**Sanford Historic Trust | Board Meeting Minutes**

March 02, 2023

Call to order: 7:03 PM

Review/approve prior meeting minutes (Febraury 2022) 1st Jackie Nitti – 2nd -Denny

Gibbs

Attendance: Amber Behring, Virginia Vlassick, Jackie Nitti, Denny Gibbs, Michelle Parish, Jennifer De La Mota and Steve

1. **Officer Reports** 
   1. President
      1. Calendar update from Kathy Hull
         1. Kathy would like to share a digital copy for the form, sharing what is possible to be sponsored
            1. Friend of calendar - $100
            2. Sponsor a date (save a date) 1 day for $50, or 3 for $150
            3. Monthly Sponsors - $250
         2. 2,000 printed in late October, allowing for calendar reveal
         3. Approval for $1,000 from the city through Sheena
         4. Create Instagram post for friend of calendar sponsors
         5. Doug did make a spreadsheet of past years sponsors
         6. Gather past photos to also use for future website.
         7. Question: When people apply do we have rights to the photos for future use.
      2. Review and accept February Minutes: Approved.
   2. Treasurer report
      1. Tonia is out, no updates from last month
2. **Committees**
   1. *Community*
      1. Calendar of Events
         1. Cemetery Project: March 14 @ 7
            1. Amber will not be attending; need someone to set up space, introduce speakers, etc

Dino and Jackie will come to help set up.

* + - 1. April event - can we get a picnic organized? No picnic.
      2. Need May or June membership meeting + activity
         1. June: Attempt to have a historic society, to talk about what they do.
      3. Amber reached out to Sheena but hasn’t heard back - is there someone who can ask her to speak on civic engagement?
         1. Sheena on civic engagement:
         2. 5 points on best practices on civic engagement to post on ig as part invite/post –
         3. Will reach out Sheena on if chambers can be used
      4. Need to schedule events for the year - okay if details not finalized
         1. Denny on Events planning
      5. Discuss change to Tuesdays:
         1. Changing Thursdays to Tuesdays on meeting dates for both board and member meetings
    1. Calendar
    2. Lampposts
       1. 2x year letter campaign to homes
          1. Communicate to homeowners connected on how and who to contact when light is out and needs changing.
       2. Find a general contractor/handyman to quote for maintenance
          1. Maintenance: once a month requests
          2. Need data base from Mike Lennon
          3. Denny will create new list/spreadsheet
  1. *Fundraising/Special Events*
     1. Porchfest recap
        1. Need better location placement next year
     2. Preservation Awards
        1. Tonia is not here, we will check in
        2. Betty Smith, will check in available by then
        3. Denny – will check at City Commission
  2. *Marketing* 
     1. Need a social media plan & identify who is taking charge of which pieces
        1. At minimum: event creation + promotion, calendar posts, landscape posts, post-event. Preferably pre-schedule as much as possible.
        2. Posts for May (Historic Preservation Month) and leading up to awards
           1. To connect with Denny on calendar of events
           2. Calendar posts
           3. Landscape posts
           4. Preservation awards
           5. Will reach out @ilovesanford, as they stated they will provide a post to a non-profits a month
           6. Planning ahead: Preservation month: plan for shareable post
  3. *Membership & Outreach*
     1. Letter campaign - outreach to past board members, members, preservation winners, etc
        1. Need more defined goal to engage people
  4. *Preservation*
     1. Bettye Smith Center update
        1. Will be meeting with Austin Historic on Monday to figure out potential cost of fixed
        2. Trust to give city money every year for help on building, in return to using the space
        3. When talking to Julie, share to allow other nonprofits to also use the building.
     2. Magnolia Square clock
        1. Promoted and funding

1. **Existing Business: None**
2. **New Business**
   1. Storage unit upgrade and move management - can someone organize and lead?
      1. Will check with Amy as she has owned the storage life
   2. Suggestions from Jackie
      1. Would like to see have more of an orientation process
      2. Formalize the board
      3. Build committee on strategic planning for the trust
3. **Meeting Dates**
   1. Q2 TBD
4. **Event Dates**
   1. Cemetery Project: March 14 @ 7
   2. Preservation Awards: May TBD
   3. Georgetown Emancipation Proclamation: ~May 21
5. **Adjourn:** 8:42 pm. Motion by Denny Gibbs and Virginia Vlassick.