



## **SPLKA Board of Directors Meeting Minutes**

**July 15, 2017, at 9:30 AM**

**“The mission of SPLKA is to preserve, promote, educate the public, and to make our lighthouses accessible to all.”**

### **Call to Order/Establish a Quorum:**

A meeting of the Board of Directors for the Sable Point Lighthouse Keepers Association was held on July 15, 2017 at 9:30 a.m. in the Ludington Arts Center Office, Ludington, Michigan. The President, Kirk Lindquist called the meeting to order. The following Board members were present: Kirk Lindquist, Sheila Meeusen, Bill McBeth, Kim McDaniel, Jeff duPuis, Roger Pashby and Ted Robinson. Staff members present were: Executive Director Peter Manting, Matt Varnum, Carol Cooper, and Jim Hardie.

### **Pledge of Allegiance:**

All of those present stood and recited the pledge of allegiance.

### **Audience Comments/Correspondence:**

Peter Manting read a thank you note from one of our visitors.

Peter Manting also read a note from the Sable Point Sail and Power Squadron which included a donation to SPLKA for \$850.

### **Approval of Minutes of Board Meeting of June 17, 2017:**

Roger Pashby submitted a correction on Page 5, insert “HVAC” to the first Recommendation before the word “system.”

With that correction, Roger moved to accept the minutes; Jeff duPuis seconded the motion. Motion passed unanimously.

### **President’s Report:**

Kirk Lindquist reminded Board members that we are working on some changes to our bylaws. Kirk also reminded Board members to keep in mind possible nominees for next year’s Board. Nominees will need to fill out an application form and be a member of SPLKA for three years. Names need to be submitted by our August meeting. Board members discussed the possibility of having honorary members.

### **Treasurer’s Report:**

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Roger Pashby submitted his financial commentary for July, 2017 in the form of a written report, in addition to the standard documents, including our Profit and Loss, Balance Sheet, and SPLKA Assets statements. Board members discussed our various revenue sources. Carol Cooper addressed the roof expense and how large expenditures of \$500 or more, are not considered a current year expense, but are depreciated over a longer period of time. A new roof is a building improvement over 30 years, so every year depreciation is taken. Carol will confer with our accountant on setting up these large expenses possibly into a capital account.

Jeff duPuis moved to accept the Treasurer's Report; Ted Robinson seconded. Motion passed unanimously.

### **Staff Reports:**

- Executive Director's Report:

Peter Manting reported the following:

- An increase in visitors during the first part of July.
- The Ludington State Park experienced a 48% decrease of daytime use while BSPL has not suffered a decrease in visitors.
- Hosted the Grand Haven Lighthouse Conservatory group on June 22 at our LNBL and BSPL. As they are soon opening the Grand Haven light to the public, their purpose in visiting was to see how we merchandise items, etc.
- Met with Ted Robinson and Jim Hardie at our WRLS to discuss the overages that the contractor had in remodeling the workshop.
- In June the TV program, Small Town Big Deal, released the segment showcasing the Silver Lake sand dunes and our LSPL. The video will be available on You Tube in mid July.
- Working with Dr. Plumber of the Ludington Maritime Museum to facilitate a discounted ticket for SPLKA resident keepers.
- Bus day on June 24 brought in \$850 of revenue, an increase over last year's first bus day. Cost of the buses was \$690.
- Met with Volunteer Keeper Bob Baltzer to fill out the application and submitted it for consideration to Over the Edge.
- Attended the Seekers dinner in Silver Lake and gave an update on what has been going on and what is coming up for the season.
- Night at the Lights at LSP began on July 12 and will take place for five consecutive Wednesday evenings. Had attendance of 140 people.
- Our first concert at White River was July 14.
- SPLKA participated in Ludington's Friday Night Live which started on July 14 as well.
- Met with Marsha Jeskie, Fruitland Township Supervisor, and Ted Robinson to ask her to speak at the Friends of White River gathering on August 9.

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- Fruitland Township has agreed to finance the balance (\$2,800) of the new storm window screen combinations at WRLS. This amount along with the grant from the Muskegon Community Foundation will finance this project.
- Fruitland Township will use the balance of their capital funds to cover increased utility expense with the new air conditioning and heat pump system in the new workshop.
- Had a meeting on July 14 at WRLS with Jim Hardie and contractor (who did not show up) to discuss the final punch list.
- Continues to meet and greet our volunteer lighthouse keepers at each light.
- Our bus day on July 13 (our first weekday bus day) brought in \$987 in bus tours and \$3,200 in gift shop sales.
- Lease with Spectrum Hospital has been finalized and SPLKA takes possession of the property on August 1. The plan is to move our SPLKA office the week after Labor Day.
- Another 10,000 activity books should be arriving the week of July 17.
- Met with Kirk Lindquist to discuss items for our Board meeting on July 15.
- Meeting with the maritime museum to finalize activities happening on the Sunday of the Michigan Lighthouse Festival.

Peter asked the Board for direction as to projects to focus on in securing grants for this season. Peter will put together a list of projects for the August meeting.

- White River Light Station Report:

Matt Varnum reported the following:

- Had many visitors around the July 4 holiday.
- Received the special license for August 3 beer event.
- First concert was on July 14.
- Had first yoga class was on Friday, June 23.
- On July 22, the West Michigan Dulcimer Friends will be performing.
- Has a workshop in Lansing on collection management on Friday, July 21.
- Intern Makenzie is in the process of tagging the artifacts; the larger artifacts will be moved out to workshop when it opens in 2018. Video and seating will be available in the workshop as well.

- Operations Report:

Peter Manting reported for Rachel Bendele:

- Everything is going well.
- Gift shops doing well.
- Intern Parrish is leaving August 4.
- Thanks to Intern Misty, the Breakers have some new members.
- Received great comments on keeper surveys along with good suggestions.

- Maintenance Report:

Jim Hardie reported the following:

Big Sable Point:

- The streetlight has been repaired.
- Grounds have been cleaned up from accumulated debris over the spring.
- Will be painting the north side of the residence prior to the lighthouse festival in August.

Little Sable Point:

- A new intercom has been installed at the tower.
- Old walkways from BSPL have been relocated and installed at the LSP tower until enough trex boards are sold to replace.

Ludington North Breakwater:

- An additional solar panel array and battery have been installed to resolve the capacity problem.
- A new commercial quality flagpole has been installed due to the old flagpole being broken in a windstorm.

White River Light Station:

- The electrical in the workshop is about 95% completed.
- All downed trees have been removed at no charge to SPLKA.
- Awaiting stump removal being coordinated by Ted Robinson.
- The landscaping project of rejuvenating the flower beds and rock walls around the house is complete. Additional landscaping will be accomplished after the stumps have been removed.

Ted Robinson complimented Jim Hardie and his wife Debbie on their wonderful landscaping work at WRLS.

Board members recessed at 10:40 a.m. to their respective committees. Board meeting resumed at 11:00 a.m.

Strategic Plan Committees:

Goal 1: Fundraising

Peter Manting reported that SPLKA has sold 399 trex boards at BSPL and 28 at LSP. Peter also reported that he continues to make Ludington chamber members aware of what

we are doing in Ludington by sending them a letter, along with a donation envelope. SPLKA is currently seeking other fundraising opportunities such as the Over the Edge program and by sending out an end-of-the-year letter informing members of SPLKA activities and also asking for year-end contributions.

Goal 2: Special Maintenance and Capital Improvement

Jim Hardie reported that he is putting together a list of priority projects. Jim will report on status of large projects by August meeting.

Goal 3: Education and Interpretation

Sheila Meeusen reported that while SPLKA has recruited some presenters, she would like to continue recruiting presenters this year by putting another request in our next eblast. Also, BSP is having an activity for children this year on Halloween. The committee is currently brainstorming ideas for children's activities at our other lights, possibly starting with having an educational activity in the new workshop in 2018 at WRLS.

Goal 4: Marketing, External Relations and Social Media

Kim McDaniel reported that she has a blogger by the name of Jeanette Johnson coming on August 1 to BSPL who will do a photoshoot that will feature our lighthouse. Kim also reported that she had located another blogger that is interested in lighthouses whom she will approach to see if she is interested in marketing our lighthouses. Peter suggested that any prospective bloggers meet with the staff at their regular weekly meeting. For the External Relations part of her committee, Kim suggested having "Welcome Wagon" information available for our resident volunteers when they come for their tour. Information could include discounts for volunteers and other information regarding area attractions that they could visit on their day off,

**New Business:**

- Nomination Committee Report

Kirk Lindquist reported that Board members should submit names of prospective new Board members by our August meeting.

- Membership/Volunteer Relations Committee Report

None.

- It is the Recommendation of the Executive Director to reimburse the Friends Group of White River Light Station for the \$4,000 which they have requested to help with the overrun costs. A note will be added to the file regarding the Board's dissatisfaction with the contractor hired and his style of working without consulting the Board about overruns.

Kim McDaniel moved to accept; Jeff duPuis seconded; motion passed unanimously.

**Old Business:**

- Annual Meeting for 2017

Peter Manting reported that Bill Lucas from the University of Michigan and the Michigan Lighthouse Legacy project has been asked to be our speaker at our annual meeting. Bill is currently working on a CD project featuring Michigan lighthouses. Invitations are in the works and will be sent out the first week of August.

- Proposed Changes to Bylaws

Kirk Lindquist read several proposed changes that he is recommending be made to our bylaws. Kirk will send his recommended changes to Board members before our August meeting.

**Discussion Topics/Announcements:**

- Michigan Lighthouse Festival,

Peter Manting reported that tickets for the Friday night dinner, Saturday evening concert, and tall ship tours are now available. Tickets for the tall ship are available on our website. Kirk Lindquist urged Board members to attend the Friday night dinner. Maritime Museum will have a reception from 9 a.m. till 12 p.m. on Sunday. A bus day will be held that Saturday as well. SPLKA will have booth in Rotary Park on Friday and Saturday.

- Roger Pashby urged Board members to visit the Ludington Maritime Museum.
- Board members were invited to tour the new office after the adjournment of this meeting.

**Adjourn:**

Roger Pashby made a motion to adjourn; Kim McDaniel seconded. Meeting adjourned at 12:05 p.m.

**Next Board Meeting: August 12, 2017 at Ludington Office.**

Respectfully submitted,

Sheila Meeusen, Secretary