

Cherokee County Historical Society

Board of Directors Meeting: September 9, 2003

Meeting Minutes

On September 9, 2003, the Board of Directors held a scheduled meeting at 7:00 p.m. on the grounds of the Historic Courthouse. In attendance were President Kathy Day, Treasurer Judson Roberts, Secretary Marcia Mosher, Directors Jo Ellen Wilson, Rebecca Ray and Tom Krueger. Absent were Vice President Sylvia Rankin and Past President Skip Spears,

The meeting was called to order at 7:00 p.m. by President Kathy Day. The Minutes of the previous meeting were distributed to the Board, reviewed and approved.

Old Business

- Survey of Crescent Farm Historical Center Property

Further inquiries of Wikle Surveying found that they were also to backlogged to do anything earlier than three months at a minimum. Treasurer Roberts noted that we needed a quality survey done for several reasons. One being the need to re-appraise the Crescent Farm Historical Center as it is currently significantly undervalued, and another was the need to move very quickly in moving the two out buildings donated by the City from their current location. Member Ella Weidman has a contact with a surveying company who will do the survey immediately for \$1000, which is their cost.

Treasurer Roberts made a motion that we proceed with the survey through this contact, asking if any further price reduction could be made. The motion was seconded by Secretary Mosher and unanimously approved.

It was also noted that the fence along Highway 20 can be removed regardless of the surveying process.

- Overview of Computer Equipment

President Day reported that Sylvia Rankin will continue to maintain the website if given all items at one time, once a month. President Day will give the following list of all needed updates to Vice President Rankin:

- February and March Minutes to be posted
- Update Mission Statement on Society Page
- Contributor's Plaque Program to be removed from Facilities Page, under Crescent Farm Historical Center
- Updated ByLaws to be posted
- Updated Barn Rental Agreement to be posted
- Update to description of Barn to include sound system
- Preservation Awards to be updated
- Compact Disk of surveys to be added to sales page

- Rock Barn medallion baskets to be added to sales page
- Anne Hill to be removed from Advisory Board Page

Treasurer Roberts check on whether the updates to the Microsoft XP software were ever purchased for the Courthouse computer.

- Update on space at Historic Courthouse

President Day and Treasurer Roberts met with Jerry Cooper regarding our continued use of space. Consultant will be doing a survey of the space and we will be contacted to ask what we need. We plan to ask for whole Fourth Floor and move all photographic archives to the Fourth Floor. We will also move the archival material currently stored at Reinhardt. According to Mr. Cooper, all tax records will be moved from the Fourth Floor in December. The ultimate decision will be made by the County Commission and Chairman Mike Byrd.

Mr. Cooper suggested that we hold off on moving the piece of furniture to the front lobby until there are no longer active court sessions held in this building so that the potential for damage is limited.

Directory Ray noted that it would be most effective for each Board member to write a letter to the County Commission requesting the space as well as the actual courtroom (for meeting space) and thanking them for their support. Secretary Mosher will draft a suggested version and distribute to the Board for their review. We will note that we are fully utilizing the space and with the advent of staff will need to maintain our current levels. Director Ray will also ask Hollis Lathem to write to the commission regarding our need to maintain the space.

- Cherokee Heritage Trails Report

President Day met with Eric Wilmarth, City Manager and the Chamber of Commerce regarding this project. Due to the large nature of this event it was decided that the lead time to October 12 was too little to become fully involved this year. It was decided that former Deputy Principal Chief, Hastings Shade will speak at the Ball Ground United Methodist Church, followed by a covered dish supper. The other events will be considered for next year.

- Alexander Photography Project Update

President Day reported that Charlotte Land is concerned that for future use of the photographs in this collection for fundraising, etc. we must finalize our legal position. To that end, Secretary Mosher will draft a release and Past President Spears will have it signed by the donor, and notarized.

- New Brochure

Rebecca Bannister is working on a four page color brochure. We have been able to obtain the negatives of the website photographs from Jack Tuszynski for a price of \$250.

- Housekeeping Rules have been mounted in the kitchen at the Rock Barn.
- Moving of Buildings from City Hall

Treasurer Roberts noted that although we have had some increased operating expenses this year such as D&O insurance we are still very sound and would well be able to afford utilizing the unused line of credit to move these buildings if that becomes necessary. Steps remaining to move these include obtaining the survey, drafting letter to Mike McGowan of the Board of Education to deed land, physical move of building.

New Business

- Newsletter Submission deadline is October 10, 2003.
- Treasurer Roberts is purchasing a table cloth with our logo on it to use at informational events where we have a booth, etc.
- Derby Day Committee:

The Derby Party committee consisting of Ella Weidman, Judson Roberts and Marcie Zied would like to make a brief presentation to the Board regarding the status of this project at the next Advisory Board Meeting.

They would like to solicit corporate sponsorships for the event for between \$5M and \$10M with a goal of raising \$50,000 toward the Singleton-Van Buren Exhibition. Cherokee Bank has expressed an interest, but request that they be the only bank solicited.

Larry Webb has done a brief three minute video of the racing heritage of the barn that may be used in this endeavor. Also it was noted that the Chamber Newsletter should be used as a source of new businesses in the county that may want to be involved.

Committee Chair Ella Weidman will be asked to do a brief article on the Derby Day party for the newsletter.

- Question was posed as to do we want to sponsor a Chamber of Commerce Breakfast

It was decided that it would be best to do this in 2004 and introduce our new Executive Director, and be able to present more information on the Derby Day party.

Reports of Standing Committees

Finance & Fundraising: Treasurer Judson Roberts made his report as attached. He noted that we still needed to get the \$2600 from the Chamber of Commerce that they were returning

It was noted that Dr. Austin Flint and his son Austin will be donating to the capital campaign. Treasurer Roberts will follow up.

Programs: There was no Programs Committee Report

Publicity: President Day noted that she had received a letter of resignation from Publicity Chair Anne Hill. Director Wilson moved to accept, President Day seconded and the motion was unanimously carried.

Membership: No report

Historic Sites: No report

The meeting was adjourned at 8:35p.m. by President Kathy Day

Respectfully Submitted,

Marcia Mosher, Secretary

Attachments:

Treasurers Report

Budget

Finance & Fundraising Committee Report

Cherokee County Historical Society, Inc.
Treasurer's Report
September 9, 2003

Liquid Assets:

Cash on Hand:

Checking Accounts

Cherokee Bank

Operating Account \$ 2,613.48

Escrow Account 625.00

MMA: Director's Fund (1.26%) 39,519.36

Edward Jones

Stock Deposit Account 13.00

Certificate of Deposit

Regions Bank (3.150%) 2,731.33

Stock Account

Edward Jones (Exxon Stock: 40 shares @ \$38.38) 1,535.20

Total Liquid Funds \$47,037.37

Liabilities:

\$50,000 Line of Credit/Cherokee Bank \$ 0.00

30,000 Line of Credit/American Express Card 0.00

Submitted:

Judson W. Roberts
Treasurer

Finance/Fundraising Committee Meeting Minutes

The Finance & Fundraising Committee met at the Rock Barn at 5:30 P.M. on July 30, 2003. Those attending were Judson Roberts, Chair, Ernie Zeid and Ellie Weidman. Also in attendance were President, Kathy Day and Secretary, Marcia Mosher. Absent were Frank Weltz, Christi Kook and Marcie Zeid.

Roberts distributed and discussed the following reports: 2003 Budget vs. Actual Results; Treasurer's Report dtd. 7/30/03; and Financial Statements for 6/30/03, prepared by Mary Free. Upon reviewing the information, Roberts made special mention of the excellent work done by Marcia Mosher in tracking membership and also of the follow-up letter recently sent that has brought in a significant number of renewals. Despite this, membership income YTD totaling \$7,500 is down from last year's total of \$10,000 in 2002; however, this only reflects seven months and can be increased with planned efforts and/or a challenge. Rock Barn rental income is up due to the outstanding efforts of President Day. Sales were boosted by purchase of 25 Marlin histories to be used Guy Clarke's local history class. The present sales strategy, while adequate, could be greatly improved with more point of sales sites and proactive efforts of one particular individual assigned to sales.

Roberts then addressed the Director's Fund. The goal is a minimum of \$100,000 representing approximately two years salary before hiring a Director. The current balance is \$39,519.36. The fund has grown nicely due to a Leadership Gift of \$5,000 from Marshall & Kathy Day and a \$1,000 employee matching grant from Rabobank, recognizing Marcia Mosher's outstanding volunteer work. Ms. Mosher also secured an additional \$1,000 for the Rock Barn Project (Landscaping Fund). Approximately \$14,500 has been raised in response to the \$25,000 County Challenge. The balance has been solicited from the J. H. Johnston Foundation, the Jones Community Foundation and Individual Board and Society Members. Roberts expressed optimism for a successful campaign and will solicit more funds in the form of larger member donations from personal visits.

The committee was brought up to date on the National Trust for Historic Preservation's Challenge Grant for \$35,000. As a prerequisite, Roberts submitted the Final Report and Project Summary for the \$2,500 matching grant used for strategic and fundraising planning. He also presented five years projections to be used for the application. A draft plan compiled by facilitator Sara O'Neal was also distributed. The plan identified the four areas of financial needs and assigned leaders: Directors Fund (J. Roberts); General Operating Fund (E. Zeid); Rock Barn Landscaping Project (F. Weltz); and the Exhibitions Fund (Open). The Derby Party Task Force will be co-chaired by Ellie Wiedman and Marcie Zeid. The NTHP Challenge Grant deadline is October 31, 2003 and most work has been completed.

In closing, Roberts mentioned his desire to expand the committee and bring in more members with financial and fundraising backgrounds. The meeting was adjourned at 6:30 P.M. Submitted by Judson Roberts.

REVENUE (SOURCES)

Item Budget January February March April May June YTD Balance Comments

Earned

Item	Budget	January	February	March	April	May	June	YTD	Balance	Comments
Memberships										
Life	\$2,000.00	\$150.00	\$300.00	\$300.00	\$0.00	\$0.00		\$750.00	(\$1,250.00)	
Family	\$4,800.00	\$100.00	\$160.00	\$2,610.00	\$205.00	\$60.00		\$3,135.00	(\$1,665.00)	
Corporate	\$5,000.00	\$100.00	\$200.00	\$800.00	\$100.00	\$0.00		\$1,200.00	(\$3,800.00)	
Individual	\$6,000.00	\$35.00	\$50.00	\$1,505.00	\$170.00	\$80.00		\$1,840.00	(\$4,160.00)	
Municipality	\$800.00	\$0.00	\$200.00	\$200.00	\$0.00	\$0.00		\$400.00	(\$400.00)	
Memberships Subtotal	\$18,600.00	\$385.00	\$910.00	\$5,415.00	\$475.00	\$140.00	\$0.00	\$7,325.00	(\$11,275.00)	

Projected Sales:

Cookbooks	\$1,000.00	\$30.00	\$0.00	\$10.00	\$200.00	\$75.00		\$315.00	(\$685.00)	100 @ \$10
Maps	\$500.00	\$50.00	\$50.00	\$0.00	\$15.00	\$50.00		\$165.00	(\$335.00)	20 B/W @ \$10; 6 Laminated @ \$50
Marlin Histories	\$2,400.00	\$30.00	\$70.00	\$70.00	\$35.00	\$220.00		\$425.00	(\$1,975.00)	40 @ \$30; 20 @ \$35
Videos	\$150.00	\$0.00	\$0.00	\$75.00	\$0.00	\$0.00		\$75.00	(\$75.00)	7 @ \$20
Other	\$150.00	\$10.00	\$10.00	\$10.00	\$0.00	\$0.00		\$30.00	(\$120.00)	Stationery, T Shirts & Depleted Merchandise
Sales Subtotal	\$4,200.00	\$120.00	\$130.00	\$165.00	\$250.00	\$345.00	\$0.00	\$1,010.00	(\$3,190.00)	
Facility Rental (Rock Barn)	\$12,000.00	\$0.00	\$50.00	\$200.00	\$600.00	\$100.00		\$950.00	(\$11,050.00)	

Admissions

Banquet	\$2,500.00	\$0.00	\$0.00	\$60.00	\$1,182.00	\$25.00		\$1,267.00	(\$1,233.00)	140 @ \$16
Seminars	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	(\$500.00)	Genealogy, National Register and other seminars.
Admissions Subtotal	\$3,000.00	\$0.00	\$0.00	\$60.00	\$1,182.00	\$25.00	\$0.00	\$1,267.00	(\$1,733.00)	
Earned Income Subtotal	\$37,800.00	\$505.00	\$1,090.00	\$5,840.00	\$2,507.00	\$610.00	\$0.00	\$10,552.00	(\$27,248.00)	

Invested

Interest	\$50.00	\$0.00	\$0.00	\$0.00	\$76.55	\$0.00		\$76.55	\$26.55	
Dividends	\$150.00	\$0.00	\$9.20	\$0.00	\$0.00	\$0.00		\$9.20	(\$140.80)	
Endowment Income Subtotal	\$200.00	\$0.00	\$9.20	\$0.00	\$76.55	\$0.00	\$0.00	\$85.75	(\$114.25)	

Contributed

NTHP Director Match	\$25,000.00	\$0.00	\$0.00	\$0.00	\$3,250.00	\$0.00		\$3,250.00	(\$21,750.00)	Individual or Corporate
Local Government	\$30,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00		\$25,000.00	(\$5,000.00)	County and City of Canton Annual Gifts

Seminars	\$200.00	\$0.00	\$32.11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$32.11	\$167.89	Genealogy, National Register, etc.
Programs Subtotal	\$2,200.00	\$0.00	\$474.11	\$291.63	\$448.74	\$45.25	\$0.00	\$0.00	\$1,259.73	\$940.27	
Christmas Party	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	Catering, decoration and/or music expenses
Annual Banquet	\$1,810.00	\$0.00	\$0.00	\$0.00	\$1,709.36	\$0.00	\$0.00	\$0.00	\$1,709.36	\$100.64	140 @ \$13
Special Event	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Catering, decoration and/or music expenses
Program/Seminar Refreshmtns	\$300.00	\$0.00	\$79.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$79.20	\$220.80	Light meeting refreshments
Hospitality Subtotal	\$2,610.00	\$0.00	\$79.20	\$0.00	\$1,709.36	\$0.00	\$0.00	\$0.00	\$1,788.56	\$821.44	
Survey/Historic Sites	\$1,000.00	\$0.00	\$0.00	\$0.00	\$2,600.00	\$0.00	\$0.00	\$0.00	\$2,600.00	(\$1,600.00)	Updating of Historic Survey/ Student Projects
ISP/Web Hosting	\$500.00	\$126.00	\$0.00	\$0.00	\$99.85	\$0.00	\$0.00	\$0.00	\$225.85	\$274.15	
Website Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Outsourcing costs.
Newsletter Printing	\$500.00	\$0.00	\$366.25	\$0.00	\$0.00	\$315.00	\$0.00	\$0.00	\$681.25	(\$181.25)	Four Quarterly Newsletters
Advertising	\$100.00	\$0.00	\$15.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15.00	\$85.00	GA Trust
Dues & Subscriptions	\$1,000.00	\$0.00	\$0.00	\$15.00	\$115.00	\$45.00	\$0.00	\$0.00	\$175.00	\$825.00	Various
Publicity Subtotal	\$2,100.00	\$126.00	\$381.25	\$15.00	\$214.85	\$360.00	\$0.00	\$0.00	\$1,097.10	\$1,002.90	
Registration & Travel	\$4,000.00	\$0.00	\$0.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$3,700.00	NTHP: majority funded by attendee donations
Strategic Planning Session & F/R Plan	\$5,000.00	\$1,290.18	\$218.40	\$0.00	\$3,723.44	\$84.39	\$84.39	\$0.00	\$5,316.41	(\$316.41)	Funded 50/50 by NTHP grant and contributions
Education Subtotal	\$9,000.00	\$1,290.18	\$218.40	\$300.00	\$3,723.44	\$84.39	\$0.00	\$0.00	\$5,616.41	\$3,383.59	
Library, Collections & Pub. Reprinting	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	Supplies and materials for improving archives & collections.
TOTAL EXPENDITURES	\$11,500.00	\$2,884.87	3292.83	\$1,581.87	10500.88	\$1,199.27	\$0.00	\$0.00	\$19,459.72	\$92,040.28	
Surplus/(Defecit)	\$0.00	\$2,340.13	25799.42	\$7,339.58	(4,517.33)	(494.86)	0.00	0.00	\$30,466.92		