

Historic Bath Foundation Board meeting
03/25/2011
Bath Town Hall 3-5:30pm

Roll Call: Directors present: Surry Everett, Karen Sayer, Gene Roberts, Robin Boyd, Jerry Waters, Blanche Monroe, Barbara Oliver, Mariann McQueen. **Quorum:** 9 Directors, 8 present, 1 seat vacant. Quorum present. Ex-Officio present: Leigh Swain, Jimmy Latham. absent: Bill Pruitt

Minutes reviewed: Surry motioned to approve with no corrections. Jerry second. No discussion. *None opposed.*

Treasurer's report: Mariann presented the total cash balance had decreased by \$54,632.45 during 2010 bringing the cash to \$233,004.38. The decrease in cash was primarily the result of the grants in the amount of \$74,346.86. Income exceeded budget by \$5,565.55. Actual expenses exceeded income by \$54,632.45. Summary of expenses compared to budget is as follows: Grants exceeded budget by \$59,246.86, Membership expenses exceeded budget by \$1,431.48, all other expenses were below budget by \$280.34. At December 31, 2010 we had restricted assets for: Museum \$106,850.77, DCR \$15,625.02, Lawson's Walk \$8,160.00. Unrestricted assets were \$100,167.69. We also still have a liability on our books in the amount of \$2201.00 for Tri-centennial outstanding checks. Two months ended February 28, 2011 summary: during the first two months of 2011 we have received \$8,725 in membership contributions, \$260.28 in investment income and had expenses of \$65.09. Cash increased by the net income of \$8,920.19 to \$241,924.67. Investments: We have \$75,000 at East Carolina Bank CD purchased on 01/31/2011 for 13 months, rate 1.29%, and \$50,000 at East Carolina Bank CD, purchased 05/03/2010 for 12 months, rate 1.34%. With \$116,293.78 in our checking, would we like to invest in a new CD? The Board agreed to a 90 day term for now until further options could be investigated. There was discussion about investing funds with A.G. Edwards since their rate of return is 8-9%. Mariann said she would look into it. Gene asked whether we could invest half of those funds at the Bath Southern Bank. Blanche agreed. Mariann said she looked into that already because we had funds invested there previously. There was a huge difference in the interest rate they were offering. It could be an option for the 90 day CD. Mariann offered to also look into "The Little Bank". Surry reiterated the Board agreed to a 90 day CD term and called for a motion to accept Treasurer's report. Jerry motioned. Gene second. No further discussion. *None opposed.* Mariann shared the tax return is due May 15th and Keech & Company (CPA) will assist using his program to file the 990. Mariann will find some-one for next year to work per bono. Mariann said she had one request for membership dues/contributions to be put toward Bath High School specifically with an additional stipulation that the business matching funds on behalf of this member would also be placed in a line item for the High School. Blanche said this would be appropriate and falls within our Mission. The Board discussed that holding funds for the Town's Lawson Walk project was similar. Supporting the renovation and re-use of the High School falls within our Mission. Blanche motioned. Karen Second. No discussion. *None opposed.* Surry asked Mariann to discuss 2011 budget after we hear presentations regarding revising our brochure and a possible new website. *None opposed.*

Report of Officers:

Chairman: none

Vice President: none

Secretary: Karen asked for volunteers to manage the HBF booth at Bath Fest. Jerry, Barbara, Mariann, Robin, Michelle and Karen volunteered.

Reports of Committees

Small Grants Committee: Blanche, Chairman, provided a handout of the Committee's recommendation (Starlon Credle, Lani Lafevre, Robin Boyd, Barbara Oliver). The Van Der Veer Garden Enhancement (Historic Bath State Historic Site)- \$750.00, Saving the Bath Cemetery (Bea Latham and Family) - \$500.00, Historic Bath Architectural Guidelines Book (Town of Bath) \$500.00, Clayton-Noe House restoration \$3250.00 (Elaine Noe). Old Bath Town and Her People (James William Rougers) - no award. **Gene motioned to approve. Jerry second.** Discussion ensued regarding giving funds to a private individual. Blanche said the committee had this discussion and some of the important things that convinced them to include this project included: the house is relevant to the Town as

Reverend Noe had a big influence over the restoration of St. Thomas Church, the request was for stabilization of the structure and the restoration was under the guidance of the State Preservation Office and the owner has put funds into the project. She indicated this could be a great precedent and a good way to set an example for things to come. Karen indicated she could think of a few other structures in Town which need stabilization. Karen and Jerry said it would be a good idea to create a policy with a list of what qualifies a private individual for this type of an award. Gene inquired as to how far the \$500.00 would go to get the cemetery in order. Blanche indicated the funds were for expenses and not labor. Blanche said there would be a report in 13 months and she and the committee would formulate a way to follow-up with applicants. Mariann indicated the High School group needed to file an extension since their deadline was looming. Gene asked if the window funds could be used for any window versus the ones indicated on the grant application. The Board agreed it would be appropriate as long as the money is used for windows but they should submit a written addendum for our records. No further discussion. ***None opposed.***

Nominating Committee: Karen shared an update on vacant seats: At Large: 2009-2012 vacant (formerly Pat Axness) and 2011-214 (Barbara Oliver has indicated she is unable to be placed on the nominee slate for another term). Historic Bath Commission Appointed Seats: Karen, Surry, and possibly Gene's term will be up in 2011. The Governor has not indicated whether they will be re-appointed. The Nominating Committee (Karen, Gene, Ed Clement) recommends that we maintain the status quo of the current Board until after the Governor has provided information on appointments to the Commission. And until after the Commission makes a recommendation on who they would like to see appointed to the Foundation Board. Leigh shared the Commission meeting date had not been set yet. Karen said we are in a holding pattern until these decisions can be made. Surry said we can't wait forever on others and we may need to take our future in our own hands.

Membership Committee

Michelle Myers, Membership Chair, provided an update on the mass mailing that went out in January/February and renewal notices which will be mailed out in March/April. As per the HBF Strategic Plan, our goal is to have 500 members and this is a realistic goal to strive for over the next two years. In order to broaden our membership the committee is recommending that we update our brochure to be timeless and have broad-reaching appeal. We feel this is an ideal time to consider updating our mailing materials since we are low on materials. We will work towards increasing our mailing list to target a very specific audience of preservation and history enthusiasts across the state. Morgan Printers has the ability to put together this list at a nominal fee. We would like to not only update our brochure look and appeal but to include a new logo and slogan which draws new members. We intend to be more proactive with advertising, newsletters, outreach programs and would like to have a sophisticated website for drawing a whole new audience to the Foundation. Pamela Cox and Jay Mason presented information on their companies abilities to provide logo/slogan/brochure update and website design respectively. Surry asked the Board if we could move further discussion of pursuing the website and new brochure to new business. ***None opposed.***

Museum Concept Committee: Gene said he and Karen had met with Dr. Charles Ewen of ECU/Archeology and looked at some of the artifacts available there. Dr. Ewen indicated he would love to transfer all materials to us. Gene said this could be possible if we move ahead with securing space at the school. He has displayable artifacts. Regarding the Indian Exhibit, we have had no further talks with the State and what they shared with us previously was a small group of shards which are not displayable. At this point, we have not been able to shape plans for an exhibition. We will see if Leigh can assist us in coordinating efforts. Surry indicated storage space is needed for a multitude of items and wondered if an area similar in size of the Town Hall would be adequate for now. We need to give the Indian and Colonial artifacts a proper home. If Dr. Ewen feels they could come to us then we need to make space for them as well as other collectibles. If we do not take the initiative then others, such as Aurora, will take possession of the artifacts. Gene feels there are other Indian and Colonial artifacts that could be stored from the local community as well. There have been a number of artifacts which have come from the farm field just north of Handy Point. Dr. Ewen indicated this was an important site. Gene said once we begin to organize everything available, there will be quite a considerable amount.

Report from Ex-officio Directors

Mayor of the Town of Bath

Jimmy said the Town is continuing to work towards upgrading the sewage system but was declined a grant through the 2010 funding season but they have re-applied. He indicated something more may be known in October. He shared gratitude to the Foundation for holding funds for the Lawson Walk project. He is hopeful the Town Council can call for those funds in the fall to place towards the NC Parks and Recreation Grant match.

Manager of the Historic Bath State Historic Site

Leigh shared the latest exhibit in the Visitor Center will be "Civil War at Home". The Site building repairs continue and the old Visitor Center will be painted white which is thought to be the original color. The intern house near the Bonner house will receive some repair as well as the Van Der Veer garden.

Old and unfinished business:

Bath High School

Gene shared the BHS group had received a \$20,000 grant from the Covington Foundation and BHS has collected the required matching funds already. There has been a large anonymous donation for the restoration of the auditorium portico and BHS now has \$140,000-150,000 in their building repair fund. Next week contractors will review the site for the roof bid process.

Lawson Walk

Karen shared that Phase I had been completed and we are awaiting news from NC Parks and Recreation as to whether we have been awarded that grant. If so, then this fall we should be able to move forward with Phase II. **Bonner House Landscaping** - deferred until Blanche is present.

New Business

Strategic Planning

Jerry shared that we had worked through the planning stages and now the Strategic Plan is a living document which people are already using. Would the Board like to officially adopt the Strategic Plan as an outline for moving forward. Barbara motioned to accept. Gene second. Discussion. Karen shared that we need to change last year's membership to 180 in order to be more accurate. **None opposed.**

Brochure/Website

Mariann said she was surprised we did not have a website and that it could attract a lot of young people. She said we need to secure the domain name right away and it would be better to have historicbath.com versus historicbath.org. The Board reviewed the cost comparison chart of all the quotes received and agreed to the cost of preparing a functional website, updating our brochure, creating a slogan and logo should be +-\$3,000. The Mason website design and monthly hosting are higher than other quotes but the benefit of having a local person develop the site, having a sophisticated marketing program, and being able to easily update the site without much computer experience will be beneficial. Surry summarized the cost for the website is expected to be around \$2250, the cost of the logo/slogan \$400, and \$40/hour to update the brochure and ancillary materials. The Board agreed for Jay Mason and Pamela Cox to move forward under the direction of the Membership Committee. Mariann motioned to approve. Jerry second. Discussion: Mariann will work on finding sponsors for the website and will look into getting the rack cards printed and distributed for free. **None opposed. Barbara abstained.**

Budget

The 2011 Budget was reviewed and the following changes will be reflected \$3500.00 in operating costs - membership, \$1,000.00 for reception. Surry indicated the budget is a guide and the most important thing is to not spend more than we have. Mariann suggested we put together a method for drawing in business donations. Jerry motioned to approve changes. Karen second. **None opposed.**

Presentation by Pat Mansfield from Black Beard Adventure Alliance

Pat shared that her organization wants to educate the public about the story of pirates as opposed to the sensational Hollywood version. They want to create greater visibility for Beaufort County and Bath at the

National level. They will be hosting a symposium/parlay at the Turnage Theatre which will stimulate a conversation and re-appraisal of Blackbeard. It will focus on politics and economics of when Blackbeard returned to Bath. A series of speakers will express opinions and attendees will be able to pose questions to the scholars. There will be a tour of Bath given by Dr. Charles Ewen. The Palmer Marsh House will be included on the tour and interpreted as the First Port Custom's office. There will be a movie premier and special secret guest. Surry inquired as to what she was asking of the Foundation. Pat said the Foundation could sponsor and organize attendance of elementary school students through scholarship at \$20 per student for a total of \$200. The Board members shared various ideas to Pat for encouraging students to attend through such avenues as contacting the principal and history teacher. The Board members declined organizing the scholarship program. Additional inquiries were made about the premier movie and special guest. Pat said the movie would be a 1960s black and white commercial movie. Robin said this is a good educational opportunity. Surry asked if the symposium was fully funded. Pat said it wasn't. Surry said we could be a sponsor. We ought to be involved because the subject matter involves Historic Bath. Mariann motioned that we provide \$200 in the form of a grant. Barbara second. Discussion: Jerry suggested we create a program for strengthening our educational focus. ***None opposed.***

Surry inquired as to any further business. None indicated. Meeting adjourned.

Submitted

Karen Sayer
Secretary

Annual and quarterly meeting date to be determined