



Board Members:
Boas, Keith (2022)
DeMeis, Jane (2021)
Hunt, Robert (2022)
Laurence, John (2023)
Lee, Suzanne (2022)
McCormick, Lucy (2023)
Bill Poray (2023)
Profitt, Vicki (2023)
Unckless, Jim (2021)
Wells, Matt (2022) - ABSENT
Wiener, Linda (2021)

Others Present
George Wolf

PHS Board of Trustees Meeting Minutes October 27, 2020

A regular meeting of the Board of Trustees was held on October 27, 2020 at the museum.

The meeting was called to order at 6:54 PM by President Robert Hunt.

Volunteer Recognition – Bob Hunt

Long-time board and Society volunteers George Wolf and Catherine Angevine, who are both stepping down, were recognized for their many years of service to the Historical Society. George was presented with a framed photograph of his home taken by Keith Boas. Catherine was unable to attend the meeting in person, but her home's photograph will be given to her at a later date.

Secretary's Report and Minutes. Suzanne Lee

Minutes of the regular Board of Trustees meeting from September 22, 2020 were presented. *Minutes were accepted on a motion made, seconded, and carried.*

Treasurer's Report. Linda Wiener

- **Treasurer's report for August 2020** was presented as follows:

Balance sheet – Total assets and equity = \$145,037. Total cash of \$57,220 (increase of \$2,556 from July and an increase of \$6,973 from PY cash).

Profit and Loss for month: net income of \$108. YTD net income is \$5,305 compared to \$5,732 on August 31, 2019.

Profit and Loss actual compared to budget: Year-to-date through August 31, 2020

Income \$28,059 compared to \$27,345 budgeted for 2019-2020 (103% of budgeted amount)

Expenses \$22,753 compared to \$21,673 budgeted for 2019-2020 (105% of budgeted amount)

Treasurer's report for *September 2020* was presented as follows:

Balance sheet – Total assets and equity = \$146,170. Total cash of \$58,352 (increase of \$1,132 from August and an increase of \$5,832 from PY cash).

Profit and Loss for month: net income of \$12,064. Expenses of \$366.

Profit and Loss actual compared to budget: Year-to-date through August 31, 2021

Income \$14,317 compared to \$24,965 budgeted for 2020-2021 (57% of budgeted amount)

Expenses \$1,469 compared to \$24,403 budgeted for 2020-2021 (6% of budgeted amount)

Treasurer's reports for both August and September were accepted on motions made, seconded, and carried.

- **Evans Bank:** Some of the issues with the bank have been cleared up, but Linda is still researching whether a credit union might be a better option.
- **We need a third person, besides Linda and Bob, to be a signer on the checking account.** *A motion was made to add Suzanne Lee and remove Doug Whitney, who is no longer on the board.* We will need to get the signature cards changed.
- **Our CD will come due in January.** We are planning on rolling it into the money market account for now, as there is not a big difference in interest rates, and we want to have more cash on hand as income is down during the pandemic.

Committees

Property – Bob Hunt

- We still need a new head of the Property Committee to replace Catherine.
- We need to get the gutters cleaned.

Technology – Vicki Profitt

- We are still waiting on some items that are backordered.

Website - Doris Davis-Fritsch

- Updated events, including garden sale, as well as events for November and December.
- Posted board minutes.
- Updated membership recognition section.
- Worked on some of the history/preservation pages.
- Unique visitors for September were 800, compared to 857 last September. Visits are up fifty-four percent from last year.

Vice President's Report – Vicki Profit

- Museum to be open special hours of 1-5 pm on November 21st to help Bethlehem Lutheran Church celebrate its centennial with a scavenger hunt
- Michael Keene is doing a prerecorded program, “Mad House: The Hidden History of Insane Asylums” as a PHS exclusive on December 1 at 11:00am. PHS members register and Mike will send out a link to the presentation. \$25 honorarium to be given.
- Last day open for the season is Sunday, December 13th.
- All presentations are virtual for the rest of the program season. The partnership with the Fairport Library is working well.
- Mary Hartstein at the Rochester Area Community Foundation contacted me yesterday regarding a donor-advised fundholder who would like to fund a PHS project. I am going to get Mary information about the project and costs later this week. Possible projects include:
 - A professional cleaning of the Carl W. Peters mural (Bill Poray will talk to his contact at the Memorial Art Gallery about who might be able to assess the mural and tell us whether it needs it, and how much that would be)
 - Signage

Communications – Jane DeMeis

- I sent publicity out for Dr. Suess, which when I checked the day before the event had only two open seats.
- I sent out a short blast on Nextdoor for the “sale.” It generated a few people stopping in to check out our shop.
- I also did a notice on Nextdoor to remind people we are open on the weekends (and Tuesdays) and to stop in after the Farmer’s Market.

Membership – Jim Unckless

- The lack of a house tour has greatly reduced the number of new memberships we have received this fall. Memberships are down 22 percent compared to last year at this time.
- Dues and extra donations are down \$706, or less than 5 percent.
- Postcards were mailed to 111 unrenewed members, so there should be some renewals coming in over the next few weeks.

Historigram – Jim Unckless

- The November issue is ready for folding this week on Thursday at 9:00 am.

Thursday Morning Crew – Lucy McCormick

Nothing to report.

Volunteers – John Laurence

- The last day for the Museum to be open this year is Sunday, December 13th.
- Visitors are down; there are many days when we get no visitors.

Old Business

- Private parties are on hold due to pandemic
- Village repairs
- Program room handicapped access

New Business

- We have received a **donation for the Last Man Standing football pool** for \$1,000.
- We need a way to **capture current events that have historical value, such as the lift bridge renovation and the pandemic.** Ways to get volunteers for this include contacting high school students who need volunteer hours, Eagle Scouts, or find members who would be willing to collect this information and save it in folders on our server.
- **Virtual House Tour:** Can we look into creating a virtual house tour for 2021, like the Landmark Society held? We could charge a fee and email a link as the “ticket.” Howard Hanna realtors or another company might be willing to create the virtual showings for the properties.
- **Online gift shop sales** are so infrequent, and with the increase in shipping costs, we are actually only breaking even on the few sales we have. **The board decided to remove online gift shop sales from the website.**
- **The Fireworks Factory Historical Marker is being installed this Thursday to commemorate the people who died in a fire there.**
- **Lucy suggested doing a “Signs of Spring” display,** either physically or virtually – have people submit photos from around town, could print out and hang or run on the screen; could start soliciting from places like the Facebook site “You know you’re in Fairport...”

Next meeting: There will be no November board meeting next month. December’s meeting time and date have yet to be determined due to the pandemic.

Meeting ended at 8:15 pm.

Respectfully submitted,

Suzanne Lee, Secretary