



SPLKA Board of Directors Meeting Minutes

June 17, 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 June 17, 2017 at 9:30 a.m. in the White Lake Community Library, 3900 White Lake Drive, Whitehall, 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, and Roger Pashby. Board Member absent: Ted Robinson. Staff members present were: Executive Director Peter Manting and Jim Hardie. Guest: Bob Baltzer.

Pledge of Allegiance:

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

Audience Comments/Correspondence:

None.

Approval of Minutes of Board Meeting of May 20, 2017:

Roger Pashby made a motion to accept the minutes as published; Jeff duPuis seconded. Motion passed unanimously.

President's Report:

- Fundraising, Roles, Implementation

Kirk reiterated it is one of the Board's primary responsibilities to raise funds. Our primary role is to provide support to staff as well as raise monies to keep our lights open.

Treasurer's Report:

Board members discussed various financial reports. Financial report was accepted as presented. It is noted that the Profit and Loss Statement now shows both the budgeted amounts and actual amounts for the current year.

Staff Reports:

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- Executive Director's Report:

Peter Manting reported the following:

- Peter hosted a possible donor to BSP this past weekend. She is also looking into our volunteer keeper program.
- Peter, Jim, and Matt members hosted Marsha Jeskie, Fruitland Township Supervisor, to update her on work being done at WRLS and also on possible areas for needed support from the township board.
- Received correspondence from the State of Michigan requesting that SPLKA not put up any kind of shipwreck display for the TICA.
- Having various SPLKA literature reprinted, brochures, etc.
- Newsletter will be sent out on Monday. Recipients will include members of the Ludington Chamber of Commerce.
- Purchased a small used electric golf cart to help transport merchandise out to the LNBL giftshop.
- Continues to meet with all resident keepers at our lights.
- Met with Eric Harmsen, site manager of the Port of Ludington Museum, who wants to expand our winter writer's series along with other programs that SPLKA and the museum work on together.
- Received our yearly gift from Delta Foundation for \$18,000 (an increase from 2016).
- Working on other grants for the Michigan Lighthouse Festival, activity books, and other items.
- Still waiting for final agreement from Spectrum regarding our new office location in the old Cove building on Ludington Avenue. Move-in date of July 1 has been delayed.
- Met with Friends of White River to update them on the remodeling of the workshop/garage.
- Received \$500 from the Friends of White River to help with printing of activity books.
- On June 1, Peter, along with Matt, attended the Taste of White Lake fund raising event and passed out SPLKA information. People who purchased a ticket to the event received a free climb on Friday and Saturday of that week. Nine people took advantage of the free climb.
- On June 1, Peter hosted Rachel Ruiz from WOODTV8 at BSP as part of Love Ludington weekend which was broadcast on her Eight West program on June 6.
- Hosted 30 members of the State of Michigan DNR also on June 1.
- On June 9, Peter hosted reporters from Traverse City Magazines who were doing a feature piece on activities in the Ludington area.
- Represented SPLKA at the opening on June 10 of the Ludginton Maritime Museum.
- Also on June 10, hosted USCG Deputy Sector Commander, Dan T. Somma and his son at BSP. He is a volunteer and member of the Door County Lighthouse Association.
- Attended two webinars entitled "Asking for Major Gifts" and "Effectively Fund Raise with the Left (and Right) side of your Brain."
- Ludington Maritime Museum has both the LNB and BSP lens.

- White River Light Station Report:

Matt Varnum, in absentia, reported the following via a written report:

- WRLS opened on May 26; visitors on weekdays are slow, but weekends are steady. Visitor numbers expected to increase in June (as it did last year).
 - Prior to opening day, Matt hosted the Fruitland Township Supervisor, the Clerk, and the Treasurer to tour the lighthouse museum.
 - Attended, along with Peter, the Taste of White Lake. See Executive Director's Report.
 - Mackenzie (Matt's intern) has completed several painting projects.
 - Matt is very pleased with the number of volunteers who have signed up to work at WRLS this summer.
 - On June 7, Matt sent the special license application to the MLCC for the August 3 beer event to be held at WRLS in conjunction with Fetch Brewing Company.
 - Will be meeting with Fetch Brewing to discuss details of this event.
- Operations Report:

Rachele Bendele, in absentia, submitted a written report:

- Needed to fill vacancies due to deaths in families for two different keepers this past week.
 - Continues to work on the day keeper schedules for both LNBL and LSP.
 - Summer interns as well as our great network of volunteers have been a big help this year.
 - Getting lots of positive feedback regarding our giftshops from both keepers and guests.
 - Peter brought to the Board Members' attention that Rachel and Cherie are working on a separate book for each light listing keeper duties, local vendors, restaurants, etc.
- Maintenance Report:

Jim Hardie reported the following:

Big Sable Point:

- All windows have been replaced.
- The new roof has been completed, except for some decorative trim, which will be completed shortly.

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- Parts of the 2017 TICA shipwreck have been salvaged and are being stored in the basement at the light. Plans for erecting a display have been put on hold due to the park manager's objection.

Little Sable Point:

- Mold abatement was completed per procedures recommended by Summit Engineering. All areas have been cleared with no mold present.

Ludington North Breakwater:

- Due to issues with the solar panels at the light, additional capacity will need to be added. Waiting for good weather before this can be completed.
- A damaged post for the first-floor railing has been refurbished and installed at the tower.
- The lower portion of the lighthouse is being repainted black.

White River Light Station:

- The workshop/garage restoration is almost complete, with finishing touches and some painting to be done along with heating/cooling.
- The hardscape portion of the landscape project is about 75% completed due to the assistance of our three interns. Replanting of the beds will take place this coming week.

Presentation: Fundraising Proposal—Bob Baltzer:

Volunteer Keeper Bob Baltzer presented the Board members with information via a video and handouts regarding the Over the Edge Global Fundraising Program. Over the Edge markets exclusively to non-profit organizations who need to raise large amounts of money. The program involves participants, who previously sign up before the event, an opportunity to rappel from the top of a building selected by the non-profit organization. Over the Edge provides professionals and setup for their fundraising events. Board members discussed ways to recruit rappellers and ground workers for the event. Board members also discussed the use of the Little Sable Point Lighthouse as the only lighthouse where it would be feasible to hold this event, what steps would need to be taken in getting permission from the state park, and other issues that need to be considered, i.e., parking. If approved, this event would happen in the summer of 2018.

Jeff duPuis made a motion to move forward with the application (Step 1), Roger Pashby seconded. Motion passed unanimously.

New Business:

- Nomination Committee Appointments

Kirk Lindquist asked for volunteers to serve on this committee as there will be two vacancies on the Board at the end of this year: Sheila Meeusen and Bill McBeth. Kirk will serve as chairperson; members are Sheila Meeusen, Roger Pashby, and Jeff duPuis.

- Membership/Volunteer Relations Committee Appointments

Kirk Lindquist explained this is a new committee whose purpose will be to improve membership size and provide direction to staff. Members are Kim McDaniel, Bill McBeth and Peter Manting.

- Strategic Plan Committee Signups

Kirk Lindquist reminded Board members of the four goals set forth in the Strategic Plan for 2015-2020 and asked for volunteers from the Board as well as staff to serve on these committees. Kirk will submit a written list of committees and members on these committees at our July meeting.

- It is the Recommendation of the Executive Director to hire Broadwell Mechanical to install this system in the new workshop exhibit area.

Kim McDaniel made a motion to accept; Jeff duPuis seconded. Motion passed unanimously.

- It is the Recommendation of the Executive Director to hire Broadwell Mechanical to install a new air conditioning system in the White River Light Station.

Roger Pashby made a motion to accept; Jeff duPuis seconded. Motion passed unanimously.

Old Business:

- Annual Meeting for 2017

Peter Manting reported that he has secured the Greystone Event Center at the recently renovated Holiday Inn Express in Ludington. Peter also has secured Gloria's Catering. Kim McDaniel and Jeff duPuis are working on organizing our program for this event. Program will be resolved by August 1.

- Wedding Venue Marketing: White River

Kim McDaniel made a short presentation on blogging and how she would like to market WRLS as a wedding venue. Kim wants SPLKA to have a stronger online presence, perhaps by having our own blog. Kim will approach a professional blogger to get suggestions on how to improve our online presence and report at our July meeting. Also, as our volunteer keepers continue to age, Kim suggested that a stronger online presence may be a good way

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to attract younger members. Board members discussed having a checklist perhaps on our web site to be developed for prospective newlyweds so that everyone is treated the same. Peter reminded the Board that there already is a contract between Fruitland Township and SPLKA that outlines the requirements and limitations for prospective couples.

- Proposed Changes to Bylaws

Kirk Lindquist discussed a handout previously given to Board members outlining proposed changes to our bylaws. Board members were asked to familiarize themselves with the bylaws and be ready to discuss at our July meeting.

Discussion Topics/Announcements:

None.

Adjourn:

Bill McBeth made a motion to adjourn; Kim McDaniel seconded. Meeting adjourned at 12:10 p.m.

Next Board Meeting: July 15, 2017 at Ludington Office.

Respectfully submitted,

Sheila Meeusen, Secretary