that she will develop guidelines to make this as easy as possible.

Jr. Docents Program: Bill spoke with Cindy Hunt who advises a youth group interested community projects. He would only have a year to work with the group. A training manual, which requires an extensive amount work, would be needed to establish the program. It was suggested that Alan contact Cindy to see if the group could be hosts for the House Tour.

Outdoor lighting: It was proposed that we have a demonstration at our Sept. or Oct. meeting. Follow up with Northern Stone is needed.

NEW BUSINESS:

House Tour: We received a very nice letter from Tom Klonick thanking us for having his property on the tour last year.

Next year Alan is planning on having the tour on West Ave. in the Village. This would include the Museum and possibly the old high school/condominium. The tour will be April 25, 2010. It will be held from 1-5 pm. The committee is discussing the possibility of a reception as we have had in past tours.

NEXT MEETING: Our next meeting is Tuesday, Sept 8, 2009 at 7 p.m. at the Museum.
(Note, this is the second Tuesday of the month)

ADJOURNMENT: May motioned that the meeting be adjourned, Sean seconded. All were in favor. Time was 9:45 p.m.

Respectfully submitted, Doris Davis-Fritsch