**Sanford Historic Trust**

*Board of Directors Meeting*

MINUTES – August 4, 2022

Present: Brent Terwilliger, Jackie Nitti, Dino Ferri, Doug McLendon, Robin Theisen, Virginia Vlassick,

Excused: Amber Wojcek, Tania King, Sarah Clore

1. **Call to Order 6:59pm**
2. **Approve Prior Minutes: 1st Doug, 2nd Dino, approved**
3. **Officer Reports** 
   1. President – Brent Terwilliger: Invited Amy Erisman & Michelle Parrish from TOH to introduce themselves and share information on the tour.
   2. Treasurer- Tania King: Brent reported that we have $86,475 in checking and $6,013 in Savings. We now have checks and debit cards.
4. **Committee/Project Reports**
   1. Tour of Homes (Robin) –
      1. Amy reported that the Tour of Homes will be held 12/3. They have secured 12 homes and the application is almost ready for the city. Tentatively, 9/12 will be the homeowner dinner, 11/17 will be the Tour of Drinks kickoff and 11/30 will be the walk through.
         1. Branding – SHT logo will be printed on all wrist bands. Exploring aprons for docents (need to review the budget).
         2. Rack cards – print to explain goal of SHT & what we do, what we do with the money, how to join, sponsor, etc... Other side – other organizations in Sanford and what they do. Discussion of what this should look like, what should be included. Maybe printed board near check in to highlight what we do.
         3. Balls of Folly – won’t do event but will do as decorations around park and homes.
         4. Will the board be granting money to one homeowner? Need to discuss.
         5. Next meetings dates: 8/29, 10/3 and 11/1
         6. Homeowner gifts: Swag bag – suggestion to include History of Sanford book at museum. Can trust pay for some? They will explore sharing the cost with the museum and city. Will talk to Bridgett to find actual cost.
      2. Michelle –
         1. Positions still open – decorations, raffle, route clean up, Headquarters (Virginia volunteered). Will mention at September membership meeting.
         2. Social media – Discussion of using Stephanie, Amber and hiring an additional source with professional experience in SEO, videos, growing reach and content writing. $890 for 5 posts/week for 1 month. He would include photography. Still exploring options.
         3. How does board support – will be present for meetings and event, help with overarching decisions.
   2. Membership Events (Amber) – No report
   3. Calendar (Doug) – Have a budget of $6,300 revenue – currently have commitments of $6,000 with three title sponsors. City of Sanford will likely commit in October. Save the Dates not included in $6,000. The calendars cost $5,500 to print. 170 photos have been submitted. Calendar reveal in November.
   4. Membership (Virginia) – No report
   5. Grants (Jackie) – Grants are live and flyers are printed. If anyone could take some flyers to post at local businesses, please do so. Will be sharing on social media and request board and members share as well. Will talk to Amber about scheduling an eblast to membership.
   6. Membership Picnic (Jackie) – The picnic will be October 8th. Need to send out a Save the Date soon. Next meeting is 8/18.
5. **Old Business** 
   1. Sponsorship of the Bettye Smith Cultural Center. Benefits: Meeting location, example of what the trust does, we will not be locked into any amount for future years. Robin & Sarah will put proposal a together. Will make recommendations to present to membership for January budget.
   2. Discussion of lampposts – need lead. City will not touch. Doug will talk to Mike to get job description and estimate of hours to get electrician quotes. Will get multiple quotes. Still need a SHT member to help coordinate with homeowners
   3. How can we prepare the next year’s board for greater success? Have a plan we can hand over. We will plan a meeting for September to create calendar, main initiatives. Brent has Zach, Hank, Nancy & Leon to look at connections, reach out to potential board members for the Presidency. Will start promoting in September.
      1. Will plan a transition meeting for ex and new board members.
      2. Officers will plan to have 1:1 meetings with new officers.
   4. Discussion of Board communication – Facebook vs email. Email will be our main source of communication moving forward.
   5. Board get-together – Plan something for early September, Dinner, bingo – a way to unwind.
   6. Garden Tour – date for 2023 – May 6th
6. **New Business**
   1. Other (any ad hoc motions or points of discussion)
      1. Robin – September 10th – Sanford Museum is putting on a Prominade in Park Picnic to celebrate 60th anniversary of museum. Should SHT participate? Robin will ask what opportunities are available.
      2. Should SHT participate in Christmas parade? Let’s get date. Maybe Wally could drive someone in a historic car and it’s sponsored by SHT. Robin will talk w/ Wally. May need some people to walk, buy some magnetic signs, wear t-shirts.
7. **Next Meeting Dates**
   1. Board meeting – September 1, 2022
   2. Membership Meeting – September 15, 2022
   3. Board meeting – October 6, 2022
   4. Membership Picnic – October 8, 2022
8. **Adjourn 8:34pm, 1st Dino, 2nd Doug**