



PHS Board Meeting: February 10, 2009

Attending:
Alliger, Joan
Davis-Fritsch, Doris
Keeler, William
Keukelaar, Alan
King, Clark
May, Pat

Thomson, May
Wild, David

Not Attending:
Angevine, Catherine
Delehanty, Sean
Hickey, Nancy
Unckless, Jim
Wolf, George

The meeting was called to order at 7:05 p.m. Clark asked if there were any corrections to last month's meeting notes. Alan motioned to accept the minutes of Jan. 20, 2009. May seconded. All were in favor.

PRESIDENTS REPORT:

Float Committee: Ann Castle Chair of the PHS July 4th Parade Float is having a meeting on Feb. 17. The meeting will take place after the program. Anyone interested is welcome.

Board Vacancies: Clark approached Sue Roberts about a position on the board. She seemed pleased with the idea, but is not committing to any organization until 1 year after her retirement. If anyone has other suggestions, please let Clark know.

Museum Maintain/Roof: Ken Moore contacted Clark and stated that the Village Board approved the expenditure for the new roof. Lamonica Roofing has been contracted. They are a design-engineering firm. The \$15,000 that we offered for this expense is not needed right away. The project will probably get underway this spring.

Bill is checking with House Parts to find fixtures for the West wing.

Ken Moore has asked for line items for the Museum's Village budget. Several projects and funding options were discussed that need to be proposed to the Village. Bill will be submitting budget items with estimates to Ken.

Historigram: Concerns have been raised about typographical mistakes. We need a proofreader that can spend a few hours a month reviewing everyone's copy. Joan will approach Ruth Post to do this. (Note, Joan has already talked to Ruth, she said, "yes". Bill has concerns that by converting the design to the new format recommended by Doris that we would be risking losing Andy Gates on this project. Clark asked that we acknowledge his efforts over the last 5 years and make sure he is aware that his work is appreciated.

HOUSE TOUR COMMITTEE:

Alan is taking over chairing this committee since Nancy is not able to help at this time. There are 6 properties committed. The Wild's and the Webb's have declined. Doris shared her timeline for the marketing materials: ticket, ad and video promo. Bill is willing to do the research and copywriting. Alan will take the pictures. It was decided to meet on Friday, February 13 at 7 to continue to work on next steps. Bill will put an article in the Historigram for volunteers.

HISTORIC STRUCTURE COMMITTEE: no report

MERCHANTS:

Ice Rink: Results of the survey are being tabulated. 500 people took the survey. The majority wants the rink larger and located at Potter Park. 80% said they shop or eat will in the Village enjoying the rink.

Wireless: WIFI has been extended along to a larger area. A father needing to access the Internet at the Ice Rink initiated this partnership with Frontier Communications. Charges will be about \$5 and hour, \$10 a day. This service is seen as an asset especially visitors to the area.

Cruise Nights: Will be every Tuesday from Canal Days to the week after Labor Day. Sponsors are needed. Costs will be \$300 for a full membership or \$150 for a half.

"Find it in Fairport": The F-PMA has worked with John Wilke to develop a community site. We are listed with incorrect information at this time, but it will be corrected shortly. It is an umbrella for all retail and other in the area to help attract both visitors and local residents to shop and visit the area. The website is free to us, but advertising can be purchased. He is offering this site to other communities. Go to www.finditinfairport.com

VP PROGRAM REPORT:

Feb.: Jean Keplinger will present "Then and Now" focusing on the south side of the canal. Program will take place at Feb. 17th, 7:30 p.m. in the Museum.

March: Scheduled for March 10 will be Dave Schaeffer presenting the history of the Crescent Trail.

May: Pavilion reserved at Perinton Park. There will be no fee for its use. At the April meeting we will figure out who will bring what, etc. Alan needs to be available to open.

TREASURER REPORT:

Accounts: May reported that there is \$1,181.63 in the checking account and \$6,183.77 in the Money Market. There is \$9,271.76 in the CD, the Community Fund balance was \$58,666.70 as of Dec. '08 and the Grant Account has \$1,6820.66. The totals of these accounts are \$76,924.52.

Auditing: May asked Joanne Haag if she would be willing to audit our books at end of year and she is willing. In fact, she offered her husband who is an accountant as well.

COMMUNICATIONS:

Publicity: The article for the Then and Now program has been sent to the papers. Joan is currently working with Bill on a story about the open house for March, which will include information on the new maps and the renovations at the Museum.

Logo/Web Committees: May proof read the letterhead, envelope and "Visit Us" Flyer and they have all been sent to the printer.

Doris followed up on all suggested avenues to get estimates for a new website. Clark and Doris reviewed several estimates and proposals for Web development. The quotes ranged from \$5,000 to \$600. The recommendation to the board was to contract with Tim Poulsen of Skypanther and spend \$600. He has developed the F-PMA site as well as the Village Partnership. The proposal included hosting and a Content Management System (CMS) that will allow authorized board members or an appointed web coordinator to update the site and add pages as needed. This CMS tool is the main reason the estimate was so reasonable; we can do much of the development ourselves. Go to www.skypanther.com to look at other sites he has developed.

Alan motioned that we contract with Skypanther to develop the website and Joan seconded. All were in favor. Doris mentioned that even though the web was not budgeted for, there is \$500 for the Structure Committee that is not allocated to any project. That committee will largely use the web portal approved at the January meeting. Alan amended the motion to include the use of the \$500 Structure budget to pay for this project. All were in favor.

The proposal contract, although a very basic contract needs to be signed by Clark or a board officer. Before signing the board agreed that George should review.

MUSEUM REPORT:

Then and Now: Publication is moving forward on schedule to be available April 6th. Bill set up a display in the Library to promote book sales at the Museum.

March 1st Open House: Doris will send personal invitations to Ken Moore, Village Administrator, Mitch Wilke and the Fairport Municipal Commission and the Village Board, The time for the open house will be 12-4 pm.

Education Programs: Bill is getting a great response from the Cub Scout troops requesting tours. Also the Boy Scouts are showing interest in the Museum as well.

MEMBERSHIP: no report

OLD BUSINESS:

PHS Museum contract with Village-no report

NEW BUSINESS: no new business

NEXT MEETING: Our next meeting is Tuesday, March 17, at 7 p.m. at the Museum.

ADJOURNMENT: Joan motioned that the meeting be adjourned and May seconded. All were in favor. Time was 9:03 p.m.

Respectfully submitted, Doris Davis-Fritsch