**Association for the Preservation of Geneseo**

**Board of Trustees Meeting**

**February 4, 2015**

**Call to Order**

6:35pm

**Present**

Gretchen Crane, Kurt Cylke, Chris Ivers, Anne Lutkus, Dave Matthews, Julie Meyers, Holly Mullin, Margaret Vangalio, Jim Whitehead

**Absent**

None

**Review of Minutes**

November minutes approved. No meeting December and January because of lack of quorum.

**Open Discussion**

***Marketing, Membership & Communications:*** Weagreed that we needed to get the membership application out as quickly as possible to generate revenue for 2015 and maintain communications with the members. Kurt believes that the current list has (420+), and is made up of homeowners of the ~300 properties in the Village Historic District. The Board discussed the process and, with no current Membership Chair, divided the actions in order to get the applications out as soon as possible.

The Board discussed the APOG scholarship at Geneseo Central School. We believe that the award is currently $250 and is given to a GCS senior student based on a recommendation from the High School Guidance Counselor. The Board discussed considering applicants more formally based on their interest and participation in preservation activities. **ACTION: Dave will contact Suzanne Perry at GCS to get sample applications for review.** Board will discuss at next meeting and make a decision for 2015 forward.

**Programs** – Joint Programming with the LCHS will happen twice during 2015.

***By-Laws Review:***By-Laws left open to be approved at Annual Meeting of members.

***Board Member Recruiting*:** Ongoing discussion of need for additional Board members. Jim Garner and Susannah Garret of new house on Second Street were proposed**. ACTION: Anne will contact them to see if they are interested. Gretchen will contact Tom and Eileen Bushnell.**

**Officers’ Reports**

President’s Report - Chris:

* Facilitated open discussion items.

Vice President’s Report - Anne:

* Programs update with Jim.

Secretary’s Report - Julie:

* Facilitated Action Item Review.

Treasurer’s report – Dave:

* Financial reports for November through January presented.
* $100 Charitable Foundation – Mr. & Mrs. Millard.
* Two new Memberships.
* $300 to Geneseo Merchants Association for Light Pole Decoration.
* Request for funding of Hardwood Classic at GCS. Board discussed that we would consider these kinds of requests, but as a policy, we will continue to only make contributions to organizations and causes that support our mission. In addition, since we sponsor an annual APOG scholarship at Geneseo High School, we will not sponsor this request for support of the GCS Education Fund.

Corresponding Secretary’s report - Margaret:

* **ACTION: Margaret will send a Thank You note to the Millard’s for their donation.**

**Committee Reports**

Awards:

* Need Chair.
* Chris has located the Awards folder and **ACTION: he** **will review and report at the next meeting on the status of outstanding applications and awards inventory.**

Marketing, Communications & Membership - TBA:

* Need Chair.
* The formation of this committee will be addressed at the next meeting!
* Membership Application for 2015 must be sent to members and prospects by the end of February. **ACTION: Julie will send the current version of the membership master spreadsheet to the Board.**

**ACTION: Board members should review the list looking for required changes based on moves, name or address changes, deaths, marriages, etc.**

**ACTION: Kurt will send an update on the wall and the APOG logo image.**

**ACTION: Jim will send detail regarding the programs with LCHS.**

**ACTION: Julie will create the Membership Application, and a summary of 2014 with plans for 2015.** Programs and Events should include: Beer & Wine Event 2015 – June 12th at Crane’s Barn on Second Street, Save the Wall Update, September 26th - 2nd Annual Wing Festival, LCHS/APOG joint Programs and New APOG Web Site.

**ACTION: Dave will check on the process to get stamp on envelope for bulk service.**

**ACTION: All those available will meet at 6:30 pm on Thursday, February 12th to stuff letters at Anne’s home at 52 Second Street.**

**ACTION: Chris will mail merge and create labels/envelopes, print summary and application and mail.**

* Summer Festival – APOG will have a tent at the Festival on Friday and Saturday.
* **ACTION: Kurt & Holly will take a look at the inventory in Chris’ home and plan to order additional tee-shirts and sweatshirts from Neal Moynihan.** Inventory will include brochures and other materials as well.
* Calendar – Gretchen contacted Rob Antenoucci who is the GCS Middle School art teacher.. Beth Adams is the art teacher for the High School. **ACTION: Gretchen and Holly will speak with the Art Department team and offer to sponsor.**

Programs & Education – Margaret, Anne & Jim co-chairs:

* Margaret, Anne and Jim have agreed to be co-chairs for the Programs and Education Committee.
* Jim and Anne met with the Livingston County Historical Society program team. Joint Programming with the LCHS will happen twice during 2015. The first is in April and will be at the Riviera Theater (4/12). The second is in October (10/18 – The Wall…at the LCHS Museum.) APOG will cover 50% of the snacks and the cost of beverages, and 50% of the Honorarium for each event (~$75). LCHS will cover the cost of the Venue. APOG must also provide staffing. Jim and Anne are working with Anna at LCHS. If LCHS has programs upcoming that may have relevance to APOG and Geneseo, we may discuss it and choose to co-sponsor some additional programs in 2015. The Board discussed whether we should do additional programs in 2015. We will consider other independent programs for 2015 as they come up.
* **ACTION: Margaret will contact Gail & Mary White at the Temple Hill B&B to see if they would again host the Annual Membership Picnic on June 3rd, 2015.** This will also be when awards are presented.

Cemetery Preservation – Gretchen:

* Spirit Walk attendance was double that of 2014.
* Made double the money. Had several new spirits and several repeats. In 2015, new themes and spirits will need to be created to continue to attract repeat attendees. Ideas include Firsts in profession categories in Geneseo, all Wadsworths, or all Military. **ACTION: Julie will send Gretchen the photos from 2014 walk.**
* Christmas Wreaths program was again very successful. It continues to grow in number and revenue. College groups also participating. With Mallory Crane graduating and going away to college next fall, additional resources will be needed to sell, make, and install wreaths.
* The Temple Hill Association is seeking grants for work on iron fencing.
* The curb cut on Center Street is complete. Water has been added to the new section. The Boy Scout Eagle project continues – pavers and bench in place.

Save the Wall – Kurt:

* 2015 will be Season 4. Estimated cost will be $6,000-8,000. We expect a substantial contribution from the Wadsworth family.
* Through 2014, the have been 2,566 volunteer hours of work on the wall. Masons received 84% of the cash raised. Costs are running at $60/linear foot. Donations include 47% cash and 53% in-kind (volunteer hours and materials).
* Kurt set up PayPal Account ($.35 per transaction and ~2% fee) which directly feeds the Bank of Castile APOG account (which is currently for Save the Wall only). fundRAZR is an online fund raising account – already generating new funds – fee is 6%.
* There is also a Save the Wall Facebook Account. Currently 180 friends.

**Old Business**

**New Business**

* Dr. Battles – welcome package to new SUNY Geneseo President that includes information on the President’s house and APOG with a focus on the relationship with the College is being created y Geneseo Tourism. They have invited us to participate. The Board decided that we would do our own welcome basket. **ACTION: Julie will get welcome letters from Jen Rogalski and send to Jim. ACTION: Jim will collect a package of background on APOG, two tee-shirts, Bear statues and a Color Geneseo Book to create a “Happy Package of Fun” for Dr. Battles.**

Action Items Review

Meeting adjourned at: 8:24 PM

Next meeting:

* 6:30PM in room 303A of the Government Building on March 4, 2015.
* **Please let Chris know if you cannot attend.**

Respectfully submitted,

Julie Meyers