**Sanford Historic Trust | Board of Directors Meeting Minutes**

April 6, 2023

Denny Gibbs, Dino Ferri, Virginia Vlassick, Amber Behring, Jackie Nitti, Steve Snipes, Jennifer Delamota, Tania King

Call in to order 7:05

1. **Officer Reports** 
   1. President: Review and accept March Minutes
      1. Poster dropped off by Kathy on calendar, dates needed to be changed. CRA sent endorsed check for 2,000 to sponsor check
      2. Once dates are fixed we can post on social media
   2. Treasurer report, if needed
      1. Checking 7386.86
      2. 6,000
      3. 1099 have been filed
      4. Soliciting license has been filed
      5. Financial review has been completed
         1. March 12th Mike Lennon, Cheryl Talanos, Rebecca Hypes
2. **Events**
   1. March event recap
      1. Might need to update event process, send out over email as it seems to pick up more crowd than social media and events.
         1. Date, Time, Description to submit events to Sanford365 & Sanford Herald
   2. April: Insuring Historic Homes
      1. April 18 at Henry’s Depot
         1. Submit event to Sanford Harald and Sanford 365
            1. Create recurring post with 365 to check out month events
      2. Need a social media event ASAP, we can pay to boost to try to reach more
         1. Short presentation and Q&A
         2. Jenn to make Facebook event
            1. Can we check features to of facebook event to share with all that like the facebook page
      3. What do we need for tech?
         1. Denny will reach out
      4. Amber to set up email inc. change to Tuesdays
         1. Board will be first Tuesday
         2. 3rd Tuesday of every month general meeting
   3. May: Historic Preservation Awards
      1. Bettye Smith reserved Tuesday, May 16th but we need to complete application
         1. Change meeting to may 23rd
         2. Amber emailed for event, still need payment
         3. Julie will not be able to attend
         4. We need to put out a call for nominations or website and email forms
         5. Will switch to the Church confirm with them
            1. Jackie will call
         6. Press release and the herald
            1. This week nomination
            2. Do we have group of judges

Add to email eblast if others want to get involved

* + 1. Tania: other updates on HPA?
  1. Summer TBD: Historic Org roundtable: HPB, Historic Society, Trust
     1. Planning for July or August
     2. Updates & needs from Denny
  2. Field trip to Stetson
     1. Group tours can be booked at 11:00 and 1:30 Tuesday-Saturday. A group is a minimum of 16 guests per tour time. We can accommodate up to 72 guests per tour time. Group tours are not private unless 22-24 tickets are purchased for each guide.
     2. Adults/Seniors $34+$3.75 Ticket Taylor fee and 6.5% tax; Youth/Students $22+$3.75 Ticket Taylor fee and 6.5% tax (Up to age 22)
     3. 3 stories and no elevators, there is a ramp to get to the 1st floor
        1. Stetson will be closing, only doing Christimas tours
        2. Plan for November or December
  3. September: Mini Citizens Academy / Civic Engagement 101
     1. Consider extra marketing spend: posters, FB ads, etc
     2. Updates & needs from Denny
        1. Push newspaper spread and poster signage
  4. Stetson Field Trip
     1. Closed April - October and reopening for holiday tours, which are November 1 - January 20
     2. They are not providing any history tours in 2024 - awaiting clarification
     3. Could consider: Seminole County History Museum, Morse Museum, Casa Feliz, etc
  5. Start thinking about Holiday Tour of Homes
  6. Create events for dates that have been solidified

1. **Preservation**
   1. Bettye Smith Rehab
      1. Sharing proposal from Austin historical; total cost 28k; could increase if we work over time
      2. Need to discuss budget & other fundraising ideas
         1. Part of historic funding project - $10,000
         2. Let’s back track to original plan, of giving city $10,000 and having them take on owning the project
         3. Need to connect with Julie
            1. Place in contract that there is a deadline for city to use money
            2. Education membership on use of funds
      3. Could we try to secure some sponsorships, or do we want to be the main contributor?
      4. Consider other routes of engagement: sell something, make shirts, host a fundraising event
   2. Magnolia Square Clock
      1. No new updates; the city is running so it probably will not be fast
2. **Lampposts**
   1. Need someone to take the lead on simplifying the process.
      1. Research plaques that can be applied, finalize language and find vendor and get a proof. Something like:  
         The gift of light from the Sanford Historic TrustPlease report any issues at: www.sanfordhistorictrust.com
      2. Clean up addresses in issues report to be useable (ex add street names to numbers) and create one database
      3. Draft letter to homeowners for us to send 2x year
      4. Communicate with Mike and John Clore to review
         1. Explain who we are
         2. Share simple troubleshooting (what kind of lightbulb if they want to replace; how to reset the GFCI) and information (call before you dig number) plus how to report an outage
      5. Trust to add form to website to request a light or request maintenance

Invite Mike to next board meeting to explain what is going on with lamppost.

1. **Admin**
   1. Change to Tuesday for both member & board meetings
      1. Good on meeting change of days
   2. Storage unit upgrade and move management - can Tania coordinate with Amy to schedule?
2. **Marketing** 
   1. Who is in charge of which parts of marketing?
      1. Need someone to lead creation of a social media plan & identify who is taking charge of which pieces. Minimum responsibilities
         * 1. Jenn and Michelle to connect on who is doing what
         1. Event creation + multi posts to promote on FB & Instagram
         2. DM Instagram post to @ilovesanford and ask Stephanie to share
         3. Photos after an event
         4. Calendar posts
         5. Landscape of the month posts
      2. Once event details and description are finalized, can someone lead submitting events to the [Sanford Herald](https://www.mysanfordherald.com/content/submit-event) and submit to [Sanford 365](https://www.sanford365.com/sanford-fl-events-calendar/)?
   2. Need posts scheduled for May (Historic Preservation Month) and leading up to awards
3. **Membership & Outreach**
   1. Letter campaign - outreach to past board members, members, preservation winners, etc?
4. **New Business: No**
5. **Adjourn 8:39 pm – Amber and Tania**