

## **SHT Board Meeting – 1 March 2016**

Attendees: Denny Gibbs, Fran Cramer, Craig Johnson, Leon K, Nelson Beverly, Jim Fears  
Maria Shreve arrived 6:30PM

Absent: Alec Then

**Treasurers report:** \$50,000 in cash, 86 members, six new members

No reply from Event bright- Nelson said for Jim to keep trying to resolve the issue.

Bids on lamp posts.

Gilcrest is the low bidder. Bid is for the first 10

Motion: moved by Leon, seconded Jim.

March 1 was the cut off date for 2016 membership

Tammi Agnini and Angela Beverly presented the 2015 Tour of Homes

What worked:

Great homes

A lot of homes 13 homes

Marketing was very successful, used Facebook ads and email blasts

Great logo design and posters, coasters

Set-up on linear street

Saturday night was positively received

Removed the day tour, no impact to the bottom line, but generated the most comments

23.33 of respondents from the survey.

Considering doing the day tour and a night tour.

What didn't work:

Volunteers, underestimated role of volunteers

More adult door tenders (critical)

Prepare the volunteers more, have them in place at the right time.

Luminaries, explore lighting options

Vendors: pay vendors, sign contract

Technology: credit card fail, send a bill

Expectation of homeowners

Not sustainable

Financial – City Commissioner Art Woodruff asked if there is a potential Hopper Academy donation from the Trust. The \$50,000 the city put towards Hopper came from the Little Red Schoolhouse insurance money.

\$5880 deficit on budget this year.

Leon K – Motion to encourage membership to donate on a personal level.

Fran C – second

Motion carries unanimously.

Ask if anyone is interested in assisting Commission Woodruff in creating a social media fund me site.

#### **4A. Home Tour Debrief**

Discussed the importance of tapping into membership for volunteer positions

Luminaries – alternatives?

Vendors – posed a problem. Need to pay vendors? Have a food vendor that 'WORKS' the tour.

One tent for food? Create a vignette?

Musicians – not prepared, did not adapt to weather

Music at ticket booth – calm the crowd

Carolers? Bring them back.

Expectation of Homeowners –

Limit attendees – better experience overall

Barricades are to ONLY BE REMOVED by city.

GOAL of Tour for 2016 – Go back to a community focused event as opposed to a production event

Corporate Sponsorships

Jim Fears – survey results. Recommend present economic impact to the City of Sanford.

#### **4B. Membership/Welcome Committee**

86 members

Reaching the younger group to attract more members

Present Harvest Moon idea – open to idea

#### **4C. Lamp posts Project**

Bid selected – Gilchrist will be contacted.

#### **4D. Torre Company Presentation**

HPB meeting Wednesday March 16<sup>th</sup> at 5:30PM Torre Company Q&A

#### **4E. Street Sign Toppers Project**

3<sup>rd</sup> mockup picked up today. To be hung in the near future.

#### **4F. Community Picnic**

Contacted city regarding Park and Park. Will have to get out early to ‘reserve’ green space. Nelson B will reserve pavilion. April 2, 2016 Saturday 4-6PM.

#### **4G. Historic Preservation Awards**

Moving forward, selection in process. March 21 next meeting. Asking for nominations through 1 April 2016. Denny G to be sending press release to Nelson B to distribute accordingly.

#### **4H. Member Forum on Website**

Place for members to interact. Members only.

Rules of the Forum/Tricks Tips and Insights/Member Recommendations

Nelson B asked board to check it out and give feedback. Check for bugs

#### **5. New Business**

None

**6. Lecture series – Thursday, March 17 6:30PM, Reception at Imperial following meeting**

**7. Adjourn 8:08pm.**