



Present:

Boas, Keith
Hunt, Robert
May, Patricia
McCormick, Lucy
Poray, William
Profitt, Vicki
Wiener, Linda
Wild, David

Absent:

Unckless, James
Whitney, Douglas
Wolf, George

Others Present:

Angevine, Catherine
Tech Committee

Scheirer, Sue
Volunteer Coordinator

PHS Board of Trustees Meeting Minutes

January 27, 2015

Approved

A regular meeting of the Board of Trustees was held on January 27, 2015, at the Fairport Historical Museum.

The meeting was called to order at 7:00 PM by President Robert Hunt.

Secretary's Report and Minutes. Bob Hunt for Doug Whitney.

Minutes of the regular meeting of the Board of Trustees on December 16, 2014, were accepted as submitted.

Technology Committee. Catherine Angevine

Chair Catherine Angevine discussed the following from her Technology Committee Report dated January 27, 2015:

Near completion: ability to accept credit cards online is completed and the membership "Join Us" button will go up this week. The membership component of the website is complete for now. Visitors have the option to select membership levels and complete information section.

No visitors to the website have utilized the credit card function since November, 2014.

Upcoming: getting the online gift shop up and running by utilizing an "add to cart" button, and the question of how we will market the donate and membership sections of the website. Bob Hunt suggested that component would fall under the new Growth & Membership committee. The back end of the operations involves several people – Linda, Jim, Vicki – and Linda may need assistance with the paperwork in the future if online sales are strong.

There was a pre-meeting discussion between Catherine and Doris Davis-Fritsch about the extent of the accessibility of images, since Doris is uploading 800 images onto the server which supports the PHS website. Bill Poray questioned why we were putting the images on the website instead of our computer at the FHM. Catherine responded that accessibility was the reason, as more people would have the ability to view the images from the website. Catherine said there is a possibility we could subscribe with a company to digitize and maintain the images for about \$75/month or we could purchase our own server and complete the project ourselves. Vicki mentioned that this is a hot topic, since once the images are digitized and available online, we can never pull them

back and that a digitization policy should be high priority for both the new Museum Operations and the Financial & Legal Committees to explore.

The AV grant is moving forward. The televisions are in, the computers are hooked up. There are still several slight glitches that Charles Profitt of the Technology Committee will fix. The 80" television in the Program Room was used for the first time at the January 20, 2015 program. We expect the camera will be rolling and the viewing areas open in time for the April 21, 2015 program, although there will be test runs made at prior programs. The Technology Committee will require volunteers to learn about the AV system. The next phase of the grant is the purchase of the video camera and creating loops, which will be the job of Technology Committee member Chris Pruszynski. Catherine will meet with Chris on February 2, 2015 to discuss the first loop, which will feature Carl Peters' work and history.

Jim Unckless would like the membership records moved so more people have access to them. They are currently at his house. Doris Davis-Fritsch loaded the records to the website so people could remote access them. The database is currently in Access, but perhaps there is a better program out there. Charles Profitt will look into the newest version of Past Perfect to see if its membership database is suitable for PHS needs. Linda suggested we could use "rainy day" funds for technology as needed. Jim needs a volunteer to assist him with membership and to eventually take over the post.

Treasurer's Report. Linda Wiener

Treasurer Linda Wiener submitted her written report for fiscal year from September 1, 2014 through December 31, 2014 which shows the following:

Balance sheet. Total assets and equity equals \$123,836, a decrease of \$563 from November 30, 2014, but an increase of \$7,449 from past year.

Profit and loss for 9/1/14 - 12/31/14. Income \$28,878 or 120 % of budget for year, minus expense of \$16,580, or 76% of budget for year, equals net profit of \$12,298.

Goals for 2014-15 are as follows:

- Develop process for Gift Shop reconciliation and tracking of sales tax collections - in process.

- Set up Paypal account for gift shop, membership, and donation payments - accounts set up/committee working on processes.

- Grant reporting for RACF.

- Provide assistance in obtaining grant funding.

- File 990-N (new regulations \$50,000 revenue) deadline 1/15/15 - filed November 2014.

- File Char 500 in order to be recognized as not-for-profit charitable recipient by NYS. Deadline 1/15/15. Linda is investigating the Char 500 for a 2016 filing.

- Establish quarterly meetings of Finance Committee.

Other notes from Linda:

She moved money from checking to Money Market, and will also do so with the extra gift shop funds.

1099s are out, and the 1096 isn't due until the end of March.

We need to do the gift shop sales tax return. Vicki to contact Anne Johnston to see if she will do it, with Linda to file. Vicki emailed Anne January 28, 2015.

Bob will reserve pavilion for picnic. Canal Days booth is already reserved. Motion made, seconded, and carried to accept the treasurer's report.

Committee Updates.

House Tour. Lucy McCormick for Elaine Lanni.

The committee met once and selected October 4, 2015 as the house tour date and Potter Place as the location. The tour will also include the Potter Memorial and the Perinton Community Gardens. They are looking into a possible reception at the Potter House. Bill mentioned that several years ago, the house tour began with the Potter House. Lucy has photographed the homes, Jeanne Cole will research homeowner information at the town, and Jim Unckless has shared his research into Potter Place. Catherine commented on the variety of interesting architectural styles, and the fact that artist Carmen Peck's house is on Potter.

The next House Tour Committee meeting is scheduled for February 5, 2015, at which time Doris will discuss the updated commission house survey.

Volunteers. Sue Scheirer.

Sue would like at least three volunteers scheduled per shift. That will alleviate issues of finding substitutes if someone is unable to work their shift.

The Volunteer Recognition & Training Seminar is scheduled for Saturday, February 28, 2015 from 2-4 pm. Sue would like to make it fun, with a scavenger hunt, recognition awards and refreshments, and is looking for a local business to make special chocolates as the award. Artisan Chocolates was discussed, although it's pricey. Red Bird Market's homemade peanut butters were mentioned. Bill suggested paper plate awards, and Sue suggested Lucy might be willing to create special certificates. She wishes to include veteran volunteers in the training. Email invitations went out on 1/26, but snail mail invitations will follow in mid-February.

We are always in need of volunteers. Sue gets a nice response from emails, so Bob suggested sending emails to our member list to generate interest in volunteering.

Vice President's Report. Vicki Profitt

Monthly Membership Meetings.

On Tuesday, January 20, 2015, Gene Bavis presented "Mural Mania". 74 attendees. Gene was the first presenter to utilize the new 80" television screen for his presentation. The presentation was very well received. On January 26, 2015, Clark King emailed Bob and Vicki to inform them that Dave Taber would be contacting Gene with the idea of locating an artist to paint a DeLand-themed mural on the south side of the Masonic Temple.

Upcoming Presentations.

Tuesday, February 17, 2015 – Richard Reisem – "Myron Holley: Canal Builder, Abolitionist, Unsung Hero"

Tuesday, March 17, 2015 – Jerry Bennett – "Slave Experience and the Underground Railroad"

Tuesday, April 21, 2015 – Steve Trimm – "An Evening with Oliver P. Clarke, Andersonville Survivor"

Director's Report. Vicki Profitt

Scout Updates.

Chris Grace's Eagle Scout ceremony scheduled for the afternoon of Saturday, April 25, 2015 at the Fairport Historical Museum.

Prospective Eagle Scout Austin Quintana's project will be to paint the lower level atrium, kitchen, bathroom and hallway at the Fairport Historical Museum. He hopes to complete the project in late June or early July.

New Acquisitions.

Vicki has accepted the donation of the bicentennial quilt from the Fairport Public Library. The library board has approved the transfer, and we are awaiting the quilt.

Other.

Vicki has drafted a new flyer to take the place of the previous Fairport Historical Museum flyer. The new flyer details ways visitors can support the museum, and was designed as a tool to gain new volunteers by having something to give visitors thinking about volunteering.

Vicki made a motion to change the open hours of the Fairport Historical Museum on Saturdays beginning the month of March, 2015 from 9-11 am to 10-12. Lucy seconded the motion, which was carried.

The Women's Club of Pittsford grant application for the amount of \$876.14 was submitted on December 20, 2014. It requests funding for six dress forms. Winners will be announced in May, 2015. A lively discussion followed Vicki's request for funding for an additional six dress forms. The museum's current dress forms will not accommodate the 1920s gowns we hope to exhibit this spring. Vicki will contact the Rochester Historical Society to determine whether they will sell their dress forms. If not, Linda Wiener made the motion to approve the purchase of six new dress forms, which was seconded by Keith Boas and carried. Two dress forms were already in the budget. The additional four would be purchased as well, with the hope of receiving the grant to cover the purchase. If the grant is not received, the cost would come from the general fund.

In December, the PHS received a grant from FACET (Fairport-Area Community Education Trust) for 25 clipboards and 60 pencils.

There are several grant opportunities coming up for which Vicki would like to apply.

Communications /Correspondence. Pat May

Sent in the press release for the February 17, 2015 program and added the FPMA to her Distribution list. The FPMA indicated a willingness to disburse the information to their members.

Good coverage has been received. Pat was especially pleased that the Post and the PennySaver published the Yuletide Traditions donor acknowledgements.

From FPMA:

Canal Days poster contest deadline is March 1, 2015.

There are plans for an FPMA wine and cheese tent on the north side during Canal Days. Jim Smith is the new Fairport Partnership President, and Pat Knapp is VP.

February 7, 2015 is "Ice Cream for Breakfast Day" at Moonlight Creamery.

Fairport Pharmacy, Corner Bookstore, Red Bird Market and the museum are working together to plan special events on the third Saturday of each month.

To drive business, Red Bird has samples/demos every Saturday from 10-2.

Doris is working on the archives and that the visitor numbers to the website were down in January and February, which is usual.

Historigram/Scholarship. Bill Poray

Scholarship. any students pursuing scholarships must apply by February 9, 2015. Bill has no idea how we will fare this year, and suggests we re-think the program if response is poor. One teacher mentioned he is requiring his students to apply. Bill has spoken to 400 students about the scholarship opportunity.

Historigram. Folding party for the February 2015 issue will be held Thursday, January 29, 2015 at the museum at 9:00 a.m. Next deadline is February 15 for the March issue.

Membership. Jim Unckless by submitted report

As of 01/26/15, members are up 42, dues down \$54, and other donations down \$2,223.

Old Business.

Strategy Session. Bob Hunt

Took place January 17, 2015. Five new committees were formed and asked to meet prior to the March 24, 2015 board meeting, at which time they would share their observations.

Alarm System. Bob Hunt.

Nothing new.

Bylaws Review. Bob Hunt

Doug Whitney to prepare a list of suggested revisions for submission to Board.

Insurance. Bob Hunt

Doug Whitney has a contact to call regarding insurance quotes.

80th Anniversary PHS. Vicki Profitt

80th Anniversary actually in November, 2015, so we can push off planning so events will begin with the September, 2015 program.

New Business.

Bob suggested we should have Fairport Electric look at the hot water heater and, if in good condition, we should hook up and have hot water available. Linda suggested the possibility of purchasing mini-hot water heaters that would be attached near each sink if the old hot water heater isn't functional.

Bob will be meeting with new Fairport Village Manager Bryan White soon to discuss issues such as lawn mowing and the need for exterior painting at the museum.

Lucy mentioned that Rochester Brainerd is hosting architectural seminars on February 10 and February 17 at their location at 274 North Goodman Street in Rochester.

Future Meetings.

Next regular meeting of the PHS Board of Trustees is on **Tuesday, February 24, 2015, at 7:00 PM, at the Fairport Historical Museum.**

Motion to adjourn made, seconded, and carried at 8:35 PM.

Respectfully submitted,

Vicki Profitt for Douglas W. Whitney, Secretary

Note: All Committee and other reports submitted are filed with these minutes.