Meeting of the Board of Directors
Traverse Area Historical Society
June 5th, 2018 – Registered Society Office (627 Eastwood Ave.)

Attendees: Stephen Siciliano, Larry Hains, Sharon Jennings, Jim Warner, Peg Siciliano, Matt Groleau, Fred Anderson

Absent: Jenny Loup

The meeting was called to order by Dr. Siciliano at 6:05 PM.

No revisions to agenda

**Secretary’s Report**: Minutes of the May 1st meeting had been provided to board members prior to the meeting. Mr. Hains moved, and Mr. Anderson seconded that the minutes be approved. The motion passed unanimously.

**Treasurer’s Report**
• The TAHS account balance is $21,178.99

* Petertyl Fund - $ 6,507.11
* Lautner Fund - $ 5,100.46
* General Fund- $ 9,571.42

\*Mr. Hains reported that he moved $900 from the General Fund to the Petertyl Fund, which fulfills that contribution for the rest of 2018; and he sent $900 from the General Fund to TADL for archival supplies, which covers our pledged monthly contributions for the rest of 2018.

\*This month the Petertyl Challenge brought in $80 of the possible $100.

\*Mr. Hains reported on mail received. He was considering taking an intensive course on QuickBooks; Mr. Groleau suggested he check for free on-line tutorials.

**President’s Report**:

\*\*President Siciliano reported on Jason Dake’s (Dennos Museum) request that the TAHS participate in the “Visions of American Life” project. It runs from October – January, and the TAHS’ participation could be as minimal as one presentation, probably more if we would like. Ms. Siciliano will confer with J.Dake and Ms. Loup about this and a report will be made at the June 12th meeting for further consideration.

\*\*President Siciliano called a Special Board Meeting for the Purpose of Strategic Planning. It will be held at the RJG Office at 6:00pm on June 12, 2018. Mr. Groleau presented a compilation of the responses to the Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis request which had been sent to the Board members. He requested that Board Members email any ideas or comments they have in the next few days with each other before the June 12th meeting.

**Committee Reports:**
**Marketing**

Mr. Anderson reported on the downtown historic plaque project. His discussion with the TC Arts Commission leads him to feel that they are interested in partially funding the project. He hopes to receive further funding from the Downtown Merchants’ Association. Total cost for the 10 plaques will be under $2000. He shared 12 photos for presentation to the TCAC, who will make the final decision as to which images to use. Mr. Groleau suggested we add QR codes to the signs, which was a well-received idea.

Mr. Groleau reported that he has updated the website, and will contact Amy Barritt about changing the location for the start of the downtown tour. He has also started to place membership posts on the TAHS Facebook page. He is ready to advertise the tours as soon as Ms. Loup firms up the information. He is waiting for a registration form for Friday Night Live, and will begin working on member surveys in the near future. He will soon set up the timetable for getting information into the next newsletter, and hopes to get a history trivia segment on the radio.

Ms. Siciliano reported that she did a five-minute, recorded the interview with Vic McCarty on the TAHS, that will be broadcasted on 26/13.

**Membership** – Ms. Jennings reported that membership stands at 156.

**Archives** - Ms. Siciliano reported that she has sorted through about 4/5 of the files in the TAHS office. Once she is done Amy Barritt and Ann Swaney will them look over and either confirm, or suggests changes to, her choices for disposition of the records.

Ms. Siciliano reported that she has gathered the names and addresses of the students who participated in the Michigan History Day state competition, and who chose to have the TAHS cover their $25 registration fee. She will send those cards and checks out within a week.

Program –

Ms. Loup e-mailed a report (copy attached) due to her absence tonight. The Board discussed her suggestion to have two downtown tours a month, rather than just one as we now have a greater number of volunteer guides. President Siciliano will let her know that the Board agreed with the suggested increase.

Ms. Jennings, with Ms. Siciliano’s assistance, will be presenting a talk on the “Brave Boys of ‘98” (Hannah Rifles, Spanish American War) to Tak Ready’s government class at West High School on Wednesday, June 6th.

New Business: Last year Gini LeClaire nominated Amy Barritt for the Traverse City Business News’ “40 under 40” honor. Ms. Barritt was not chosen, so Ms. Siciliano will submit a new nomination form on behalf of the TAHS Board. If the submission process does not allow for a group submission, then she will submit it personally.

The next board meeting will be on Tuesday, July 17, 2018 at the Society’s registered office.

The meeting adjourned at 7:45 PM.

Respectfully submitted,

Peg Siciliano, Secretary