

Museum of Lake Minnetonka

Minutes of Board of Directors' Meeting – **APPROVED**

Date: Tuesday, 7 December, 2021

Location: Held in-person at the Westonka Historical Society, 5341 Maywood Road, Mound

Attendees:

- Directors Present: Tom McCarthy, Aaron Person, Liz Vandam, Sue Paulson
- Directors Absent: Scott McGinnis
- Members Attending: Diane Bolles

Member Forum

McCarthy opened the forum to provide members up to 5 minutes to speak with the forum being closed after no more than 30 minutes to enable the Board to move on to the remainder of the agenda. With no members expressing a speak, McCarthy closed the forum.

The meeting was called to order at 6:05 PM by President Tom McCarthy.

Agenda

McCarthy called for any additions/revisions to the proposed agenda. Due to McGinnis' absence due to illness, the Treasurer's Report was removed from the agenda. Hearing none, Paulson moved approval of the agenda; seconded by Vandam. Motion approved 4-0.

Approval of Minutes from November 9th, 2021

McCarthy for any additions/revisions to the proposed agenda. Hearing none, Paulson moved approval of the agenda as submitted; seconded by Vandam. Motion approved 4-0.

McCarthy also commented that the draft of the minutes from the October 28th Annual Meeting (shared with the Board ahead of this meeting) would be approved by the membership at the next Annual Meeting. McCarthy then commented that the schedule of official Board meetings for all of 2021 was now posted on the MLM website under Meeting Notices. This notice will be updated regularly as locations are finalized (library meeting rooms cannot be reserved more than three months in advance). A date for the next Annual Meeting has not been set (Bylaws now require it be held within 180 days of the end of the fiscal year). The Board briefly discussed early summer as being preferred but did not take action on an official date.

President's Report

McCarthy next reviewed a summary of action undertaken since the prior Board meeting as well as actions anticipated in the coming month. Highlights of the ensuing discussion:

Annual Giving: As expected, significant time was spent on orchestrating the annual GiveToTheMax campaign and Annual Appeal. McCarthy shared a recap of funds generated to date as a result of both activities: \$5,385. Additional donations may still be forthcoming and the recap will be updated to reflect.

2022 Minneapolis Boat Show: McCarthy advised he had been contacted regarding participation at the upcoming Boat Show. Traditionally, the Land-O-Lakes Classic Boat Club (LOLCBC) has invited MLM to take a corner of its display space (it is believed – though not confirmed by LOLCBC – that MLM would not be responsible for paying for its participation). McCarthy explained how the pandemic has impacted MLM’s participation the past two years. It was agreed that any visibility was positive although it would be challenging (and costly) to modify the messaging on the booth’s banners in the remaining few weeks ahead of the show. Paulson commented that despite the logistics involved, the *Minnehaha* model served to draw people to the booth and ideally would be a part of the display. The Board also discussed having the GTTM video projected in the booth (though that entails complications of projection equipment and added security needs). Upon discussion, McCarthy agreed to follow-up with LOLCBC to confirm the opportunity for MLM still existed. It was agreed the booth could be staffed by a skeleton crew of volunteers with pre-determined messaging points; volunteers would be scheduled during the show’s peak traffic times.

Reports: McCarthy advised that the Charitable Organization Annual Report to the MN Attorney General’s Office had now been filed and that he had verified MLM’s business name with MN’s Secretary of State as required annually. He also confirmed that the IRS had acknowledged the change of MLM’s official address (to P.O. Box 178).

Outreach: McCarthy shared that he was still awaiting a response from Excelsior Mayor Todd Carlson to his letter seeking a meeting to restart discussions with the City. McCarthy had connected with LoCorr regarding the summer docking space and would be meeting with its Chief Operating Officer on December 9th. McCarthy explained the latter was just about a summer berth but he would share an update on our ongoing search efforts.

Maintenance-Related Matters: McCarthy commented on the upcoming Condition & Value Survey that the Board had approved since the November 9th Board meeting. Captain Cliff Schmidt is scheduled for December 15th at the Barn. McCarthy has alerted the maintenance crew and several will be on site to assist and field questions as needed. McCarthy has also been working to regularly maintain a dialog with the engineers so they feel included and not left in the dark.

McCarthy advised that he had been in contact with all but two of the winter maintenance engineers regarding the portable restroom at the Barn. Only one engineer registered a strong objection to removing it. McCarthy suggested continuing the service during the winter months stating he was concerned about the risk of engineers slipping on ice at the barn as a result of trying to find cover, etc. He felt it was essential we not give our engineers reason to withdraw from continued participation – a return to winter only rental would limit (though not eliminate) this expense.

McCarthy confirmed MLM does not have working phone in the Barn. The CenturyLink service we are paying for voice messaging – enabling anyone wishing to contact MLM with questions a means to contact us since we do not have a regular office or staff to answer phones. He also confirmed that monitoring of the Barn’s security system was handled wirelessly. Though the voice messaging service has typically been geared towards passengers wanting ticket information, McCarthy noted Xcel Energy left a message this week advising of a planned electrical outage at the Barn scheduled for December 14th – which we would not have been aware of without the messaging service. Cancelling CenturyLink would mean relinquishing our long-standing phone number (952-474-2115) for nominal savings. McCarthy to update McGinnis on both financial matters.

Legislative Outreach: McCarthy then queried Person if MLM should reach out to the lake's legislative representatives to advise them of *Minnehaha's* situation and inquire about the potential for state funding (bonding bill, etc.). Person concurred this was worthwhile but suggested waiting till February to allow redistricting to be completed. Person speculated on potential Republican & Democratic bill sponsors. McCarthy noted his outreach to Dr. Kelly Morrison in January 2021 had not resulted in any next steps. Person advised we might need to navigate smartly to accommodate interpersonal issues, etc. Board discussed potential to invite for an on-site visit to the Barn.

Old Business

LMHS Consolidation Project: McCarthy stated the Joint Committee was working to encourage the Boards to visit each of the partner organization to enhance their familiarity of the operations and understand the challenges faced by all – plus the opportunities each presents. The Board of the Westonka Historical Society (WHS) toured the MLM Barn in November, resulting in an invitation to speak at the March 12th, 2022 meeting of WHS. Board visits by the Wayzata & Excelsior societies will likely not happen until after the New Year. Person shared a brief update on recent developments at Wayzata that he felt made it more likely to support a consolidation.

MLM Sub-Committee Framework: McCarthy next turned to a discussion of potential sub-committees which he tolined at the November 9th Board meeting. The proposed organizational chart had been updated to reflect initial comments made at the meeting. In an effort to add further dimension to each committee, McCarthy had drafted a framework document outlining the potential scope, deliverables, timelines, etc. for each committee. McCarthy stated it was critical for the Board to align on each committee's mission, etc. upfront, however he encouraged the Board to focus on the big picture takeaways. Discussion over specific wording, etc. could always follow, however it is important to get work started in each area ASAP. The Board alone would not have sufficient bandwidth to manage each of these areas itself, yet each was important in its own way that work on each should commence as quickly as possible. After brief discussion, the Board scheduled a workshop session for Sunday, December 12th from 4:00 – 6:00pm at the Wayzata Depot. Purpose is to flush out the committee framework. The meeting will be a workshop session of the Board – not an official Board meeting.

Next Meeting:

- Sunday, December 12th: Sub-Committee Framework Workshop at Wayzata Depot (4-6 pm)
- Tuesday, January 4th: Board Meeting at Westonka Historical Society (6-8 pm)

Adjournment

Person moved to adjourn the meeting at 7:50 pm; seconded by Vandam. Motion passed (4-0).

Respectfully submitted,

Tom McCarthy, President/Secretary

Attachments:

- Agenda
- President's Report
- Summary of Giving

THE MUSEUM OF LAKE MINNETONKA
Board of Directors Meeting
December 7th, 2021 6:00 – 8:00 PM
Westonka Historical Society Conference Room
Centennial Building, 5341 Maywood Rd, Mound

AGENDA

1. **Member Forum** – Members in attendance may have up to 5 minutes to speak. Board will close the Member Forum after no more than 30 minutes in order to allow sufficient time to focus on matters requiring Board action/discussion.

2. **Call To Order** **McCarthy**

3. **Approval of Agenda**

4. **Approval of November 9th Minutes**

5. **President’s Report** **McCarthy**
 - a. Charitable Organization Annual Report
 - b. GTTM / Annual Appeal
 - c. Condition and Value Survey / Insurance

6. **Treasurer’s Report** **McGinnis**

7. **Old Business** **McCarthy**
 - a. LMHS Update
 - b. Organization Discussion / Sub-committees

8. **New Business**

9. **Adjourn**

MLM President's Report

December 7, 2021

Actions Taken

- Finalized GiveToTheMax video & social postings
- Processed Annual Appeal mailing
- Submitted Charitable Organization Annual Report to Attorney General
- Sent out RFP to Marine Surveyors – interviewed by phone
- Verified MLM Minnesota Business Name Annual Renewal
- Drafted e-Newsletter (submitted to Board & Lisa Stevens for editing)
- Drafted sub-committee framework (submitted to Board for consideration)
- Connected with Al Lindquist/LOLCBC re: 2022 Mpls Boat Show participation (Th 1/20 – Su 1/23)
- Received speaking invitation from WHS (Sa 3/12)
- 11/12/2021 - Hosted Westonka Historical Society at the Barn
- Drafted summary of Barn security system & MLM CenturyLink Messaging System
- Reached out to Bob Sarna / LoCorr re: summer berth (meeting set for Dec. 9th)
- 11/22/2021 Updated Benevity certification
- 11/23/2021 Notified Excelsior PD & FD of new contacts
- 11/23/2021 Alerted maintenance crew to C&V Survey
- 11/23/2021 Signed contract with S2 Marine Survey Inc – scheduled for 12/15
- 11/23/2021 Reviewed George Street w/ Dave Peterson
- 11/23/2021 Sent letter to Lake Mtka Assn advising no donation this year
- 11/29/2021 Mailed letter to Excelsior Mayor Todd Carlson
- 11/30/2021 Met at barn, George Street & TRP with Clayton / Rocket Crane + Dave Peterson
- 12/01/2021 Met with engineering crew at the barn
- 12/02/2021 Met with Fred Fey at the Barn – received maintenance files
- Processed membership renewals, GTTM/Appeal donations acknowledgments

Upcoming Actions Planned

- 12/9/2021 Meet w/ Bob Sarna, LoCorr
- TBD Meet w/ Mayor Carlson?
- 12/15/2021 – Condition & Value Survey
- Finalize Boat Show plan
- Edit newsletter – subcommittee focus, call for volunteers?
- Host ELMHS / WzHS at Barn?
- Reach out to MN Legislators – meet?
- Reach out to LMCD – meet?
- Expedite work of Shore Based Facilities committee

2021 MLM Annual Appeal Summary

12/7/2021

Appeal Mailing

# Mailed	365
# Returned Undeliverable	<u>18</u>
# Delivered	347

Cost of Mailing	\$572.19
Cost per letter delivered	\$1.65

Response Metrics

# Donations Received	16
# Donations Pending	
Total # Donations	16

Total Donations Received	\$2,710.00
Average Donation	\$169.38

Donation Summary

	<u># Gifts</u>	<u>% Gifts</u>	<u>Total \$</u>	<u>% Dollars</u>
\$50 or Less	3	18.8%	\$110.00	4.1%
\$100	8	50.0%	\$800.00	29.5%
\$200	4	25.0%	\$800.00	29.5%
Greater Than \$200	<u>1</u>	<u>6.3%</u>	<u>\$1,000.00</u>	<u>36.9%</u>
	16	100.0%	\$2,710.00	100.0%

<u>Net Income Generated</u>	\$2,137.81
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2021 MLM GiveToTheMax Summary

12/7/2021

<u>Donations Received Pre-GTTM</u>	\$1,650.00
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GTTM Donations

GiveMN	\$625.00	
Benevity	<u>\$400.00</u>	<i>*Still to be remitted to MLM</i>
Total GTTM	\$1,025.00	

2021 MLM Donations Received

10/28/2021 - 12/7/2021

\$5,385.00