

Historic Bath Foundation, Inc.
Quarterly Board Meeting Minutes
March 30, 2012
Bath Town Hall
1000-1200

Chairman Surry Everett welcomed everyone. A quorum was determined. Present directors: Surry, Gene, Karen, Jerry, Robin, Betsy, Blanche, Mariann. One vacant seat. Ex-officio directors: present: Leigh. Absent: Jimmy and Bill. The chairman asked if everyone had a chance to review the draft minutes. There were no questions or corrections. None opposed. Approved as presented.

Treasurer's Report

Mariann reported the total cash balance as of March 30, 2011 was 223,800.16. Total income is 20,263.13. Expenses 16,545.01 which includes paying out the funds held for the Town's Lawson Walk project of 8,160. At March 28, 2012 we have restricted assets of 128,738.16 and unrestricted assets are 92,861.00. Actual cash available is about 85,000 as compared to 69,450 at the end of December 2011. Commitments yet to pay include the Bonner House Garden 4,900 and 2011 grants program 3,750. We are on track with membership funds having received about half. I will need the tax ID# for the BHSP donation of 2,500. We received 10,000 from Eddie Smith and provided our proposed budget to them upon their request. Budget was reviewed and adopted with one change of adding 1,000 to membership expense/Debra Torrence – website/Facebook/newsletter management. Jerry Motioned to accept Treasurer's report/budget. Betsy Second. None opposed.

Reports of Officers

President: None

Vice President: None

Secretary: Karen shared that a gift had been sent to American Heart Association from the private donations received on behalf of Michelle.

Reports of Committees

Guest speaker: Catherine Glover could not make it and so Robin gave a brief report on what the Chamber and Bath Business Alliance have been discussing regarding tourism and visibility of Bath along Hwy 17 and other areas. A discussion ensued regarding billboard and state sign opportunities which might direct tourists to Bath better. Leigh discussed the location of current state signs and their condition. Robin said the BAA has gone back and forth about the cost and whether it might be better to put funds towards a website and free publicity. Gene said that the DOT gets a list from the state and if they request for a sign to be placed it is more likely to happen. We need to increase our visibility and visitation numbers. We should make certain we are on that list.

Nominating Committee: Karen shared that Mariann and Betsy were both filling unexpired at-large terms that are up this year. Surry's HBC terms go through 2014 but he is up for re-appointment to the Commission this year and we have not heard anything about that. Gene's HBC appointed term expires this year, and Josie's HBC seat is open. It is the recommendation of the committee to put forth Mariann and Betsy for the two at-large seats, request of the HBC Chairman to recommend that Surry be re-appointed to the Commission, share with the Commission that we wish for Gene to be re-appointed to HBF, and for them to fill Josie's unexpired term. There have been no nominee applications received. Karen made this a motion. Jerry Second. A discussion ensued regarding the next Commission meeting and when we might know their decision. Leigh said it would not be July 9th as we originally thought but rather the 16th. Directors agreed to have our annual meeting on the 20th. None opposed.

Small Grants: Blanche shared that one small grant was received and it is the recommendation of the committee to award \$1,400 to Historic Bath State Site for "Opening the Door to Bath's History". It is a teaching booklet which promotes learning about architecture and adaptive reuse. It is a coordinated effort with Bath Elementary School and will be put on-line and provided to all the schoolchildren at Bath as well as being distributed at the 50th Anniversary celebration. Two grant applicants have asked for six month extension: Clayton-Noe House, Town of Bath. Gene motioned to accept. Jerry Second. No discussion. None opposed. Blanche shared that the HBF recognition plaque will be placed at the Bonner garden and asked if it could be paid from the HBF Bonner funds. Jerry motioned to accept. None opposed.

Membership Committee: Karen shared that the committee had expanded to include Sandra Tankard who is willing to be the Chairman. Directors agreed this would be a good representative. We worked up a draft marketing plan for your review. We wondered if you wanted to send out a second round of solicitation notices across the state as a follow-up to the first mailing. Jerry said that we have gained a few new members and are perceived as being more professional with our new image and advertising efforts. Karen will put together some prices for a second mailing. The newsletter will go out before the annual meeting and include notice and proxy cards. It will be sent to the board for their approval prior to mailing.

Museum: Gene reported that a document had been worked out for donations which provide that artifacts cannot be sold and must remain and be stored in Bath. The process of donating six items including the two Lawson books, the only book printed in Bath, and three 1590 engravings from John White drawings. Betsy asked if others want to give now they can move forward. Gene expressed the prototype document is available. Leigh stated that it is with the understanding that the state wants to accept the items. Gene shared that during the conversation with the State the Mission of the site was discussed and there was consensus of the state employees, including the Historic Site Director, and museum committee that anything important to Bath's history and the Pamlico region would be considered. Robin said that we need to have a press release soon so that others who are interested can begin the donation process. Leigh said we need to consider security issues. Gene said Carol Chamberlain worked out the appraisal process and there is a list of appraisers available for other donors. It would be

best to have a good amount of items viewed at one setting since the appraisal is around 1,600 for a full day. Leigh said now we need to work out how to store items and exhibit them.

Fund Raising/Finance Committee: Mariann said she hopes to arrange for the Reverse Raffle for some time in June. She said the committee had met with Rod Cantrell and we are beginning to come up with an investment strategy and plan. She said is good to start small with 10-20,000 and even then we can work up to an endowment of two million. She suggests that we put aside each year a certain amount to let it grow. We could use the earnings for spending on projects. We should also consider setting up a process for people to consider placing the Foundation in their will. We need to establish documented procedures and guidelines. We will look at other foundations and review their documents. Gene said also that we need to consider the BHSP agreement and the seven year option for the museum and that we can proceed with a similar financial strategy of designating money each year for that purpose and to also ask members to match. We need to expand the museum fund. Robin said it is a good idea because people will give if they know what it is going towards. Gene said that Gerri Lassiter, representing Eddie Smith Foundation, is interested in matching fund opportunities and would like to be kept abreast on the museum if there are matching opportunities. Mariann asked how much money it would take to get the museum in the building. Gene said to convert 2000 square feet facing the flagpole, entry, and hallway would be around 250,000 and 100,000 for display, lighting, and special needs to display things. If the state or someone else could come up with cabinets in other ways it would be a lesser amount.

Historic Research/curriculum: Leigh shared that "Opening the Doors to Bath's History" was now on both websites and distributed to teachers.

Historic Research: Inventory/Structures and Landscape: Karen expressed that not much progress had been made in cataloguing these items.

Public Relations: Surry said that we would have a presence at the May 5th 50th Anniversary celebration through advertisement and have a booth at the Bath Fest on May 19th.

HBF Promotions: none scheduled at this time. Surry said we first to come up with a plan to pull resources.

Program Development: Leigh and Betsy shared that promoting tourism through working with Bath Business Alliance continues to move slowly, the Site is advertising on Facebook, and Betsy said we could have a presence at triathlons, 5k events.

Collaboration: Gene shared that we are working with BHSP and Town on the Golden LEAF application and we have reached fourth in the running. Mariann asked how these funds would be used and if they could be used towards the museum. Gene expressed that Golden LEAF is not a fan of tourism or museums and that we are asking for funds to be put towards the library and connector. It could be that in the future if we had several towns working towards increased tourism that Golden LEAF might look upon that collaboration favorably.

Comprehensive Walking Tour Brochure: Leigh and Karen said they hope to have a template before the end of the year.

Report of Ex-officio Directors

Mayor of Bath: absent

Chairman Historic Bath Commission: absent

Manager Historic Bath State Historic Site: Leigh shared that the Van Der Veer spring garden is established. FEMA has provided funds for storm damage. Dr. Ewen will be here for the summer archeology project and will be located at the Hassel property which is one site suspected of being the location of Secotan. The Palmer-Marsh House repairs continue and etchings of roman numerals have been located on the beams for when the house was originally put together. The intern house will be painted and the boy scouts are coming tomorrow to paint the fences.

Old and Unfinished Business

Lawson Walk phase: recreational components are expected to be installed in the summer.

Bonner House Garden: we are preparing to have 10 signs that explain the plantings made.

Margaret: it was moved two weeks ago but we have not heard anything since then.

BHS tenancy: Jerry and Betsy have met with Vidant and have also met with their committee and the consensus so far is to try to go with an independent clinic. We will be reviewing similar clinics in Kinston and Ahoskie. The committee will put together list of needs and equipment.

We are not quite ready to organize a 501c3 but we expect to move along in the next quarter.

Blanche said that many people are excited about the prospect of a medical center of some sort.

Restoration: Gene shared that part of our charge is to save the Willson structures on Main Street because if we were to lose them it would change the face of Bath. We need to put this on the agenda for July.

National Register: Gene said we can put this on the July agenda also.

New Business

None.

Meeting was adjourned by the Chairman with no objections.

Annual Meeting scheduled for July 20th at 1000 Bath Town Hall with the quarterly board meeting to follow.

Submitted

Karen Sayer
Secretary

