



PERINTON HISTORICAL SOCIETY

18 PERRIN STREET

FAIRPORT, NEW YORK 14450

PHS Board Meeting: May 20, 2008

<p><u>Attending:</u> Alliger, Joan Barry, Bill Cicero, Joe Davis-Fritsch, Doris Keeler, William Keukelaar, Alan King, Clark Thomson, May Unckless, Jim Wolf, George</p>	<p><u>Not Attending:</u> Delehanty, Sean Lewis, T.C Wild, David</p>	<p><u>Attending Guest:</u> Angevine, Catherine May, Pat</p>
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The meeting was called to order by Clark. George motioned to accept the minutes of April 15, 2008, May seconded. All were in favor.

PRESIDENTS REPORT:

Welcome: Clark welcomed our new board members that were voted on at our annual meeting/picnic. They are Alan Keukelaar, VP and Trustees Joe Cicero and Sean Delehanty. Also, Clark introduced Catherine Angevine who is taking over the Chair position for the Historic Structures Committee.

Fairport Gateway Committee: Clark received from Christine Heisman, Village Trustee, a request for a representative to serve on this Village committee. Bill B and Doris were both interested. Alan motioned that because of availability Doris be appointed to represent the Society. Jim seconded and all were in favor.

VP-PROGRAM REPORT:

May Picnic: The picnic was a great success thanks to everyone helping with arrangements, set-up and cooking. May mentioned that previously we had requested a \$1 from everyone to help cover the food costs. This information was not published, so May did not try to collect and \$. Another year we should include it or determine another way to cover the costs.

Next Program Year Plans/Goals: Bill K. would like to have the Sept. program the third Tues. in Sept and have Jean Keplinger give her presentation on "Then & Now" which would coordinate well with the upcoming publication of the "Then & Now; Perinton & Fairport" book. He will follow up with Jean. Alan would like to plan the majority of programs at the Perinton Recreation Center so that they will be handicapped assessable. Other options like the library were discussed with the reminder that we have set a date for a joint program with the library in Jan.(date to be confirmed) Alan is investigating a number of ideas for programs including some that might appeal to a broader demographic.

TREASUER REPORT:

Accounts: May reported that we received \$1,150 in income from the House Tour, but the expenses totaled \$1482.21 which was a loss of \$332.21. There is \$771.58 in the checking account and \$696.09 in the Money Market. There is \$9,064.87 in the CD, the Community Fund balance as of 3/31 is \$76,342.89 and the Grant Account on 5/20 was \$3,758.19 for a total of \$90,633.62. George motioned to accept the treasurer's report as stated. Jim seconded and all were in favor.

HOUSE TOUR:

Overview: Bill B. reported that this was the most difficult one in his 3 years of organizing; had commitments of 10 homes, and then it dropped to 5, Craftsman/Bungalows not on tour, and volunteers hard to get for guides. Starting at Potter went well, a great deal of interest. Not sure why the lower sales of tickets, had same numbers of ads but was also disappointed that we were not able to have a promo on Fact 12 as done by Doris last year.

Strategy Next Year: Bill indicated that a number of homes on W. Church are interested, including the Lewis Farm. Another idea would be to focus on brick homes. Bill also mentioned that he might need to step away from doing the tours. The group discussed setting up a committee for next year so that the work is distributed over a group of people rather than one person shouldering all the responsibilities. Bill K. Jim and Alan will be on the "Committee to Form the Committee"(CFC) for the House Tour '09. Bill K(research) and Doris(marketing) are both interested in being on the HT Committee.

SECRETARY REPORT:

Contact List: Clark asked for an updated board contact list be developed and sent to the board.

Annual Meeting Results: A vote on the new Mission Statement took place and was approved. The revised By-Laws can now be sent to the state.

MEMBERSHIP:

Overall Numbers: We have lower membership numbers, mostly because of house tour specials. The numbers are determined by individual numbers and a family is counted as 2. Using that as a basis, here are 444 memberships which represent an estimate 650 individuals. 37 of our '07 HT specials renewed their membership. Last year we had 179 new members and this year 67, but financially we are down about \$1000 in funds from membership compared to last year. George motioned to except Jim's report, and Joan seconded. All were in favor.

Levels for Next Year: The current membership dues were reviewed. Doris moved that we do not change the levels. Alan seconded this motion and all agreed.

COMMUNICATIONS:

Publicity: Joan is working on the Costume Curator release and will get that out soon. We also talked about an article to announce the new board and the launch of the new brand identity proposed for Sept.

Logo/Web Committees: Doris presented 2 logo concepts inspired by the Carl Peters mural and suggested formats for letterhead, envelopes, business cards, brochures, Historigram, freestanding signage and the Website. May moved that Doris finalize logo 2, that the slogan presented be approved and that the two URLs be registered for the PHS. Joe seconded the motion. Joan suggested that the motion include a minor change; to take the exclamation off the marketing slogan. All agreed that this was a good suggestion and voted to approve.

Before the design is final Doris will talk to Andy Gates who lays out the Historigram about what type styles he has available for the text and will try to either use the same style or something compatible. She also will propose that the board contact information and Museum hours be on the front left section of each issue.

Doris indicated that she would have a final logo design by mid-June, but that the Web designer can use the rough of the design as a place holder to get started. To develop the content for the Web Doris requested that individuals volunteer to be resources. Bill K. will do the "Our Museum" section and possibly others. Jim will help with the "Membership & Volunteer" pages. Doris has material for the "About Us" but would like the information about the History of the PHS for that section-Bill K to provide. Jim suggested that the By-Laws be posted there as well.

MERCHANTS:

Bag for Boaters: The FPMA put together a bag of information and goodies for docking boaters. We have about a 100 brochures left and postcards available. May will take these for the bags.

Recycle Soccer Balls: "Kick for Nick" is a non-profit organization that is collecting soccer balls and sending them to Iraq. New or used soccer balls can be dropped off at the Soccer Shack, 2298 Monroe Ave, or Call Kyle at 442-0528.

National Trails Day Hike: Crescent Trail hike will take place on Sat. June 14th. Dave Shaffer of Perinton Recreation is organizing. Contact him if you are interested in participating at 233-5050.

RVE Mountain Bike Challenge: This event will be May 20 and 27th and is \$10. Contact RVE on Main St.

Next Merchants Mtg: Pat can not attend, but May will do so. Pat talked about what items needed to be reported to the group. Recognition of those who helped with the HT was suggested. In recognition of the Green Lanterns contribution, which was free wine and cheese to the HT patrons, Doris will write a thank you note and deliver an autographed copy of a PHS books to the Matt and Stephanie Laurence.

MUSEUM REPORT:

Building: Fixtures have been delivered and invoice submitted to Village for payment. Current fixtures will be installed by Fairport Electric. This has not been scheduled as yet. They will be taken down, Bill will have volunteers paint and then the new fixtures installed. LED lights are not an option with these lights. Bill was misinformed by the salesman.

Roto-Rooter evaluated that the pipe and trap are most likely broken. The estimate is \$2,700. The Village has been contacted for assistance.

The Village board has budgeted funds to replace the current roof with the slate like material. They are still awaiting the funds from the grant that David Koon arranged. There is no timeframe for the roof or the insulating of the attic at this time.

Canal Days: We have 19 volunteers for June 6 & 7th. The booth is in the Village Landing parking lot.

4th Grade Program: 3 classes participated with approximately 100 students and teachers here.

Then & Now Publication: On schedule. Copy will be reviewed by Town Historian and Preservation Associate. 20 now pictures are due from Keith Boas, the photographer.

STUCTURE COMMITTEE:

Survey Updating & Top 10: Catherine reported that the group has slowed their progress with the updating of the 1976 survey because of the need to provide the Village Preservation Commission with our recommendations for the next 10 properties to be designated. This will take another meeting and possibly 2 to complete. Other initiatives are to become more process orientated, with the development of timelines, action plans and accountability for the group.

Historic Preservation: Doris reported that the first property that the Preservation Commission is designating is the Museum. There will be a public hearing that will take place on May 29th at 7 at the FMC building on E. Lift Bridge Lane, where anyone can voice their support or opposition to the designation. It was suggested that someone from the board attend and voice are overwhelming support of this plan. Alan volunteered to go and speak to the Commission.

OLD BUSINESS:

Cruise Night Sponsorship: Dave followed up on this opportunity and all the sponsorships are taken. We will need to think about this for another year.

Costume Curator Assistant(s): We talked about the role. Bill reported that there are 1000 costumes and accessories. An evaluation of the collection needs to be done. Cataloging on the computer is necessary and research to identify costume history.

Board Objectives:

This was tabled.

NEW BUSINESS:

Section 4A of By Laws: This section discusses the procedure to dismiss a board member if they miss more than 3 meetings without a legitimate excuse. One individual has missed at least 5 consecutive meetings. It was decided that Clark would approach the individual to discuss the situation before a decision is made by the board. The new board members do not have a copy of the By-Laws, Doris will send out.

Welcome Lady: New business in area to welcome new residents. Doris asked permission to provide brochures to her once the new ones are done. It is free of charge to non-profits. Alan motioned to have Doris go ahead with this, and Jim seconded. All were in favor.

NEXT MEETING: Tuesday, August 19 at 7 p.m.

ADJOURNMENT: Joe motioned that the meeting be adjourned and Joan seconded. All were in favor. It was late.

Respectfully submitted, Doris Davis-Fritsch