Sable Points Lighthouse Keepers Association

Report to The Membership

September 2013
The mission of SPLKA is to **preserve, promote and educate the public**.....

Preservation is an ongoing task with our lighthouses. In 2010 we received a matching Save America’s Treasures grant for one hundred thousand dollars to expand the seawall at Big Sable Point Lighthouse. This work was completed in December 2012 and the picture below shows a portion of the extension.

The brick repair on the gift shop wall at Big Sable Point was completed in May 2013. In September after the mortar has had sufficient time to carbonize the bricks can be painted. The wood window repair workshop at BSP was held in September 2013. The exterior of WRLS was painted in September. Ceiling repair at the Ludington North Breakwater light will also be done this fall to repair damage from last winter’s leaks.
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Our second annual West Michigan Lighthouse Festival was held on June 1 & 2, 2012. Each of our lights hosted entertainment and we sponsored a bus day at Big Sable Point Lighthouse. The following weekend we partnered with the Badger for the 50’s Cruise which was a sold out venue. Each of our lights had special entertainment during the 2012 season.

Visitors to our lights have been increasing steadily over the past three years. The chart below shows the number of adults and children that visited each of our three lights.

In 2010 we had a total of 56,864 visitors to our three lights. In 2011 BSP had 19,963 visitors, LSP had 35,454 and the LNBL had 12,275. In 2012 BSP had 17,309 visitors (closing two months early) LSP had 34,869 visitors, LNBL had 16,594 visitors and WRLS had 5,632 visitors for a total of 74,404 visitors.

**Visitors to the Lights**

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<table>
<thead>
<tr>
<th>Year</th>
<th>BSP</th>
<th>LSP</th>
<th>LNBL</th>
<th>WRLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>18,392</td>
<td>28,453</td>
<td>10,019</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>18,975</td>
<td>34,764</td>
<td>12,257</td>
<td>5,632</td>
</tr>
<tr>
<td>2012</td>
<td>17,309</td>
<td>34,869</td>
<td>16,594</td>
<td>16,594</td>
</tr>
</tbody>
</table>
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Our mission to educate a future generation of lighthouse enthusiasts is demonstrated by the number of students that visit our lights on field trips. Students from as far away as Lansing and Reed City came to climb the towers and learn about the importance of their maritime history.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Student Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>1,272 students</td>
</tr>
<tr>
<td>2011</td>
<td>1,413 student visitors</td>
</tr>
<tr>
<td>2012</td>
<td>458 student visitors</td>
</tr>
</tbody>
</table>

In 2010 we had 1,272 students visit all three of our lights, in 2011 we had a record 1,413 student visitors and in 2012 we has 458 student visitors.
Strategic Plan Update

During 2010 and 2011 the SPLKA Board of Directors worked on the development of a five year strategic plan for our Association. In previous years boards have developed one, two and five year plans listing projects which they hoped to accomplish. The thinking behind the strategic plan was to combine those plans into one “master” plan that would focus our energies and resources over a five year time period. The Board of Directors came up with four broad goals and a series of objectives under each goal. The following is a report of our progress on the objectives that have been worked on since its inception.

**Goal I: To engage, educate and empower our membership in all available opportunities to preserve, promote and support our lights.**

**Objective 1: Strengthen communication**
- A board retreat on communication was held April 2012
- Our Executive Director and staff developed a written communication plan for SPLKA
- Constant Contact was purchased and our membership list entered to allow email blast communication
- A Report to the Membership was developed and distributed at the annual meeting 2012
- Implemented a student pass for our lights

**Objective 4: Create a data base of member’s skills**
- The keeper application was revised in 2012 to ask the question about keepers skills
- A data base was developed in the winter of 2013

**Goal II: To manage growth and continue the historic preservation of all of our lights.**

**Objective 1: Organize, preserve and properly house SPLKA archives so they are accessible to all**
- SPLKA archival materials were moved from BSP to the downtown office and placed in a locked cabinet
- The process of copying some of the documents in a digital format has begun
- Materials have been organized for easy access

**Objective 2: Implement the BSP sea wall restoration.**
- This phase of sea wall restoration was complete by December 21, 2012

**Objective 3: Reproduce the third order Fresnel Lens for BSP**
- Due to the cost of doing this is was decided by the board it is not feasible at this time

**Goal III: To develop a self-sustaining endowment through targeted fund raising and planned giving.**

**Objective 1: Establish a reserve fund for unexpected expenses.**
- This was accomplished with the development of the 2013 budget

**Objective 3: Explore opportunities to develop an endowment.**
- Meetings with a financial expert were held in 2012 to gather information
- A model presentation for fundraising was developed and piloted in 2012
Goal IV To continue to educate our global community regarding our maritime importance and the cultural importance of our lights as a tourist destination.

Objective 2: Enhance our website.
- Our Executive Director procured a grant from DTE to help cover the costs
- Work has begun on a new website

Objective 4: Increase local community partnerships.
- Staff worked with local community partners on the West MI Lighthouse Festival planning
- Contact with local Chamber of Commerce in all of our communities to update information about our lights and activities

While we still have more work to do the Board is committed to continuing our progress in achieving our goals and objectives. Each board member is assigned a goal committee to work on and is looking for members that would like to help achieve these goals and objectives. We welcome the help of any of our members. We meet on the third Saturday of each month during the season at the SPLKA office from 10:00am until about 11:30am. Following our committee work the board meets in a business meeting to conduct SPLKA business. All board meetings are open to the membership.
SPLKA Financial Information

SPLKA is a non-profit 501c3 organization. Our sources of revenue include grants, memberships, gifts, tower tours, sales of merchandise and interest and dividends on money in the bank, CD’s or in Foundations. The chart below shows the amount we received in each category for 2011 and 2012.
The chart below shows total support in dollars for a four year period (2009-2012).

The chart below shows revenue versus expenses for a three year period.
Thank you

The Board of Directors and staff thank you, our members and friends, for your continued support of our Association and helping us to fulfill our mission to educate, promote, preserve and make our lights accessible to all!!

Board of Directors:
President Lenore Janman
Vice President Bob Baltzer
Treasurer Doug Buikema
Secretary Shelia Meeusen
Director David Dietrich
Director John Truxell
Director Roger Pashby

Staff:
Executive Director Peter Manting
Curator WRLS/Assistant Director Leslie Griswold
Operations Manager Matt Varnum
Gift Shop Manager Patrick Miedema
Supervisor Restoration/Maintenance Derrick Ebidon
Bookkeeper Shirley Mitchell
Office Manager Debbie Dyer