

# Museum of Lake Minnetonka

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

Date: Tuesday, 4 January, 2022  
Location: Held virtually via Google Meets  
Attendees:

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

### **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. No members chose to speak and McCarthy closed the forum.

The meeting was then called to order at 6:01 PM by President Tom McCarthy.

### **Agenda**

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

### **Approval of Minutes from December 7<sup>th</sup>, 2021**

McCarthy called for any additions/revisions to the minutes as drafted. Hearing none, Paulson moved approval of the minutes as submitted; seconded by Vandam. Motion approved 3-0 (McGinnis abstained from voting as he had been absent from the meeting).

### **President's Report**

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

*Condition & Value Survey:* McCarthy remarked that Captain Cliff Schmidt conducted a thorough inspection of the entire vessel on December 15<sup>th</sup> at the Barn. Dave Peterson, Steve Albrecht, John Palmer and McCarthy were on hand to observe and assist. McCarthy felt Schmidt had proven to be the right choice – quickly impressing the engineers with his knowledge and ability to identify issues needing attention. The formal report has yet to be received but McCarthy anticipates that it will outline a series of maintenance item that need to be addressed – potentially before approaching insurance carriers on requoteing premiums for *Minnehaha's* insurance policy.

*Giving Update:* McCarthy quickly highlighted that an additional \$2,875 had been received since last month's report. McGinnis reported an additional \$600 in the last day or two. Gifts received since the new Board was installed now total \$7,860. McCarthy commented that while this was positive – it is not the level of giving we need to attain.

*Membership Update:* McCarthy reported MLM currently has 95 members – 33 are members in good standing having paid their 2022 dues; 33 are Hall of Fame or Captain/Lifetime members who are not subject to membership renewal; 29 are now lapsed and need to be reminded to renew. With respect to raising membership revenue, McCarthy also broached the idea of encouraging existing members to (1) gift a membership or (2) upgrade their membership level. Vandam shared that for Westonka Historical Society, she uses a custom printed postcard featuring a vintage photo (postcards are generally less expensive to produce & mail). Paulson suggested a high level / emotional appeal since MLM was not in a position to entice people to give with added benefits – she suggested appealing to today's generation to give/become a member in honor/recognition of the previous generations who rode the streetcars/ Express Boats.

- Next Step: Vandam to broach postcard idea with Lisa Stevens.

*Annual Business Registration:* McCarthy advised that the annual Business Filing with the MN Secretary of state's Office still reflected the contact info and home address for MLM's former President. The Secretary's Office does not permit the use of a post office box as part of a formal address – consequently personal addresses of officers have been used (the Barn is not an acceptable place to receive mail). McCarthy stated that MLM's filing was good through 12/31/2022, however he understood it would be necessary to file an amended filing (and pay an additional \$55 fee) to update the address/contact info. McCarthy was concerned that MLM could miss receiving official notifications if the filing was not updated. Vandam urged McCarthy to call the Secretary's Office, believing that an additional filing fee should not be required.

- Next Step: McCarthy to contact Office of MN Secretary of State

*Mike Fells / Rights to Artwork:* McCarthy shared that Sharon Provost had identified an Arizona resident as the creator of the computer graphic image of Steamboat *Minnehaha*. McCarthy has contacted Fels and he has graciously granted to MLM full and unrestricted rights to utilize his graphic creation in any means it desires, with no compensation in return. Fels, now in his seventies, lived in Wayzata until he was 18 but has ridden the boat on four occasions. McCarthy has promised Fels that he would receive proper attribution for his work.

*Pete Willenbring / wsb:* McCarthy shared that Pete Willenbring has agreed to assist the committee searching for a new launch site on technical/engineering issues. Willenbring was in process of qualifying as a Captain during the 2019 season. He is a professional engineer having been a founder of the Twin Cities engineering firm wsb (which serves many lake communities including Excelsior). Now semi-retired, Willenbring will advise the committee himself on a pro bon basis and draw upon his firm's expertise as needed. In the event our needs exceed what can be done on a pro bon basis, Willenbring will work with wsb to prepare a project estimate for consideration.

### **Treasurer's Report**

McGinnis reported on MLM's financial status as of January 1<sup>st</sup>, 2022 (financial statements attached). MLM's cash assets total \$142,948.90 with no outstanding unpaid invoices. The maturing \$50,000 CD has now been transferred into the Money Market Fund at Alerus. Nov/Dec expenses totaling \$1,862.11 were offset by donations and membership renewals totaling \$6,727.76.

McGinnis also provided a summary of finances for calendar year 2021. McCarthy shared that MLM uses a fiscal year of April 1<sup>st</sup> through March 31<sup>st</sup> and confirmed that tax filings for 2017-2020 had been submitted reflecting that time period.

McCarthy recognized that McGinnis has managed the transfer of accounts/finances with no transition or onboarding from the old Board. He also observed that the former Board never received detailed reports from the former Treasurers – making it impossible for the Board to act as a check & balance and ensure proper oversight. McCarthy expressed his desire to see the monthly reporting include itemized transaction broken out by MLM Chart of Accounts. This would enable Board members to monitor expenses within different budget areas and to confirm proper classification of expenses (for accurate reporting).

### **Old Business**

*LMHS Consolidation Project:* McCarthy shared that the Joint Committee was voting on approval of its next report which he expected would be shared with the Boards perhaps yet this week. A meeting of the partner organizations' financial leaders is now scheduled for January 11<sup>th</sup>. Hopefully upon conclusion of the financial review, the Joint Committee will be in a position to prepare its final report and recommendations to the Boards.

*MLM Sub-Committee Framework:* McCarthy queried Board members if they had any additional input on the proposed MLM Organization Chart and Sub-Committee Framework documents. Both had been the focus of the Board's workshop session held December 12<sup>th</sup> and both will be living documents – evolving over time as we have new learning and the situation changes.

McCarthy confirmed the Org Chart now reflected the addition of Aaron Person to the Programming Committee and Rusty Herman to the Maintenance Committee. Additionally McCarthy explained he felt the Development Committee needed to work ASAP to develop a fundraising plan, with the goal to have it ready to implement as soon as a comprehensive plan on a new launch site could be adopted. Paulson and McGinnis concurred. McCarthy also shared the idea raised by Lisa Stevens that the Programming initiative kick-off with an open-invite event to solicit input from volunteers, members, etc. on short/medium/long term programming opportunities which the committee could then use as a basis for further development and refining.

Paulson moved to approve the Org Chart and Committee Framework documents; seconded by McGinnis. Motion approved 4-0. McCarthy suggested drafting a newsletter to feature insight into the new structure and committees. All agreed this would help signal that the Board was moving forward and seeking involvement by others in addressing MLM's various challenges.

### **New Business**

*2022 Minneapolis Boat Show:* McCarthy updated the Board on volunteer sign up, encouraging Board members to also determine which shifts they could take on. Some initial volunteers have since withdrawn due to need for Covid isolation prior to upcoming travel. Talking points for the Show have been developed and will be shared with volunteers; handouts with ways for people to show their support for Minnehaha would also be available. Vandam pondered if Show visitors might be able to deposit cash donations in the acrylic box protecting the model of the steamboat. McCarthy cautioned against given the added logistics of collecting donations and maintaining security of the cash, etc. Paulson suggested possibly using QR codes at the booth to enable people to instantly contribute, etc. McCarthy to pursue idea with Aaron & Josh Person once they return from their travels.

*2022 Wayzata Chilly Open:* McCarthy re-iterated his call for help leading/managing this event. Critical need is an Olympics-related theme. Paulson volunteered to contact Brooke Beyer at the Wayzata Chamber to seek additional guidance / clarification on logistics, etc. Paulson encouraged MLM to be

open to spending some money to support the event – food handouts, prizes, etc. McCarthy cautioned that any outlay needed to be kept minimal given our austerity budget approach and newly identified maintenance projects resulting from the recent appraisal of the boat.

- Next steps: McCarthy to forward Beyer contact info to Paulson; Paulson to contact Beyer. Vandam and Paulson to meet with Lisa Stevens to develop ideas, etc.

**Next Meeting:**

- Tuesday, February 1<sup>st</sup>: Board Meeting at Westonka Historical Society (6-8 pm)

**Adjournment**

The public portion of the meeting was concluded and the Board then held a brief Executive Session to enable McCarthy to brief the Board on a recent meeting in which he participated. Executive Session ended at 7:54pm.

Respectfully submitted,

Tom McCarthy, President/Secretary

**Attachments:**

- Agenda
- President's Report
- Giving Update as of 1/01/2022
- Financial Statements
- Organizational Chart as adopted
- Sub-Committee Framework as adopted

**THE MUSEUM OF LAKE MINNETONKA**  
**Board of Directors Meeting**

January 4<sup>th</sup>, 2022 6:00 – 8:00 PM

~~Westonka Historical Society Conference Room~~  
~~Centennial Building, 5341 Maywood Rd, Mound~~

Meeting held virtually via Google Meets.

**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 December 7<sup>th</sup> Minutes**
5. **President's Report** **McCarthy**
  - a. GTTM / Annual Appeal Update
  - b. 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** **McCarthy**
  - a. 2022 Boat Show Update
  - b. 2022 Wayzata Chilly Open
9. **Adjourn**
10. **Executive Session** **McCarthy**

## **MLM President's Report**

**January 4, 2022**

### **Actions Taken**

- 12/09/2021 Met with Bob Sarna / Locorr re: Boat slip (easement expiring 2025)
- 12/12/2021 Met with Board in Work Session
- 12/15/2021 Met with Cliff Schmidt at the Barn re: Condition & Value Survey
- 12/17/2021 Visited with Lisa Stevens regarding potential committee roles, etc.
- 12/19/2021 Met Dave Peterson at the Barn – lockbox not working
- 12/20/2021 Emailed out end of year Membership Renewal / Donation request
- 12/21/2021 Emailed active volunteers asking for people to sign up for Boat Show
- 12/21/2021 Emailed Mike Fels / Arizona regarding usage of artwork
- 12/28/2021 Re-emailed Mayor Carlson / Excelsior
- 12/29/2021 Emailed Pete Willenbring re: MLM engineering needs
- 12/30/2021 Sent Board info on Wayzata Chilly Open – asked for someone to lead
- 1/01/2022 Sent out follow-up re: Boat Show Volunteers
- 1/02/2022 Met for 90 minutes with Gabe Jabbour & Dave Peterson
- 1/03/2022 Re-grouped with Dave Peterson
- 1/03/2022 Sent Board Giving Update through 1/01/2022
- Processed membership renewals, GTTM/Appeal donations acknowledgments

### **Upcoming Actions Planned**

- Review Condition & Value Survey
- Determine next steps on Insurance Premium reduction
- Meet with engineers re: Maintenance Committee/CVS report; activities & process forward
- Meet with Vic's Crane Service
- Meet with Mayor Carlson
- Update Boe Carlson / TRP
- Boat Show 1/16 - 1/24

### **Discussion Topics**

- Membership Renewal Update
- Giving Update
- Amendment to MN Business Filing?

## **2021 MLM Annual Appeal Summary**

1/1/2022

### **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	27
# Donations Pending	
Total # Donations	27

Total Donations Received	<b>\$5,185.00</b>
Average Donation	\$192.04

### **Donation Summary**

	<u># Gifts</u>	<u>% Gifts</u>	<u>Total \$</u>	<u>% Dollars</u>
\$50 or Less	4	14.8%	\$135.00	2.6%
\$100	12	44.4%	\$1,200.00	23.1%
\$200	8	29.6%	\$1,600.00	30.9%
Greater Than \$200	<u>3</u>	<u>11.1%</u>	<u>\$2,250.00</u>	<u>43.4%</u>
	27	100.0%	\$5,185.00	100.0%

<b><u>Net Income Generated</u></b>	<b>\$4,612.81</b>
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## **2021 MLM GiveToTheMax Summary**

1/1/2022

### **Donations Received Pre-GTTM**

**\$1,650.00**

### **GTTM Donations**

GiveMN	\$625.00
Benevity	<u>\$400.00</u>
Total GTTM	<b>\$1,025.00</b>

## **2021 MLM Donations Received**

10/28/2021 - 1/01/2022

**\$7,860.00**

# MUSEUM OF LAKE MINNETONKA

## FINANCIAL STATEMENT

January 1, 2022

### ASSETS

#### Current Assests

Small Business Checking #XXXX3795	3,411.84
Small Business Checking #XXX3437	11,936.28
Alerus Business Money Market #XXX4969	127,600.78

**TOTAL CURRENT ASSETS** **\$142,948.90**

#### Fixed Assets

Boat Storage Building	19,647.00
Steamboat Minnehaha	15,000.00

**TOTAL FIXED ASSETS** **\$34,647.00**

### **TOTAL ASSETS**

**\$177,595.90**

### INCOME

Memberships and Donations Nov 10 – Dec 31, 2021	6,427.76
Gallery Navarre	300.00

**TOTAL INCOME** **\$6,727.76**

### EXPENDITURES Nov 10 – Dec 31, 2021

Biffs, Inc.	266.00
CenterPoint Energy	371.15
CenturyLink	101.16
S2 Marine Services	200.00
Sterling AVS	160.00
Steve Albrecht	10.73
Thomas H. McCarthy	572.19
USPS	102.00
Xcel Energy	78.88

**TOTAL EXPENDITURES** **\$1,862.11**



# MUSEUM OF LAKE MINNETONKA

## FINANCIAL STATEMENT

January 1 – December 31, 2021

### ASSETS

#### Current Assets

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<b>TOTAL CURRENT ASSETS</b>	<b>\$142,948.90</b>
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#### Fixed Assets

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Steamboat Minnehaha	15,000.00

<b>TOTAL FIXED ASSETS</b>	<b>\$34,647.00</b>
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### TOTAL ASSETS

**\$177,595.90**

### INCOME

Memberships and Donations	11,274.62
Grant-Archiving	653.10
Gallery Navarre - merchandise	300.00

<b>TOTAL INCOME</b>	<b>\$12,227.72</b>
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### EXPENDITURES Jan-Dec, 2021

Accurant – accounting fees	257.26
Biffs, Inc.	1,812.00
CenterPoint Energy	1,538.41
CenturyLink	1,117.96
Excelsior Events LLC	750.00
Excelsior Paint & Design	168.4
Fred Fey	715.44
Jeff Schott	230.31
Koehnen's BP	194.22
Kraus-Anderson Insurance – D & O, boat insurance	6,647.00
Nina Redden	85.00
Olson Tax Service	450.00
Row 10 Historic Preservation – NRHP nomination	3,125.00
S2 Marine Services – <i>Minnehaha</i> survey	200.00
State of Minnesota – filing fee	25.00
Sterling AVS – alarm monitoring	480.00
Steve Albrecht	10.73
Thomas H. McCarthy – office supplies, mailings	956.19

USPS – P O Box rental	102.00
Xcel Energy	498.36
Wayzata Chamber of Commerce	1,185.00
<b>TOTAL EXPENDITURES</b>	<b>\$21,203.51</b>
<b>DEFICIT</b>	<b>\$8,975.79</b>

# ORGANIZATIONAL CHART



## Board of Directors

President/Sec: Tom McCarthy (2023)  
 VP/Treasurer: Scott McGinnis (2024)  
 Members-At-Large: Aaron Person (2024)  
 Sue Paulson (2023)  
 Liz Vandam (2022)  
 Open (2022)

## Legal Counsel

TBD

## Board Committees

### Governance Committee

Officer & Director succession planning, Bylaws  
 McGinnis\*, McCarthy, (TBD)

### LMHS Strategic Partnership Exploration

Tom McCarthy  
 (McGinnis, Person, Vandam)

## Sub-Committees

\* = Chair Person

### Shore-Based Facilities

Technical evaluation and selection

Tom McCarthy\*  
 Dave Peterson  
 Steve Albrecht  
 Jeff Cotter  
 Pete Willenbring

### Development

Fundraising / Membership

Scott McGinnis  
 Lisa Stevens  
 Coordinators:  
 Membership (TBD)  
 GiveMN (TBD)  
 Grants (TBD)

### Communications

Content creation, strategic channel planning, branding

Strategy: Josh Person  
 Tom McCarthy  
 Social Media: Josh + Aaron Person  
 Aaron Person  
 PR: Sharon Provost  
 Web Master: Lisa Stevens  
 Advisor:

### Programming

Alternative mission delivery

Liz Vandam  
 Sue Paulson  
 Lisa Stevens  
 Aaron Person

### Collections

Archival preservation

Historian / Archivist:  
 Aaron Person\*

### Maint./Preserv.

Boat maintenance

Steve Albrecht  
 Terry Burns  
 John Palmer  
 Dave Peterson  
 Rusty Herman  
 Tom Wilcox

## Board Liaisons w/ Lake Area Municipalities / Civic Organizations

### Excelsior

McGinnis

### Shorewood

Paulson

### Wayzata

Person

### LMCD / TRP / Orono / Tonka Bay

McCarthy

### Westonka\*\*

Vandam

\*\* Minnetonka Beach, Minnetrista, Mound, Orono, Spring Park

## **MLM Sub-Committees**

Adopted 1/04/2022

The MLM Board of Directors is creating sub-committees to for the purpose of:

- Providing the Board with guidance and input on specific subject areas,
- Facilitating management of specific tasks/deliverables, and
- Aggregating learnings.

Final decision making responsibility rests with the Board. The Board may amend the committee's scope, etc. from time-to-time as warranted.

### **COMMITTEE SCOPE**

- The Board shall set forward the expectations, deliverables, and timeframe for the committee.
- The Board may amend committee expectations/deliverables as it deems appropriate.
- It is expected that each committee shall operate within the framework established by the Board and not exceed that authority.

### **COMMITTEE ACTIONS**

- At no time shall members of the committee represent themselves as spokespersons for MLM, especially when interacting with municipal entities. Should it be necessary to represent the MLM, the committee chairperson and/or Board liaison should undertake that role.
- Unless specifically authorized by the Board, committee proceedings shall be open to participation by MLM members.
- The committees shall document their work/actions through minutes and/or regular reports submitted to the MLM Board are expected to maintain its records/documentation.
- Any committee action requiring an expenditure of funds shall be pre-approved by the Treasurer, and if deemed necessary, by the Board. Documentation shall be required for all expenditures including receipt and request for reimbursement.

### **COMMITTEE COMPOSITION**

- All committees shall report to the Board and shall have a designated Board liaison.
- Committee chairperson(s) shall be established by the Board.
- Committee chairpersons shall determine the composition of the committee necessary to accomplish the deliverables set forward by the Board.

## SHORE-BASED FACILITIES (SBF) COMMITTEE

### SITUATION

- Steamboat *Minnehaha* can no longer access her old launch site and must identify a new operational set of shore-based facilities before she can return to regular operation on Lake Minnetonka.
- For the purposes of this committee's focus, shore-based facilities (SBF) shall include the launch site, maintenance/storage building, and trailer. SBF shall also include a dock/slip where *Minnehaha* can be berthed during the summer season.

### OBJECTIVE

- Determine viable SBF solutions to return *Minnehaha* to active service – based on cost, timeliness, and risk of future disruption due to issues outside of MLM control.

### COMMITTEE SCOPE & DELIVERABLES

- The SBF shall advise the Board on strategic and technical issues aspects of each launch site under consideration
  - The Board shall provide the SBF with a narrowed list of potential sites that the SBF shall limit its focus to (the Board may amend this list as circumstances warrant)
- For each site under consideration, the SBF shall:
  - Develop a comprehensive list of all unresolved issues;
  - Develop an action plan to investigate & resolve these issues (including cost estimates) or identify acceptable workarounds to any that cannot be solved;
  - Subject to Board approval, oversee the completion of any third-party deliverables (including permitting requirements, engineering plans, architectural renderings, etc.) to inform the SBF and/or Board;
  - Investigate ancillary approaches (e.g., trailer) that could positively impact a site's feasibility/viability.
- The SBF shall provide the Board a final assessment and recommendation of the site's viability.
- Upon selection of a strategic solution to pursue, the Board shall redefine the committee's deliverables for a second phase, which might potentially include soliciting vendor proposals & formal bids, contract negotiation, construction oversight, etc.

### SPECIAL ALLOWANCE

- Given the high likelihood of adverse effects resulting from uncontrolled communications with influential outside parties, the SBF is not required to conduct its assessment of sites in a public forum. The SBF, however, is expected to provide to the Board – in open meetings – regular updates of activities which can be shared publicly. Additionally the SBF's final recommendation is expected to be made public as well. This provision shall apply only to the initial evaluation /selection of potential sites; once a site has been selected, all meetings must be accessible publicly.

### TIMELINE

- The SBF shall move expeditiously to provide the Board with its recommendation by May 2022.

### COMMITTEE COMPOSITION

- The SBF Committee shall be chaired by MLM's President and include a senior *Minnehaha* engineer/maintenance team member, and 2-3 additional members.

- The SBF may also engage a qualified mechanical/structural/marine engineer for technical counsel, provided...
  - Work is performed on a pro-bono basis or otherwise specifically authorized by the MLM Board;
  - Such individual(s) agree to...
    1. Respect/maintain the confidentiality of MLM/SBF proceedings and not share beyond the SBF/MLM Board,
    2. Refrain from taking actions without the prior authorization of the SBF/MLM Board,
    3. Under no circumstances shall such individuals act as a spokesperson for the SBF/MLM Board.

## DEVELOPMENT COMMITTEE

### SITUATION

- The loss all ticketing revenue has created an urgent need for MLM to generate new sources of revenue.
- Short-term, must be able to continue to cover annual maintenance/operating expenses to buy time until ticketing revenue can once again be relied upon.
- MLM must expand its membership, donation and grant solicitation efforts are critical to the organization's survival.
- Long-term, MLM will need to plan and launch a capital campaign to fund the construction of a new launch site.

### OBJECTIVE

- Transform MLM's approach to revenue generation in the short-term through a coordinated effort to dramatically expand membership and donations.
- Identify new sources of funding (grants, foundations, programming fees, merchandise sales, etc.)
- Begin preliminary planning for a capital fundraising campaign.

### COMMITTEE SCOPE & DELIVERABLES

- The Development Committee shall formulate a strategy to attain the following goals for 2022:
  - *Membership:* Grow MLM paid membership to 500.
    - Examine opportunities to tap databases of other lake area historical societies, LMCD, LMA, etc.
    - Explore development of newsletter inserts, etc. to solicit new members.
  - *Donations:* Raise annual donations to \$25,000.
    - Implement Annual Appeal, Give To The Max campaign, etc.
  - *Grants:*
    - Identify & submit grant requests to prospective MN-based foundations, etc.  
<https://www.jeffrisfoundation.org/>
- The Development Committee shall undertake preliminary capital campaign planning – assessing the need for a professional fundraising service, etc.

### TIMELINE

- The Development Committee shall present an annual development plan to the Board by: TBD.

### COMMITTEE COMPOSITION

- The Development Committee shall be chaired by MLM's Treasurer assisted by 2-3 additional committee members – including non MLM members experienced in nonprofit fundraising.

## COMMUNICATIONS COMMITTEE

### SITUATION

- Currently the general public has a low level of awareness regarding *Minnehaha's* current status with many incorrectly believing she has lost her dock and/or there is no hope for her to operate in the future.
- Ultimately, MLM will need to rally the Lake Minnetonka community to donate and ensure *Minnehaha* is able to once again resume active passenger service.
- It is critical that all new messaging be implemented consistently across MLM's various channels: website, newsletters, social media channels, and pick up of press releases.

### OBJECTIVE

- Develop and implement a strategic communications plan to...
  - Drive awareness regarding *Minnehaha's* current situation, what the barriers to resuming operations are, and the need for public support
  - Rally the community and motivate potential donors to support short and long-term efforts to return to active service.

### COMMITTEE SCOPE & DELIVERABLES

- **Short-Term:** Develop a holistic communications plan supporting MLM's mission to *preserve Minnehaha now so she can operate later*.
  - Messaging Strategy: Identify the message and tonality
  - Channel Plan: Define the roles for each channel with focus on MLM-controlled channels (Facebook, Twitter, Instagram, YouTube, MailChimp, website) and PR/Public Service Announcements (PSA)
  - Engagement Calendar: Create a calendar of on-going communications to maintain interaction with volunteers, members, donors, the general public.
  - Performance Reporting: The committee shall prepare a framework of engagement tracking to monitor community interaction, awareness levels, response to MLM communications.
- **Long-Term:** Formulate communications plan to support fundraising efforts once a final solution has been identified (plan development on hold pending site selection).
- **Communications Team:** Build a proposed team / team structure responsible for implementing on-going communications (define roles/responsibilities, processes).

### TIMELINE

- The Communications Committee shall work to formalize a recommendation to the Board by March 2022, and once approved, implement the plan with regular reviews by the Board.

### COMMITTEE COMPOSITION

- The Communications Committee shall consist of MLM's channel managers (Facebook, Twitter, Instagram, YouTube, Mail Chimp, website) with participation by professional social campaign managers on a pro bono basis where possible.



## PROGRAMMING COMMITTEE

### SITUATION

- Historically, MLM members have formulated their own interpretations of what a ‘museum’ might entail – exhibits, archives, tours, programming events, etc. Never has there been a vision to unite everyone around a single concept.
- As a result of Steamboat *Minnehaha*’s inability to operate, MLM is currently not in a position to deliver on its stated mission of *operating* as a living museum.
- To remain a viable nonprofit, it must adapt its mission, or how it delivers upon its mission, otherwise it risks being perceived as a charitable organization that has lost its way – and therefore not worthy of receiving financial support.
- Additionally, the prospect of a consolidation of lake area historical organizations presents a unique opportunity to influence the evolution of the new entity.

### OBJECTIVE

- Create a plan/vision for how MLM preserves *Minnehaha* now...so she can operate in the future. The plan should consist of short-term steps actionable now, as well as a vision for how programming can enhance *Minnehaha*’s relevance to the community into the future.

### COMMITTEE SCOPE & DELIVERABLES

- **Short-Term:** Develop programming activities that can be acted upon in the immediate short-term to restore MLM’s visibility and engagement with the community – and serve to generate modest revenue for the organization. Such opportunities may even borrow from existing, like-minded community organizations with whom MLM can partner.
  - *Barn Tours* – currently problematic given the barn is a workspace, not ADA compliant, etc. How can we invite people in & what would need to be done? What barriers need to be addressed?
  - *Boat Show & 2022 LM community festivals* – what can we offer to get people to engage with us?
  - *Community Outreach* - Should we engage people where they are, via either in-person or virtual presentations? (Westonka Historical Society March 12, 2022)
  - *Schools* - Would schools welcome curriculum offerings on local history, STEM, etc.?
  - *Steamboat Degree* - Should we create / market our own fictitious ‘fantasy camp’ approach ala MLB to drive interest?
  - *3<sup>rd</sup> Party* - Can we partner with Maritime Heritage Minnesota (MHM), Minnesota Maritime Art Museum (MMAM), etc. on short-term programming offerings?
- **Mid-Term:** Develop potential on-going initiatives/partnerships that can serve to expand MLM’s mission/credibility/relevance?
  - Are there ways MLM can elevate its profile by being a part of bigger solutions to today’s cultural issues? Can we offer disadvantaged youth a way to connect and learn?
  - Is this practical when *Minnehaha* is not operating?
  - Big Brothers / Big Sisters, Boy/Girl Scouts, Inner City Youth, Urban Boatbuilders, STEM, etc.
- **Long-Term:** Conceptualize what the ‘museum’ in the Museum of Lake Minnetonka should be. How should MLM’s educational focus evolve beyond simply operating *Minnehaha*? What would be entailed (physical presence, operational/staffing needs, etc.)?

- How might a professional curator bring the *Museum* of MLM to life?
- Is it a meeting room in the barn with displays, a full blown museum, etc.?
- Are there short-term ways to make this happen in the barn (ceiling/wall banners)?
- In a consolidated LMHS, how should steamboat history be depicted/shared?
- What should be envisioned for *Minnehaha* as a static display in the future?

#### **TIMELINE**

- Recognizing the need to engage with the community, the Programming Committee shall submit to the Board a recommended plan of short-term opportunities by: TBD.
- The committee shall prepare a report for the Board addressing MLM programming mid & long-term by: TBD.

#### **COMMITTEE COMPOSITION**

- The Programming Committee shall consist of Liz Vandam, Sue Paulson, Dave Peterson, Lisa Stevens, and other members as interested.

## MAINTENANCE/PRESERVATION COMMITTEE (MPC)

### SITUATION

- Sustained long-term operation of Steamboat *Minnehaha* is dependent on the knowledge on expertise of her maintenance team to ensure she is shipshape and safe to operate.
- The knowledge needed to maintain all her various systems/components is extensive and generally learned through hands-on experience. Currently, our core maintenance team is aging – MLM is at risk of losing the critical expertise that is essential to future long-term operations.
- One of the key attributes that bonds members of the current maintenance team is the comradery this group of dedicated volunteers enjoys as a result of their time and efforts spent together. The longer *Minnehaha* remains out of service, the shorter the list of maintenance tasks that remain to be accomplished. It is essential to keep this team together and feeling that their continued efforts will help ensure *Minnehaha's* preservation.

### OBJECTIVE

- Continue existing maintenance operations while laying the foundation for the next maintenance team to serve *Minnehaha*.

### COMMITTEE SCOPE & DELIVERABLES

- Establish a new Maintenance Team organizational plan that...
  - Provides leadership/support for the maintenance team and input to the Board.
  - Ensures prudent fiscal management and timely project management.
  - Identifies and builds new maintenance recruits.
- Update the 2004 Condition and Value Appraisal to better anticipate any upcoming maintenance needs that should be performed during this hiatus from operations.
  - Prepare a prioritized assessment of maintenance activities still remaining to be addressed.
  - Prepare wish list for future donations – replacement of life preservers, etc.
- Document ongoing preservation work...
  - Aggregate all resources for preserving maintenance knowledge/expertise into an online archives.
  - Provide content for the Communications Committee to leverage in soliciting critical donations.
- Assess all Barn materials – determine what is historically important, useful working supplies, and unneeded materials that should be cleaned out.

### TIMELINE

- The MPC shall submit an organizational plan to the Board by January 2022.
- The MPC shall assist in the completion of the Condition and Value Appraisal as required by the marine surveyor – appraisal to be completed by January 2022.
- The MPC shall regularly provide the Board with status report on maintenance activities underway.

### COMMITTEE COMPOSITION

- The MPC shall consist of Terry Burns, Dave Peterson, Tom Wilcox, Steve Albrecht, Rusty Herman, John Palmer.

## MEMBERSHIP COORDINATOR

### Reports To:

- Chair, Development Committee
- MLM Secretary, Treasurer

### Primary Duties:

- Maintain MLM Database (Excel spreadsheet) with information for all current members, lapsed members, volunteers, and friends/interested parties.
  - Membership status – payment, membership level, voting privileges, etc.
  - Contact information – address, phone, email, etc.
  - MLM Involvement – volunteer role, length of service, etc.
  - Incorporate new additions received from MLM owned channels – MailChimp, etc.
  - Periodically purge the database to reflect undeliverable emails, mailings, deaths, etc.
- Manage annual membership renewal process
  - Draft annual renewal letter & manage mailing
  - Generate and issue confirmation letters on membership renewals
- Maintain file for each member, etc. of all chronological correspondence (membership confirmations, contact info updates, etc.)
  - Electronic and hardcopies of correspondence
- Handle other membership-related duties
  - Oversee MLM membership requirements / policy
  - Generate lists of recent renewals / new members and donations for inclusion in newsletters
  - Update form letters and update annually (or more frequently) to ensure sincerity
- Support and assist the Secretary with membership information for Annual Meeting, etc. as required by the Bylaws and Minnesota statutes
  - Member Lists – showing eligible voters as of Date of Record, etc.
  - Sign In Logs – with supporting membership info so members can verify their current status
- Support the Treasurer/Bookkeeper with regular reports of recently received membership income
  - Process acknowledgment letters for donations received
- Support the Communications Committee with processing of newsletters, etc.
- Support the Development Committee with processing of fundraising mailings, etc.

### Required Skills:

- Strong organizational skills & attention to detail
- Timeliness in processing of acknowledgment letters, etc.
- Access to computer/printer
- Microsoft Word – familiarity with Mail Merge helpful
- Excel spreadsheet – familiarity with sorting, print ranges, database management, etc. helpful

### Required Materials:

- Letterhead, Envelopes
- Stamps, Mailing Labels, etc.

### Supported By:

- Volunteers as necessary to process mailings – collate, fold, stuff, etc.