

## JERICHO HISTORICAL SOCIETY

### BOARD MEETING MINUTES | SEPTEMBER 14, 2023

Board members present: Ann Squires, Keiko Williams, Betty Koshinsky, Cheryl Thomas, Stacie Griffiths, Sue Richardson, Nancy Spier, Shelly Dionne. Guests present: Sharon Leonard

The meeting was called to order at 6:08 PM

Community comments – None reported

Recording Secretary's Report: Betty Koshinsky

Minutes for August Board meeting are incomplete but should be posted within the next few days for Board review. Per Ann Squires the October agenda will include approval of minutes for both August and September. Finalized documents will be posted to Teams and to the JHS website. Keiko will receive June and July Minutes for posting to JHS website.

Nancy Spier proposed a procedural change to have meeting minutes available for Board review at least one week prior to a meeting. Motion to approve proposal by Nancy Spier, second by Stacie Griffiths. Motion passed.

Correspondence Secretary's Report: Cheryl Thomas. Agenda published prior to the meeting.

Cheryl reported on a thank you note sent to a donor to the JHS building fund.

She received an email via the website, from a user asking permission to use Snowflake Bentley snowflake images in a book to be published. The letter asked to facilitate signing a permission form documenting JHS approval to use the images. Ann Squires as President will have the authority to sign such permission. Discussion: a business or individual cannot use images under the Snowflake Bentley name without permission, under copyright rules.

Ann pointed out that Bentley sold many of his works during his lifetime to non-profits and museums, and the request for permission is mostly a formality. The Board agreed Cheryl may respond with permission for the book to include Bentley snowflake images. No vote is needed.

Treasurers Report: Stacie Griffiths

Procedural note: the Shop Manager will present monthly Craft Shop sales reports in the future.

Q2 CS Sales: Stacie reported that Q2 2023 itemized P&L report is not 100% allocated by category. Example: utility bills for Mill house vs Mill building / craft shop, and water bills. Heating bills for all users are one line item currently.

Stacie will itemize by quarter for heating expenses, allowing for better expense projection. Salary expenses for Q2 will reflect the salary paid to Gail Prior for Sue's craft shop manager training.

Profit/Loss Summary: P& L reconciliation is not complete; profitability is trending up. Stacie's estimate is that profit is above last year's numbers. As of June 30<sup>th</sup>, \$12,000 is projected profit. Keiko asked about JHS tax exempt # for purchases. Nancy asked about reimbursement for out-of-pocket expenses. Stacie referred members to: Teams/Documents/Expense Reimbursement form for reimbursement requests (Excel format).

Craft Shop expenses incurred by Sue are charged to a JHS credit card and do not require a reimbursement form. Keiko suggested that each Board member receives a basic budget allocation, perhaps \$100 per calendar year, to spend without prior Board approval.

Motion was made to accept the Treasurer's report by Sue Richardson (voting as VP) and seconded by Shelly Dionne. Motion was approved.

Craft Shop Sales Report – Sue Richardson

August 2023 Monthly Gross Sales \$14,001 compared to August 2022 11,867 – Increase \$2,133

YTD sales 2023 \$62,238 compared to August 2022 YTD sales \$48,830 – increase of \$13,397. The sales trend is 24.44% ahead of last year's total. Expected gross sales based on trend will exceed \$200,000.

Discussion - P&L Reporting:

Challenges of current expense allocation include expenses such as Archives building, some of which are paid by Tom Joslin, such as partial Wi-Fi service and Sun Common solar.

Keiko commented on the report and recommended that Board members are provided with P&L numbers prior to each monthly meeting and suggested one week lead time for the Board to evaluate numbers and ask questions. Sue Richardson responded, stating that if numbers are available, she will include those in Cheryl's agenda for Board approval.

Square Processing update – Stacie Griffiths reported that our Square POS system does not give us the capability to obtain reporting information. She said we need to upgrade to Square Retail, a more advanced version of Square that provides benefits of more detailed reporting and inventory tracking. Because Square is a budget expense, Stacie made a motion for a vote to approve investment in the upgrade at a cost of \$60.00 per month. Seconded by Sue Richardson. Motion was approved.

Vice President's Report – Sue Richardson

Mill property update:

Sue reported that the "Keep-Out" fencing at front of Mill building has been upgraded. The back rooms (kitchen and inventory storage) have been cleaned and organized.

Mill House Report: Keiko and Shelly invited Board members to tour the Mill House prior to the meeting time. Renovation projects are close to completion, including floor refinishing, new bathroom flooring and shower door, kitchen appliances and countertop installed.

Parking lot: All Phase plans to fill potholes this month. Nancy suggested using existing bags of pavement fill that are stored in the Mill House garage. Use will depend on the material needed for the job, & if the filler is still usable.

Mill /Craft Shop operations: The Board discussed the urgent need for a systematic approach to record keeping and communications by and among Board members. Keiko recommended that all Board members use Teams to record/archive all communication going forward, including emails relevant to administration of the property. Recommendation: Include all new official correspondence originating from or sent to JHS Board, finance reports and meeting minutes, in Teams.

President's Report - None

New Business:

Committee Reports:

- Website Report – Keiko Williams - “Walking Tour of Jericho Center by Gary Irish” video added to site

Upcoming Events:

- West Bolton VT Historical Society – History Trail – a 1-mile walking tour that includes Firing Range land and historic Cemeteries – Date to be announced.
- Milton Town Library event –November date TBD - Sue Richardson will present a program on the story of Wilson Bentley and his snowflake photography.
- Joseph Citro, October 27 or 28 – Venue either Community Center or Universalist Barn depending on date. Robert Brunelle, who illustrated some of Joe's books, will introduce Joe. Volunteers needed to set up before and clean up after the event because Keiko will be driving Joe from and to his home in Windsor.
- December JHS event – Craft Shop Holiday Program is in the planning stages

2024 – A lecture event on the history of spiritualism in Vermont towns – more information to follow

Mill House Rental:

Shelly and Keiko met with a local Realtor to obtain a professional assessment of rental value. The Realtor toured Mill House apartment this week and felt a reasonable rental rate would be \$1,800 monthly. No motion needed until a rental agreement is ready to be signed. A mid-October rental date is expected.

Archives Room: Nancy Spier

Nancy added a sign-in sheet for volunteers and Board members who enter the Archives room, to allow for better recordkeeping of who is using the room.

Advertising Report: Shelly Dionne

Shelly reported that she's writing a brand-new radio ad for the Craft Shop, with input from Sharon at Snowflake Chocolates, and that Stacie is willing to record the ad for airing during the holiday season. Shelly asked the Board for the OK to reach out to Ray M. about advertising. She has the image of the '23 Bentley snowflake. She felt it's important to keep Ray informed about our inventory of Bentley Snowflakes and any Bentley merchandise we promote in our ads.

Sue would like to meet with Shelly about the fall advertising calendar. Ideas discussed were a feature story in Smugg's winter magazine, similar to last year's, and posting our events and lectures to the Community Calendar on local TV broadcasts.

Digital Advertising: Shelly recommends visiting the FB page and leaving a review of the Old Red Mill/Craft Shop online. We need to post a response within one day if a customer asks a question or leaves a comment about their visit. The algorithm is designed for more people to see our reviews if the site has more digital traffic. A suggestion was to ask a basic question on FB, e.g. What's your favorite season for taking Red Mill photos?

Motion to adjourn by Shelly Dionne, second by Cheryl Thomas. Meeting adjourned at 7:48 PM.

Respectfully submitted,

Betty Koshinsky

Recording Secretary