

Cherokee County Historical Society

Board of Directors Meeting: March 11, 2003

Meeting Minutes

On March 11, 2003, the Board of Directors held a scheduled Advisory Board Meeting at 7:00 p.m. on the grounds of the Historic Courthouse. In attendance were President Kathy Day, Skip Spears, Past President, Judson Roberts, Treasurer, Marcia Mosher, Secretary, Directors Jo Ellen Wilson, Rebecca Ray, and Tom Krueger, and Committee Chairs and Members Anne Hill, Rebecca Bannister and Bernese Cagle. Absent was Vice President Sylvia Caldwell Rankin.

The meeting was called to order at 7:05 by President Kathy Day. The Minutes of the previous meeting were distributed to the Board, reviewed and approved.

Action Items

Price revisions for Family reunions held at the Rock Barn:

Discussion was held as to whether the Society wishes to make a change in the pricing for rental of the Rock Barn in order to encourage family reunions. It was noted that such events are historical in nature and the Society's current charges are not competitive with local alternate venues. Judson Roberts made a motion to change our fees as follows:

\$200	Fee
\$ 50	Admin Fee
\$100	Refundable Deposit
\$350	Total

The motion was seconded and unanimously approved.

Scheduling of Final Session of Local Initiative Grant:

The remaining funds from the Local Initiative Grant must be spent on "Planning." Planning must address fundraising plan for an Executive Director. We must spend \$3,500 or return half of any balance under \$5,000.00. Choices for session facilitators include Esther Hall, Andy Robinson and Don Rooney of the Atlanta History Center.

The Secretary made a motion to plan on using the weekend of April 26 – 27, 2003 for the second planning session, depending on facilitator availability. The motion was seconded and unanimously approved.

Discussion Items and Reports of Standing Committees

Treasurer's Report:

The Treasurer submitted a report as of March 11, 2003 showing Total Liquid funds of \$46,300.03, an increase of \$3,711.24. This represents membership fees (currently budgeted at approximately

\$5,000) and Year End Campaign Results. It was noted that our brochure needs to be updated to reflect new membership fee schedule. The increase in membership fees will be officially voted on at the April 4 meeting of the Society.

The following items were also noted by the Treasurer:

- A money market account had been set up and funds transferred from the operating account into the money market.
- Mrs. Mary Free is now doing the fiscal year end financial statement, tax return and monthly financial statements.
- A new appraisal of The Rock Barn is needed to correctly state the equity position for the financial statements.

Finance & Fundraising Committee:

A report was submitted by The Treasurer (attached and made a part hereof) discussing the status of the Directors Fund, Grants in process, new Committee members, Year End Campaign Results, Seminars and D&O Insurance.

A motion was made by Dr. Ray to accept and purchase the D&O Insurance for which the Treasurer had received a quotation. The coverage will be in the amount of \$2 million dollars. The motion was seconded by Mr. Krueger and unanimously approved.

A report of the Goals of the Committee for 2003 was submitted (attached and made a part hereof) noting the financial management, fundraising and endowment goals of that committee for the year.

Strategic Plan Submitted by Esther Hall:

The strategic plan report submitted by Esther Hall, the facilitator of our Strategic Planning Seminar held on January 18, was presented to the Board and is available on the Virtual Board. A short synopsis of the event was given for those not in attendance and some key issues were noted and discussed by the President.

Particularly noted were the use of membership surveys to gain information for forming task forces and committees. In the discussion of committee staffing it was noted that the Library and Museum Committee is currently being chaired by the President, Kathy Day.

Also particularly noted were the items in the Strategic Planning Report pertaining to education. The President requested that all members of the Board, Directors and Committee members document all time spent on education programs in written form and submit to the President.

Mr. Krueger noted that he would like to see a permanent committee established to focus on education. Although a vote would need to be taken to amend by-laws and add a permanent committee, it was decided to create a task force immediately. It was suggested that Society member, Guy Clarke, who is currently directing the ethnographic and archival project at Cherokee High School should be invited to our next Advisory Board meeting to discuss candidates for this committee. A motion to create a permanent Education Committee will be made at the April meeting and a vote of the Society called for at that time.

Programs Committee:

There was no report of the Program committee. However, a request was made regarding the annual banquet to alter the R.s.v.p. and payment arrangements for next year so that R.s.v.p. and ticket payment are received in advance.

Membership Committee:

A membership report (attached) was submitted by the Chair Tom Krueger. The Chair noted that a new membership brochure reflecting corrected fees, changes to the request for email addresses, and interest areas discussed is a priority. The Chair also noted that he is not always getting the email addresses of new members and that the information must all be kept together on the Society's database. It was agreed that in future all information would be kept together in one database.

Mr. Krueger also requested that a replacement be found to Chair the Membership Committee. As he has held the position for four years, he is ready to step down while still willing to serve as a Director. He will continue in his position during this membership drive. Until a new Chair is appointed, the new committee member specializing in Corporate Membership, Bernese Cagle, will serve as Chair.

Historic Sites Committee:

Committee Chair Elaine Hubbard reported that the following buildings were nominated for Preservation awards to be given at the 2003 Annual Banquet:

Businesses: the Hasty, Pope and Ball Building in Canton, and Beverly's Day Spa in Woodstock.

Homes: The Teasley Home in Canton and the Humphrey Home in Ball Ground.

Community: The Canton High School in Canton, and the Arts Center (formerly the Methodist church) in Canton.

Judson Roberts made a motion to accept these nominations; the motion was seconded and unanimously approved.

Genealogy Committee:

The new Chair of the committee, Rebecca Bannister, was introduced to the Board. Ms. Bannister gave a verbal report of her goals for the committee as follows:

- The Society to host a Summer advice series. The Library has requested that we teach a seminar on how to conduct genealogical research as they spend a significant amount of time on such requests.
- Linda Geiger is a member and a prominent Genealogist. She may be willing to become involved and the Summer advice project and will be solicited as a committee member.
- An article to be prepared for the newsletter on how to use the library resource room.
- An article to be prepared for the newsletter on migration patterns of Cherokee county citizens. The member list will be used as a starting point.

Publicity and Publications Committee:

The Chair noted that the deadline for the next Newsletter is April 15th. She also noted that there has been some discussion as to what the direction of the newsletter should be; a history magazine or a newsletter of local doings. The Board noted their agreement on a concentration on local information.

The Chair also requested that no publications go out from the Society without the date and website affixed.

A newsletter article regarding the activities around Discover Cherokee was requested from the Secretary. The Chair also requested that Frank Wertz, member of "The Rock Barn Project" landscaping project and Sixes Community Garden Club be asked to report on his research into grafting the apple tree at the Rock Barn. President Day requested that research be done on the

feasibility of grafting live limbs of the old apple tree before it is removed from the Crescent Farm Historical Center.

Mr. Weltz has discussed this with the horticulturalists at Buck Jones nursery, one of whom volunteered to inspect the tree to see if it would be possible. He will give a brief report to Ms. Hill on the project.

Landscape Issues at the Rock Barn:

The Secretary, Marcia Mosher, who is also the President of the Sixes Community Garden Club, and the Secretary of The Rock Barn Project (the 501© corporation formed to raise funds to implement a landscaping plan around the Rock Barn) asked to discuss and clarify some recent issues regarding the landscaping project at the Rock Barn. A recent article appearing in the Atlanta Journal Constitution quoted Vice President Sylvia Rankin in her capacity as a representative of the Chamber of Commerce as saying she would like to see local garden clubs recreate a Cherokee garden at the Rock Barn.

The caused some concern among members of the garden club and The Rock Barn Project who have been working with the Society since 2001 on the landscaping plan of the historical center.

Due to his inability to contact Ms. Mosher, Frank Weltz, the Treasurer of The Rock Barn Project sent a letter to the Chamber to make them aware that a master landscaping plan was already in place for the Rock Barn and fundraising efforts for such were on-going.

Ms. Mosher reported to the Board that while the garden club had given the Chamber a letter of support for the Heritage Trails program because it complemented pre-existing plans for “kitchen” gardens to be undertaken in cooperation with the schools, etc. they did not wish to abdicate their plans for landscaping around the Rock Barn. The garden club had asked her to express their serious concern in light of their formation of the 501© corporation and inquire of the Board if it was their wish for the garden club to cease their involvement with the Society and/or to withdraw their support for The Rock Barn Project.

The Board stated that this was not the case and reiterated their support for the landscaping plan and the activities of The Rock Barn Project.

The final product for one of the fundraising efforts of The Rock Barn Project, a maple basket and porcelain ornament with a water color of the Rock Barn, was presented to the Board. The Board approved placing this item on the Society’s website for sale with other fundraising items. All proceeds will go to The Rock Barn Project.

Report on Movement of Outbuildings to Rock Barn:

The President reported that Bill Campbell had looked at both buildings in question and determined that the “Cooks House” is the building in best shape to be moved. Past President Skip Spears He contacted Buddy Blankenship regarding the move, but Mr. Blankenship is not interested in moving them at this time.

President Day reported that she had a contact to make historically accurate footings for that building, and will obtain estimates for their construction.

Mr. Roberts will obtain contacts for movers from the Historical Trust and report back to the Board.

New Business

The issue of having a merchant account to simplify the sale and purchase of items on the website was brought up during the Treasurer's Report. The Treasurer noted that it had been previously investigated. The Board decided to revisit this issue and place on the Agenda for the next meeting.

On the motion of Kathy Day, the meeting was adjourned at 9:00 p.m.

Submitted by:

Marcia Mosher

Approved on: _____

Attachments:

Finance and Fundraising Report

Finance and Fundraising Goals for 2003 Report

Membership Report

Finance & Fundraising Report
March 11, 2003

I. Director's Fund – Money Market Fund opened at Cherokee Bank for \$30,000. Basic Plan for \$100,000 (Two Years plus Benefits for a Director). \$70,000 to come from Cherokee County (\$25,000 in 1/04), County Challenge Match (\$25,000 from Local Foundations & Members), Cities of Canton & Woodstock Hotel/Tourism Tax (\$15,000), Earmarking Corporate Memberships to Fund (\$5,000). Other possible sources: \$35,000 NTHP Challenge Grant.

II. Grants

- NTHP Preservation Service Fund – Completion of Final Report for \$500.00 awarded to offset Exhibition Consultant's Costs.
- NTHP Local Initiative Technical Assistance Matching Grant for \$2,500 – Strategic Planning and Fundraising Plan for Director. Have used approximately \$1,500 and must spend \$3,500 or return half of any balance under \$5,000. Andy Robinson was recommended and has been contacted for a proposal. Hope to conclude by May and send in Final Report. Next Stage will be application for Part II of grant program. Five organizations will compete for \$35,000 challenge grant to assist in funding staff.
- Georgia Humanities Grant – Public Planning Grant for \$10,000 for Singleton-Van Buren Exhibition postponed until next year.
- Reapplication of NEH Local History Initiative Challenge Grant in May?
- United Way Grant – Submitted by Sixes Garden Club for work at Rock Barn.
- Georgia 2003 Heritage Grant– Explore to see if funds eligible for moving outbuildings to the Rock Barn. If affirmative, will apply for \$1,500.

III. Committee Members: Kristi Kook and Ernie Zied signed up at February meeting to be on Committee. Earnie Breeding expressed an interest in membership renewal surveys. Also plan to ask Dennis Burnette to serve or appoint someone from Cherokee Bank, a corporate member. Also, Frank Weil (Sixes Garden Club and recent member) is a candidate.

IV. Year End Campaign Results: Approximately \$2,000

V. Seminars - JWR to attend Raising More Money Seminar on 3/25/03 at Morehouse School of Medicine from 4-6 p.m. There is no cost. Anyone welcomed to join.

VI. D & O Insurance: Awaiting bids from two organizations recommended by NTHP: Mims International (bid fell thru cracks with personnel change) and American Association of Museums (Eric Johnson sent quote and I let it fall thru cracks. Requested updated bid last week). If no word from these companies by 3.14.03, will work thru local group.

Finance & Fundraising Committee
Goals for 2003

- (1) Active management of revenues & expenses through ongoing review of budget vs. results.
- (2) Working with accountant to produce quality, timely financial information and tax returns.
- (3) Collections of remaining Crescent Farm Historical Center Capital Campaign pledges of \$14,000 to liquidate debt under LOC by February, 2003.
- (4) Underwrite at least two successful Grants for special projects:
 - SHPO GA Heritage 2003 - \$1,500 to move corncrib and cook's house
 - Local Initiative Technical Assistance Grant - \$2,500 for Strategic Planning & a comprehensive Fund Raising Plan for Staff and submit subsequent application for \$35,000 Challenge Grant.
- (5) Organize & oversee fundraising campaigns for the following projects:
 - Establish staff funding by raising two years salaries - \$100,000
 - Moving & renovating outbuildings - \$5,000
 - Update landscaping plan (including parking, exterior lighting & outbuilding renovation) in joint efforts with Sixes Garden Club and coordinate fundraising efforts.
- (6) Increase inventory sales by expanding points of sales to achieve budget goal of \$4,200.
- (7) Compose and submit an investment policy for Board approval for management of future endowment for funding staff.
- (8) Finish & Install Contributor's Plaques at Rock Barn by 3/31/03.
- (9) Work with Membership Committee to reach budget goals.
- (10) Acquire D&O Insurance by 3/31/03.

Membership Report as of March 11, 2003

Thus far we have 140 paid 2003 Family and Individual Memberships, 6 Corporate and 4 Municipal.

There are 100 Life Members, and we have 29 non-members on our mailing list.

There are 161 Family and Individual memberships who have not paid their 2003 dues, 11 Corporate and 1 Municipal.

Submitted by Tom Krueger, Membership Chair