

LMHS

The Joint Committee's

Consolidation Framework

For A New

Lake Minnetonka Historical Society

April 2023

The Challenges We Are Facing

The Joint Committee's Journey...And The Steps It Has Taken

Framework Vision For A New Lake Minnetonka Historical Society

The Process Moving Forward

The Challenges We Are Facing



**Staffing &
Leadership**



**Mission
Delivery**

Staffing & Leadership:

Increasingly, today's nonprofits are facing existential staffing and leadership challenges...

- Volunteerism is declining as increasing time pressures on younger generations fractures their available “me time” in multiple directions.
- Volunteers today tend to be one-timers vs. sustained role-players.

Already, our organizations are being impacted...

- We currently struggle to staff our museums.
- We are increasingly dependent on just a few core volunteers...who already juggle multiple assignments.
- Our operations could be severely disrupted by the unexpected loss of 1-2 core volunteers.

Mission Delivery:

Our current structure is inherently inefficient...

we have multiple organizations operating with identical missions,

providing duplicative services

to overlapping communities within a confined geographic footprint

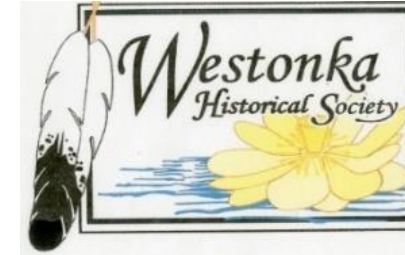
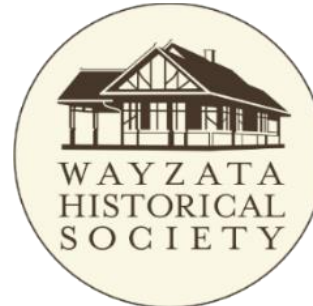
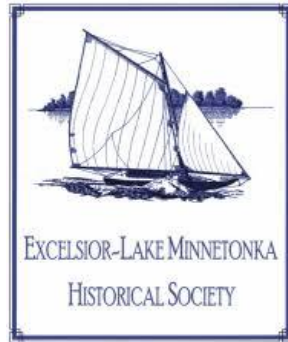
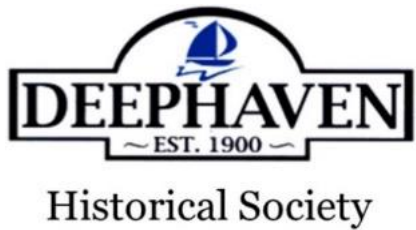
Our Role:

As members, we are temporary stewards of the collections entrusted to our care.

It is therefore incumbent on us to be forward-looking...

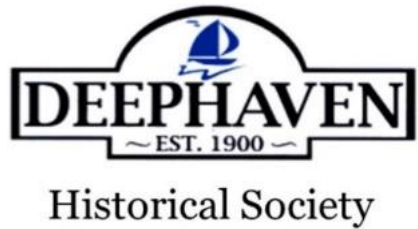
- *How can we deliver our Mission better?*
- *How can we serve our Community better?*
- *How do we pass the baton to ensure long-term stewardship?*

Six of the lake's local historical organizations applied for and were awarded a Heritage Grant from the Minnesota Historical Society for the purpose of exploring a strategic partnership.



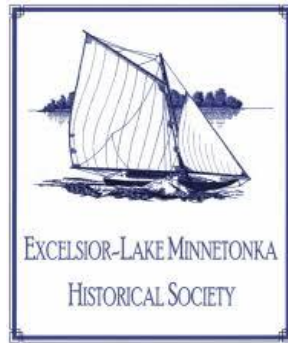
- Western Hennepin County Pioneer Association and the Excelsior Streetcar Line declined to participate.
- Minnetonka Historical Society concluded the time was not right for it to consolidate and withdrew.
- Deephaven Historical Society felt it was more expedient to dissolve and donate its assets to ELMHS.

The exploration was led by a Joint Committee comprised of two representatives from each partner:



Mark Read

Barb Sykora



Lisa Stevens

Scott McGinnis



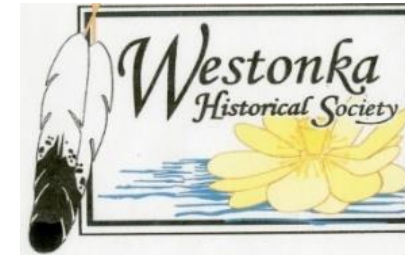
Tom McCarthy

Steven Tyacke*
Sharon Provost



Aaron Person

Joanie Holst



Jeff Magnuson

Liz Vandam



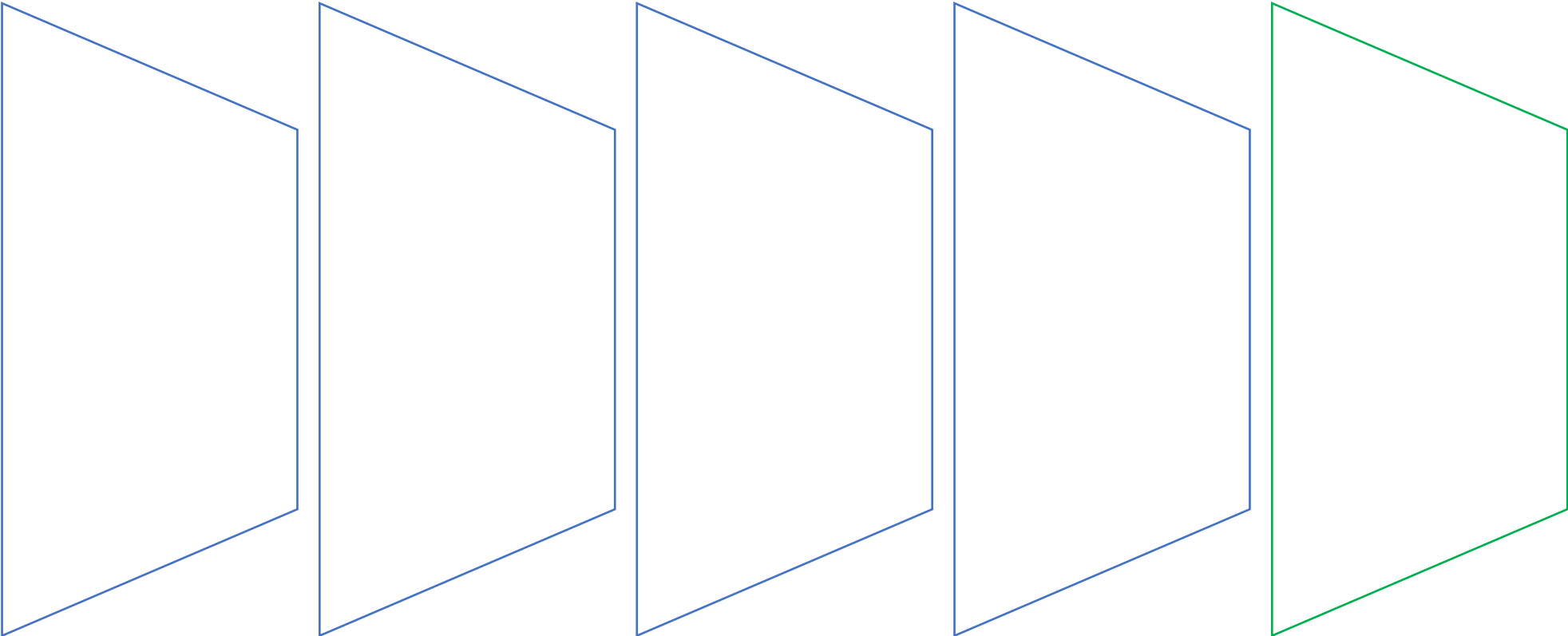

Jan Cook*
Jim Whisler

Lisa Fowler

* Stepped down from the Joint Committee

PRELIMINARIES

- Joint Committee
- Grant Approval
- Partner Collaboration Agreement
- Consultant Selection Process



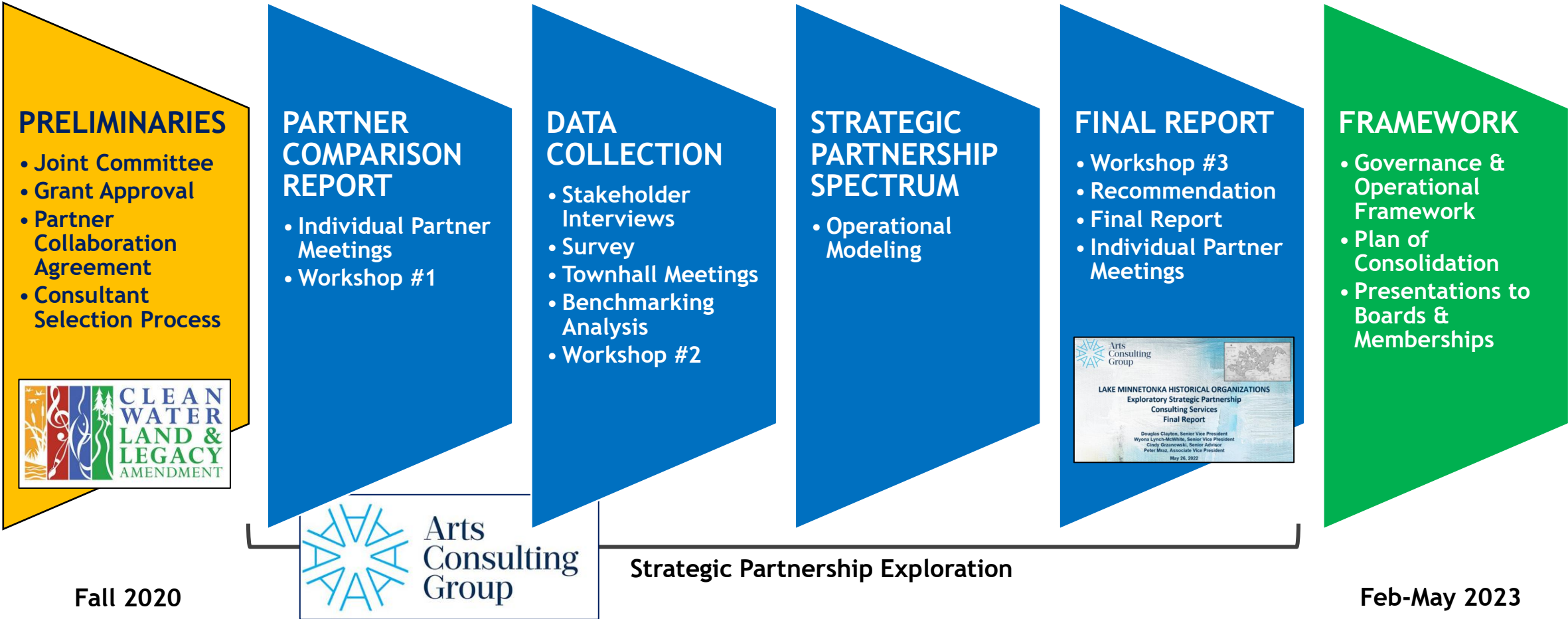
Fall 2019

Feb-May 2023

This program was made possible in part by the people of Minnesota through a \$52,000 grant funded by an appropriation to the Minnesota Historical Society from the Minnesota Arts and Cultural Heritage Fund of the Clean Water, Land, and Legacy Amendment.



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Key Findings:

- The partners share great synergies and a track record of successful collaborations.
- Significant opportunities were identified where collaboration would enable the partners to better serve their communities.
- Strong support for collaboration exists within the greater Lake Minnetonka community.
- The barriers between the lake's communities are artificial as the communities defy municipal boundaries, however members fear loss of their community's identity.
- Financial modeling identified operational efficiencies that can fund hiring of paid staff.
- The current positions of strength would enable the partners to come together by choice and on their own timetable, rather than being forced to do so by circumstances.

The Joint Committee's Recommended Solution:

Consolidating our individual operations into a new historical organization will unlock...

The Lake Minnetonka Community:

- Ease of access via a one-stop destination for research
- Expanded array of content, programs and experiences
- Increased visibility → increased participation → growing collection/membership/donations

Members & Volunteers:

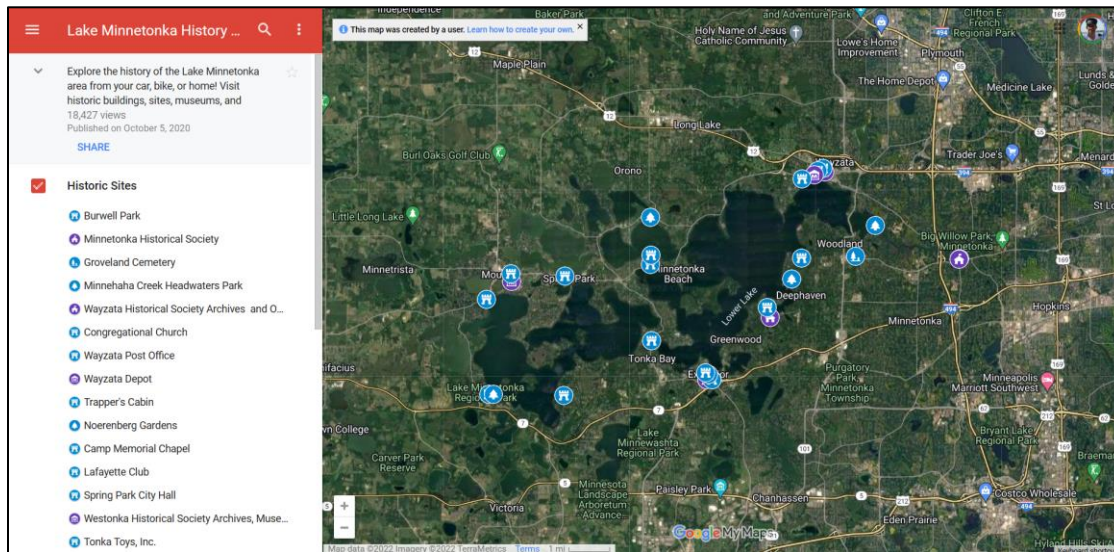
- Addition of paid staff will fill gaps in expertise alleviating the burden on core volunteers
- Create new opportunities for volunteer and leadership roles

Mission Delivery:

- Eliminate duplicate initiatives and thereby optimize available resources
- Engage audiences that to date have been beyond the scope of current resources
- Elicit new financial resources that can expand mission fulfillment
- Ensure the long-term stewardship of Lake Minnetonka history

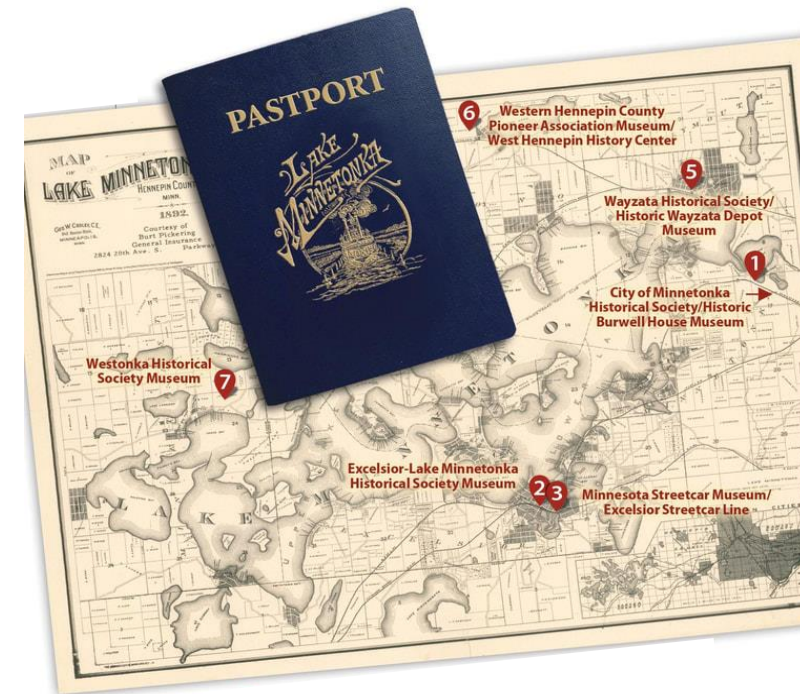
Proof of Concept...

- Already recently created user experiences showcase how collaboration can transform our mission



Google My Maps: Lake Minnetonka History Tour 2020

Objective: Create new self-guided tour experience to enable the public to experience Lake Minnetonka history on their own while the museums were closed during the pandemic



PastPort Lake Minnetonka Museum Visitation Promotion 2021 & 2022

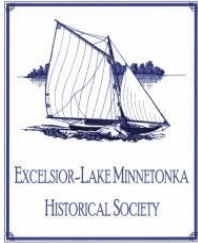
Objective: Drive traffic to all of the newly re-opened museums following the pandemic

LMHS Consolidation Framework:

Provide insight into
how a newly consolidated
Lake Minnetonka Historical Society
will be governed and operate

...and how it will better serve
the Lake Minnetonka Community

- Mission / Aspirations
- Physical Footprint
- Programs & Experiences
- Communications
- Committees
- Membership
- Board of Directors
- Staffing
- Finances



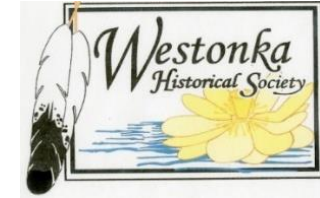
- To preserve, document and classify the physical history of the Lake Minnetonka area;
- To provide a means by which everyone can share in the history of the lake area; and
- To stimulate interest in the cultural heritage of the area



- To inspire an enduring connection to Lake Minnetonka's rich cultural heritage by preserving & operating the historic Steamboat Minnehaha as an authentic, living museum and community icon



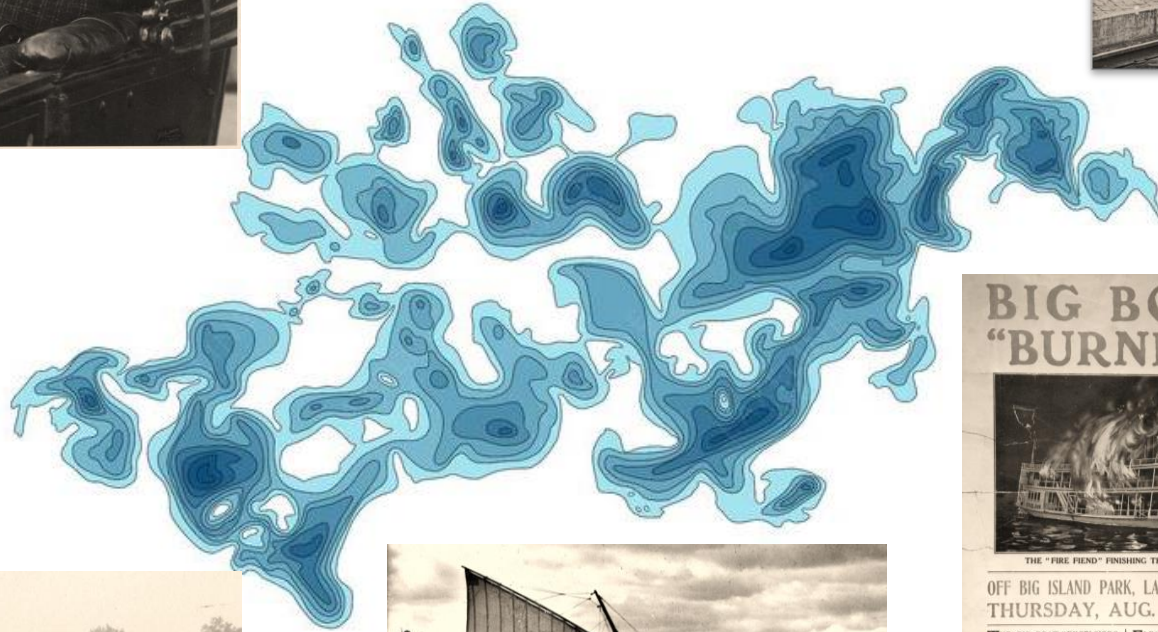
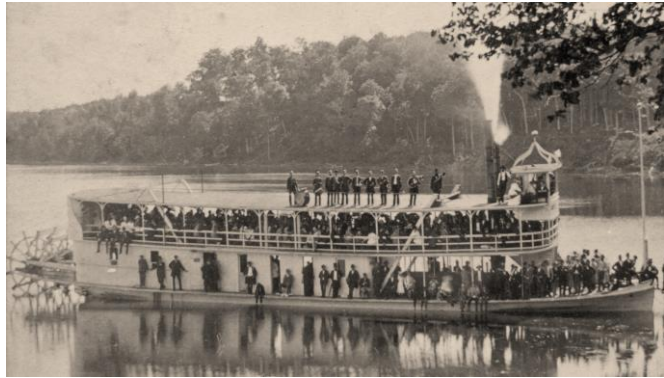
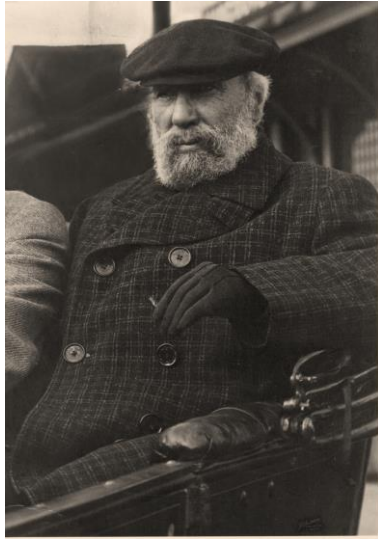
- To discover, collect, preserve, and disseminate knowledge about the history of the greater Wayzata area.



- The object of the society shall be the collection, preservation and dissemination of knowledge about the history of the Westonka area and to relate it to the history of the State of Minnesota

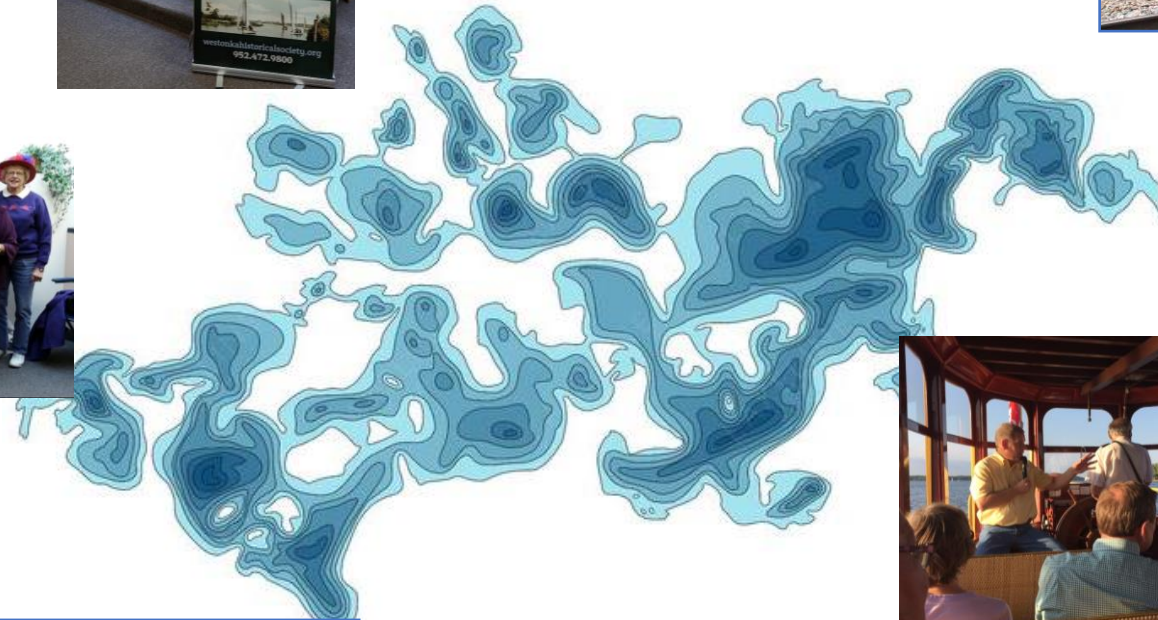
Already the organizations share a common perspective

We tell the stories of Lake Minnetonka...



...its Peoples, Places, Events, Hotels, Steamboats, Trains, Waterfront, and more

We Collect, Preserve, and Share its history...



*...via Museums & Exhibits;
Public Programs, Educational
Tours & Experiential Cruises;
Research & Access*

Mission:

***To Tell The Story of Lake Minnetonka
by collecting, preserving and sharing its history***

Aspirations:

- ❑ ***Spark Curiosity*** about Lake Minnetonka through engaging storytelling and experiential activities
- ❑ ***Facilitate Engagement*** by serving as a single destination for telling the whole story of Lake Minnetonka's history
- ❑ ***Celebrate the Identities*** of the lake's many communities by broadening local access to area history
- ❑ ***Continually Evolve*** how we deliver our Mission to meet our community's ever-changing interests
- ❑ ***Ensure Long-Term Stewardship*** of the Lake Minnetonka history for the benefit of the generations to follow

MUSEUMS: (Interpretative Centers)

LMHS will retain centrally-located Museums at the lake's three commercial centers

LMHS is NOT proposing to consolidate the collections into a single museum



★ Wayzata



Mound

Excelsior



...with Steamboat *Minnehaha* operating as a floating museum

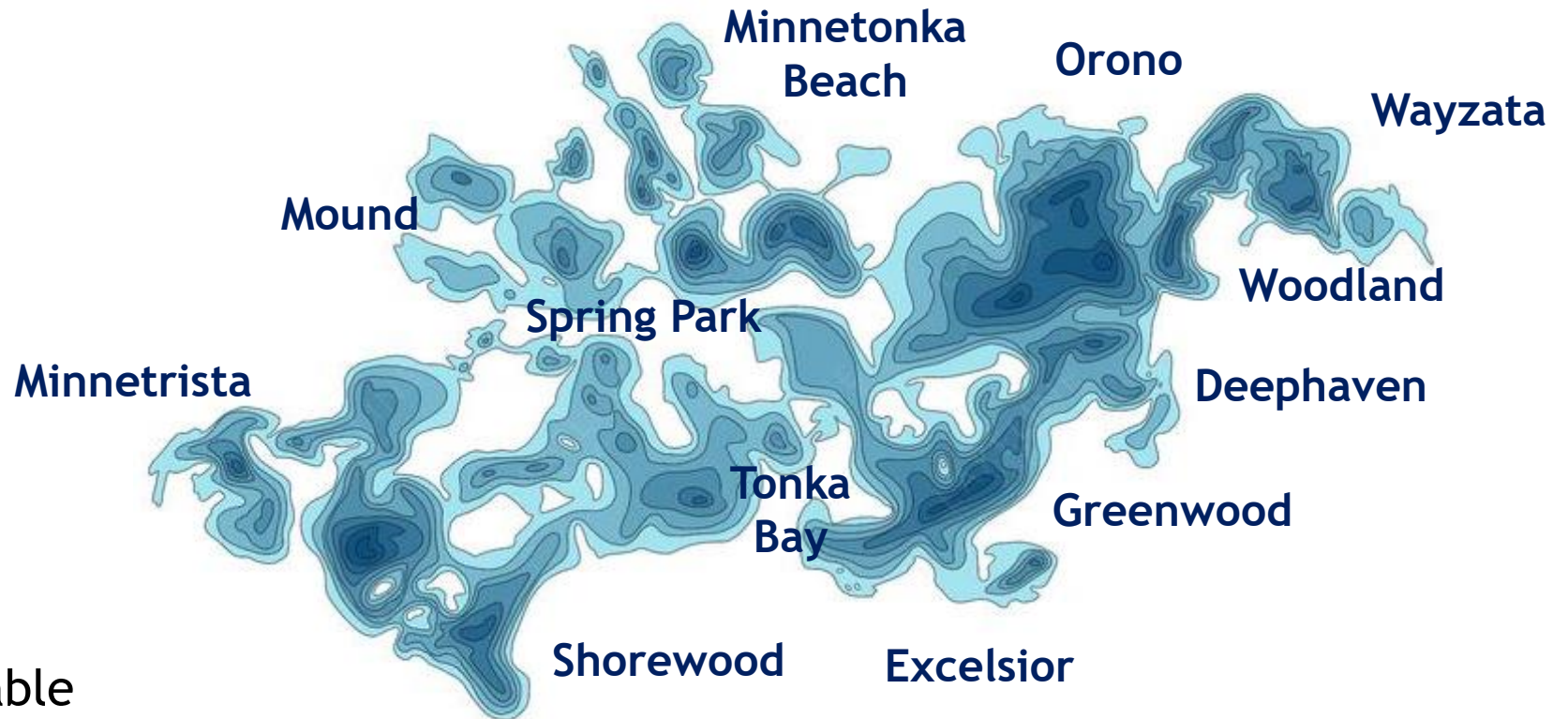


EXHIBITS:

(Interpretative Displays)

Interpretative displays positioned within local communities; curated to celebrate area history / community identities

Exhibits to be added as sites identified / available



Vision: Exhibits likely to be situated at community gathering spots (city halls, libraries, schools, etc.)

ARCHIVE:

(Research Center & Administrative Office)

The four archives will be consolidated at a single location for accessioning, preservation, research & storage

- A 'one-stop destination' for lake-area history research
- Climate-controlled environment for preservation
- Central office for LMHS staff with 24/7 access

Location:

- Likely will be located at the Wayzata Archive (lower level of the Library Bldg)
 - Cost-effective option for housing the entire collection
 - Optimizing the space may require uniform storage cabinets, etc. (grant opportunity)
- Long-term, an expanded site may be necessary given the anticipated future growth of the collection



Wayzata Public Library Building

LMHS

Consolidation Framework...

Programs & Experiences



Museum Tours



Presentations



Events



Outreach



History Cruises / Educational Tours



Walking Tours



Garden RR



What You Already Know:

ALL the partners offer a wide array of programs and experiences.

What You Need To Know:

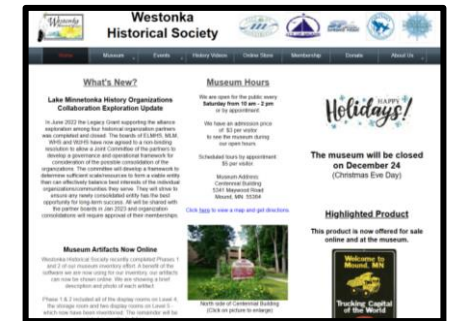
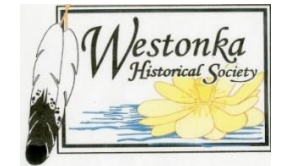
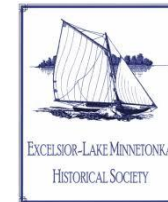
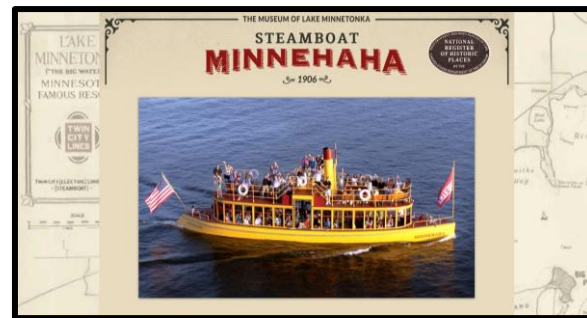
LMHS will *continue* to offer a wide array of programs and experiences,
and You will *continue* to have access to **ALL** of them!

Prototypical Program Calendar:

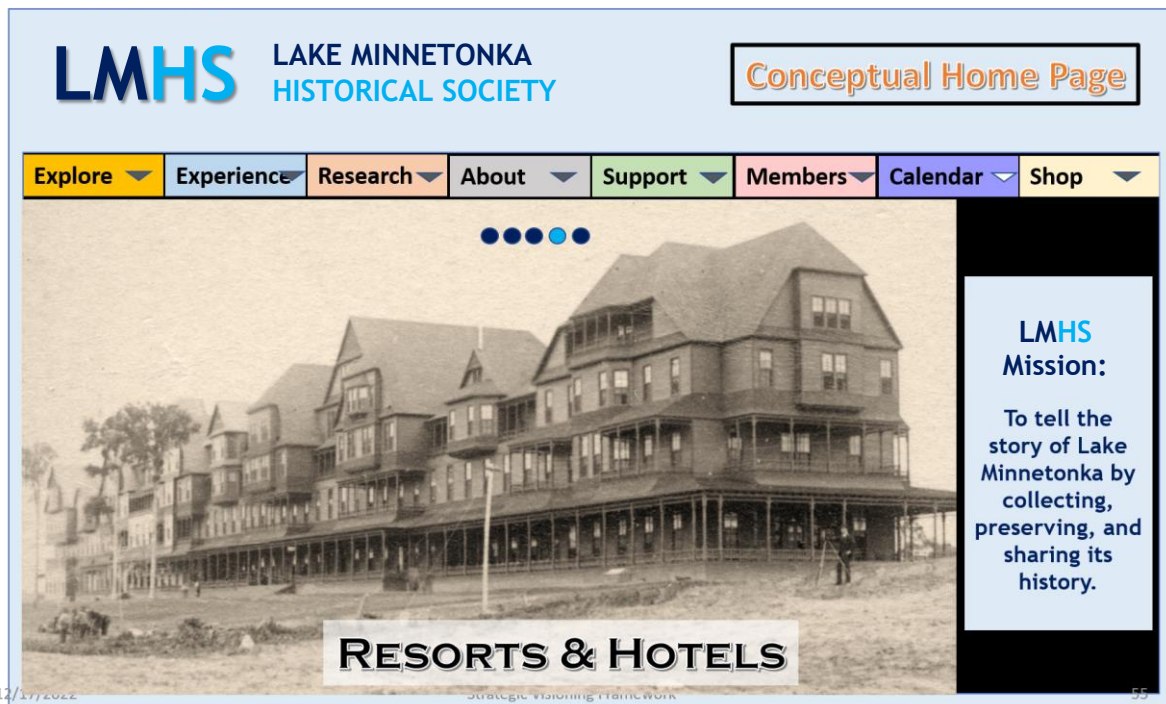
APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
EXCELSIOR PROGRAM EVENT	WAYZATA PROGRAM EVENT	BOAT HISTORY CRUISE	BOAT HISTORY CRUISE	BOAT HISTORY CRUISE	WESTONKA PROGRAM EVENT	EXCELSIOR PROGRAM EVENT	LMHS GALA FUNDRAISER		WAYZATA PROGRAM EVENT	WESTONKA PROGRAM EVENT	LMHS ANNUAL MEETING

- Monthly programs will rotate across the core communities
- Topics will be relevant to the history of the Lake Minnetonka area
- Topics & content development will be drawn from each of the partner organizations...alleviating the pressure on individual organizations to develop and present 12 monthly programs
- LMHS Summer History Cruises will be aboard *Minnehaha* when she resumes operation
 - *Minnehaha* will be able to cruise new routes, including the Upper Lake
 - *Minnehaha* will also be able to offer multiple cruise dates when interest exceeds passenger capacity

Currently, 4 websites + 11 social media channels to navigate/maintain



Solution: One consolidated website + one set of social media channels



- Single access point, easy to navigate
- Expanded content on Lake Minnetonka history
- Consolidated calendar of events, programs, etc.
- Professionally-designed
- Strategically managed (content calendar, content creation, engagement metrics monitored, etc.)

Mock-up included for illustrative purpose only - new site to be professionally designed.

Consolidation will open the door to enhancing newsletter content and production quality, benefitting all LMHS members

Vision for a New Consolidated Newsletter

- Published quarterly with 10-12 pages of content
- Professionally designed and printed to ensure consistent quality in content and production
- Articles sourced from volunteers/membership of the consolidated LMHS
- Designated editor responsible for gathering/assigning content, editing, and production/design

Cost Optimization Strategies...

- Refrain from using paid writers
- Use pro bono design service to create a template that ensures consistent, well-designed look
- Bid out printing
- Send printed copies via bulk-rate delivery
- Over time, shrink printing by encouraging delivery of electronic version



UPDATE ON THE SEARCH
The effort to find a new launch site began prospective sites around the lake. It then narrowed to three sites: Tonka Bay, Westota Minnetonka Regional Park in Minnetrista, and Excelsior. The deep dive was undertaken to determine the more challenging this task was. Throughout this process, the Board has weighed the need to move expeditiously to get water as quickly as possible. The Board will right - but it also recognizes it does not have resources are limited and the longer it takes, the more challenging this task is. This was the backdrop for the executive search Board's general June session. After extensive site visits, the Board concluded it was time to focus on the George Street fire lane as the best way to a potential new ramp at the



A Brief History of Navarre—the next of the area reviews.
SADNESS & SUCCESS for a Navarre Pioneer
submitted by E. Vandam

JAMES BRYANT WILEY
At the time of Jim Wiley's death in 1928, few Navarre residents living could say they knew the area as well. Born in Illinois in 1851, Jim was a rascally thirteen-year-old when he first laid eyes on Lake Minnetonka in 1864. With the Civil War still raging in the east, Jim's family—together Jacob Hursh, mother Sara and their combined brood of his and hers—moved from Illinois to Long Lake. The Wiley-Hursh marriage included a blend of talented members. Sara's first husband had died at 27, leaving her with two children—Jim was three and his sister Elizabeth was one. Jacob Hursh was 24 years old. Sara's senior having already buried two wives with four children from those unions. In addition, his second wife had come to their marriage a widow with several youngsters. Prior to moving to Long Lake, Sara and Jacob had had three more children to their family. A fourth was born after they arrived, and then Sara's great Wiley Hursh died shortly thereafter. She was only 32, her youngest children were six, four, and three years and a five-month-old baby. Jacob would marry one last time in 1865, adding a last child in 1871. Jim found friendship with neighbor James Wilson "Wit" Barnes, age fifteen when they met. The Barnes had moved from Maine to Long Lake in 1865. The boys were near inseparable. Both found Lake Minnetonka "...the heart of the native forest...a never-ending source of interest and enjoyment..." The lake's bays and shorelines seemed endless and the two traversed every inch.

UPCOMING EVENTS
Oct 8—THREE POINTS—Its History & Heart, presented by history room, 4515 Shoreline Dr., Spring Park, MN, 10:30 to 11:30 am
Nov 7—The Assassination of Kennedy, presented by history room, 4515 Shoreline Dr., Spring Park, MN, 7-8 pm.
Nov 12—WHS Annual Meeting, 10:30-10:45 am, 11 am-Noon, Lake Mika Shores Community Room, 4515 Shoreline Dr., Spring Park, MN
Nov 18-19—Holiday Boutique including WHS, Lake Mika Shores Community Room, 4515 Shoreline Dr., Spring Park, MN
Nov 25-Dec 4—Holiday Boutique including WHS, Gillespie Community Room, 4515 Shoreline Dr., Spring Park, MN

ELMHS Board of Directors
President: Mark Read
Vice President: Scott Zerby
Treasurer: Lisa Stevens
Secretary: Kirsten Pardoe
Directors: Cheryl Alkirens, Deanna Bunkelman, Bill Heyman, Tom Kolar.



A Rare Piece of History Returns to Excelsior
In March 2022 a letter sent to Andover, Massachusetts arrived back in Excelsior. An technology and a very thorough search of the Excelsior area. On February 25, 1856, Wiley seeking a loan of \$1,000-\$5,000 to help finance the Excelsior area. The Excelsior area was a very interesting area and the Excelsior area was a very interesting area. The Excelsior area was a very interesting area and the Excelsior area was a very interesting area.

Our Mission
To preserve, document and study the physical history of the Lake Minnetonka area. To provide a means by which everyone can share in the history of the lake area. To stimulate interest in the cultural heritage of the area.

Founded in 1972, the Excelsior-Lake Minnetonka Historical Society preserves the history of Lake Minnetonka and the communities of Deephaven, Excelsior, Greenwood, Shorewood, and Tonka Bay.

The Society's Museum and Archives hold a large collection of historical artifacts and documents. The Society regularly presents programs for youth and adults and publishes books on topics of local historical interest.

E L M H S
PO Box 305
Excelsior, MN 55331
952.221.4766
info@elmhs.org
www.elmhs.org



Wayzata Historical Society • 402 East Lake Street • Wayzata, Minnesota 55391 • (952) 473-3631 • info@wayzatahistoricalsociety.org

Membership Philosophy

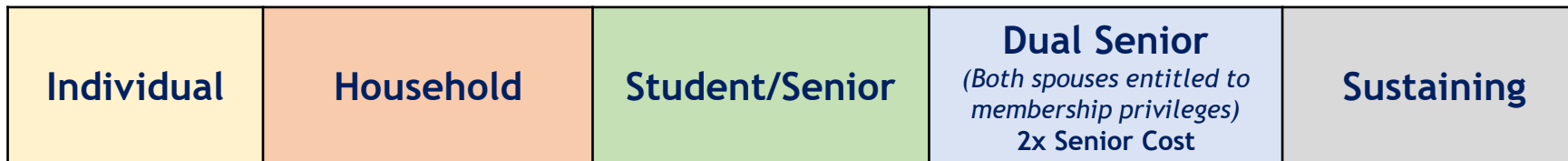
- *Purpose:* Membership’s primary purpose shall be to financially support the organization’s mission

Membership Administration

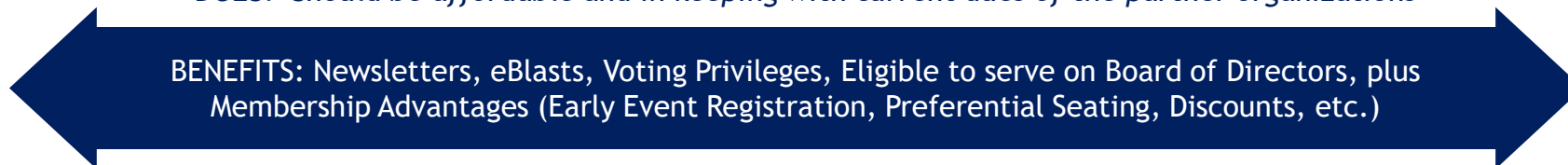
- The four membership databases will be merged into a single, consolidated database for the new entity.
- Guided by best practices, a Development/Membership Committee of volunteers will develop recommendations on membership policies, categories, benefits, etc. and submit to the Board for adoption

Membership Categories / Dues

- The Joint Committee envisions the following membership structure:



DUES: Should be affordable and in keeping with current dues of the partner organizations



LMHS would not offer a “Lifetime” Membership Category

Membership Transition Goal: Retain 100% of existing partner members

- Technically, all existing memberships will cease upon dissolution of the partner organization.
- Members in good standing on October 1st (the date consolidation will become effective) will be offered a new LMHS membership (with full benefits) valid for the remaining duration of their original partner membership.
- Members of two or more partners will be entitled to one LMHS membership.
- “Lifetime or Honorary” Members will receive a full 12-month LMHS membership, but will need to purchase a new membership upon its expiration.



Five committees will offer ample volunteer / leadership opportunities for all those interested in helping to shape the new organization...

Collections Committee (Museums, Exhibits, Archives)

- Accessioning / Deaccessioning
- Preservation
- Collective Access
- Topical Research
- Exhibit Planning & Design
- Exhibit Management

Public Programs Committee

- Program Topics/Scheduling
- Tours/History Cruises/Garden RR
- Educational Programs
- Content Research
- Presentation Development
- Event Registration
- Event Setup & Take Down

Communications Committee

- Marketing / Public Relations
- Content Calendar Management
- Channel Managers
- Content Creation
- Graphic Design
- Website Design

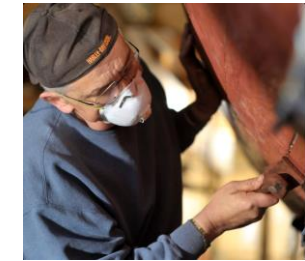
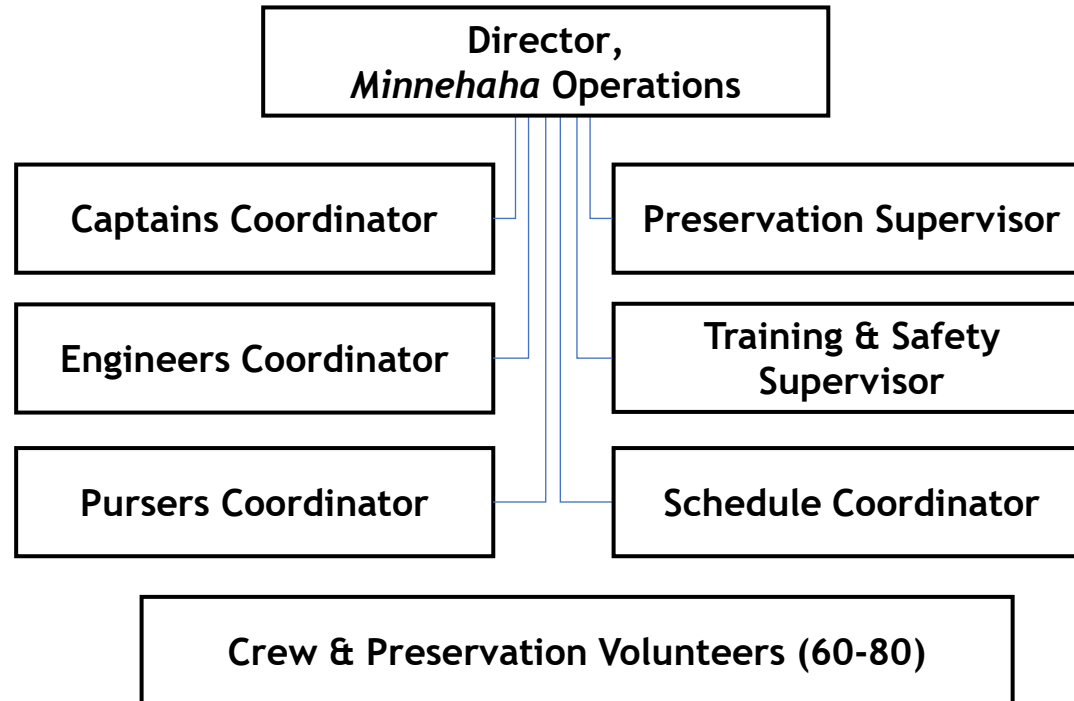
Development Committee

- Membership Structure
- Individual Giving
- Planned Giving
- Corporate Giving
- Private Foundations
- Grants & Govt Subsidies

Merchandise Committee

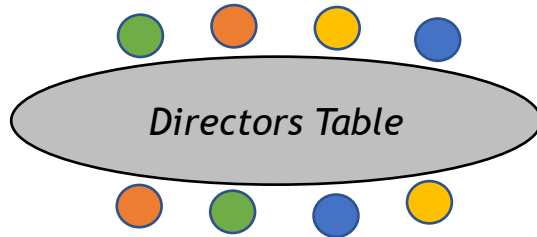
- New Item Development
- Sales Fulfillment and Sales Events
- Sales Tracking & Analytics
- Inventory Management

- *Minnehaha* requires a volunteer base of 60-80 individuals involved as crew, support, preservation, etc.
- Operational functions requiring technical knowledge (steam systems, preservation, safety/training, licenses/permits, etc.) will be led by a core leadership team:



LMHS Staff/Volunteers would manage non-technical functions:
*Online Ticketing, Marketing, Facilities, Financials, Recruitment, Communications, Grants,
 Events, Fundraising, Archives, Nonprofit Reporting*

Years 1-3:

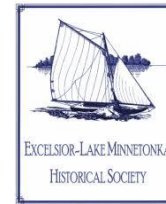


A Transition Board of Directors shall guide LMHS Consolidation & Operations for the organization's initial three years

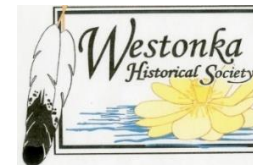
- Each partner organization will be represented by two "Transition Directors"
- All Transition Directors will serve 3-year terms (non-staggered)
- Officers (President, VP, Secretary, Treasurer) shall be elected by the Transition BOD for 1-year terms



Joanie Holst
Aaron Person



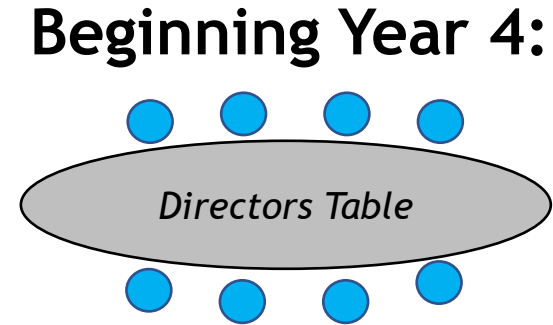
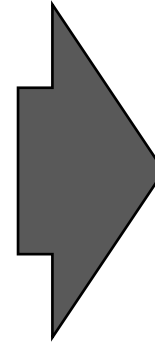
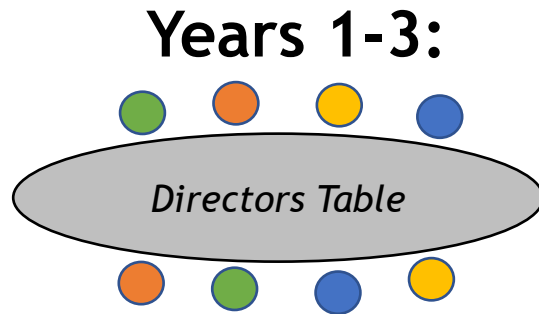
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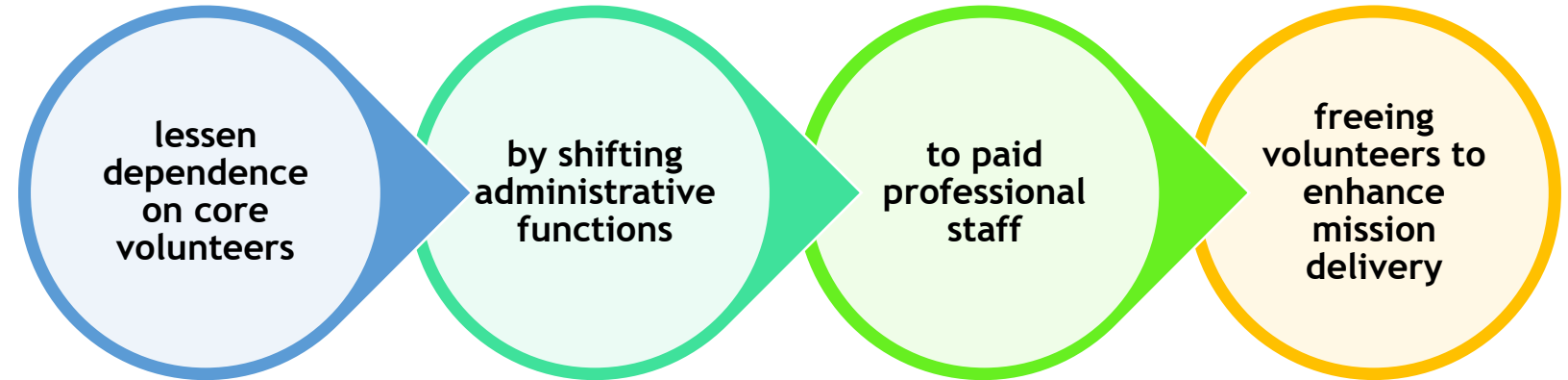
A Transition Board of Directors shall guide LMHS Consolidation & Operations for the new organization's initial three years

- Each partner organization will be represented by two "Transition Directors"
- All Transition Directors will serve 3-year terms (non-staggered)
- Officers (President, VP, Secretary, Treasurer) shall be elected by the Transition BOD for 1-year terms

Upon the conclusion of the 3-year transition period, the LMHS membership shall elect a new Board with staggered terms

- At this point, all nominees are LMHS nominees
 - There are no longer any restrictions on representation on behalf of former partner orgs that are no longer in existence
- Members of the Transition BOD would be eligible for election (for a 2nd term)
- Terms shall be staggered terms to ensure a smooth on-going transition of Directors

Consolidation's promise of Organizational Sustainability:



- ELMHS' experience proved the concept of a part-time paid staff member to be viable
- To be successful for LMHS, three elements will be needed...
 1. Hired personnel should have prior nonprofit experience
 2. For the foreseeable future, the LMHS Board will need to be a hands-on '*working*' board
 - Directors actively engaged in all facets of LMHS's operation, providing supervision/oversight, etc.
 - Over time, the Board's focus may eventually shift to an '*advisory*' role
 3. Staff funding sourced from (1) eliminating duplicative workload and (2) revenue growth through expanded program engagement and development/membership efforts

LMHS Paid Staff Vision:

- The vision for paid staff includes three professional positions:

DEVELOPMENT / DONOR RELATIONS ASSISTANT

Part-Time (20 hrs/wk)

Role Overview:

- Manage Membership and Individual Giving,*
- Expand Fundraising efforts beyond Individual Giving to encompass Planned Giving, Corporate Giving, Private Foundations, Governmental Subsidies/Grants.*

Reports to Board, Executive Director.

Hiring Priority: #1

COMMUNICATIONS SPECIALIST

Part-Time (20 hrs/wk)

Role Overview: Works in partnership with the Communications Committee on overseeing strategy and daily execution for all aspects of communications including social channel content, website management, newsletters, etc.

Reports to Board, Communications Committee, Executive Director.

Hiring Priority: #2

EXECUTIVE DIRECTOR

Full-Time

Role Overview: Oversee all museum operations - collections/displays, programs/events, museum communications, development activities, serve as liaison/support with all volunteer committees, etc.

Reports to the Board.

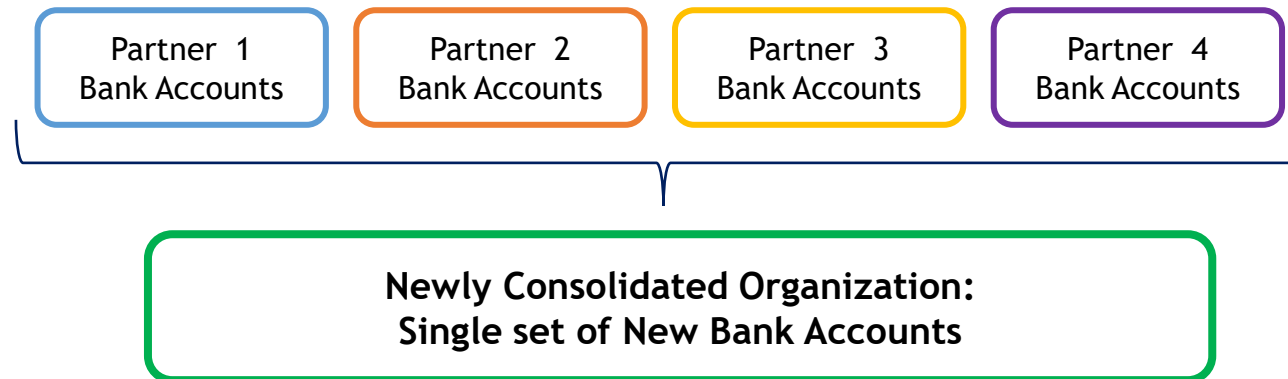
Hiring Priority: #3

- Staff build-out will be phased over several years based on workload demands and sufficient revenue growth

Consolidation of Financial Assets:

On Day One of the consolidated organization's incorporation...

- All financial assets of the partner organizations will be transferred into a new consolidated set of accounts
- Transferring balances will result in closing out the old accounts
- The Treasurer, assisted by an independent Bookkeeper, will implement a newly created Chart of Accounts and financial management software to track/monitor the organization's finances



Two pro forma statements have been developed for LMHS's consolidated finances:

- **Statement of Financial Position (Balance Sheet)**
 - Reflects each partner's Balance Sheet as of November 30, 2022
- **Pro Forma Operating Budget: Year One**
 - Budget developed using current individual partner budgets with conservative adjustments for increases/savings resulting from the consolidation during the initial 12 months
 - It is reasonable to expect that hiring a part-time Development Associate will unlock new funding income for LMHS. However, to be conservative, estimated Contributed Income is based solely on the partners' current funding initiatives. The Joint Committee has opted to reflect new funding sources only once those funds have actually been received.

LMHS Statement of Financial Position As of November 30, 2022

4-Partner
Aggregate Total

Individual Partner Financial Status

	ELMHS	MLM	WstHS	WyzHS	LMHS TOTAL
ASSETS					
Total Current Assets	\$83,982	\$131,312	\$64,616	\$110,372	\$390,282
Total Fixed Assets (Equipment/Collections)*	\$0	\$0	\$0	\$0	\$0
TOTAL ASSETS	\$83,982	\$131,312	\$64,616	\$110,372	\$390,282
LIABILITIES AND NET ASSETS					
LIABILITIES					
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0
Total Longterm Liabilities (Boat barn removal)	\$0	\$30,000	\$0	\$0	\$30,000
TOTAL LIABILITIES	\$0	\$30,000	\$0	\$0	\$30,000
TOTAL NET ASSETS	\$83,982	\$101,312	\$64,616	\$110,372	\$360,282
TOTAL LIABILITIES AND NET ASSETS	\$83,982	\$131,312	\$64,616	\$110,372	\$390,282
% Contribution	21.5%	33.6%	16.6%	28.3%	100.0%

Total Cash
Reserves

Individual Financial
Contribution

NOTES:

* All partner organizations lack a current inventory/valuation of their collections/equipment, therefore no estimate has been included as part of this financial statement.

Source: Financial statements of the individual partner organizations as of November 30, 2022.

Assessment of LMHS Financial Position:

Financially, the proposed consolidation is a consolidation of equals...

- Each partner is financially healthy
- Each comes from a cash positive position - none have significant liabilities
- Each has sufficient reserves to cover at least one full year of operating expenses
- No single dominant partner
- New organization would commence operations with ~\$390k cash reserves
- A consolidated LMHS is well positioned to address any unforeseen financial issues that might arise during Year One



Consolidation Framework... Year One Pro Forma Budget

Individual Partner Financial Status

Aggregate Total of Partner Budgets

Projected LMHS Budget w/ operational savings, etc.

	ELMHS	MLM	WstHS	WyzHS	4-Partner TOTAL Budget	LMHS Pro Forma Budget
REVENUE						
Contributed Income	\$ 28,929	\$ 5,000	\$ 18,544	\$ 21,600	\$ 74,073	\$ 64,000
Membership Income	\$ 13,777	\$ 1,927	\$ 4,220	\$ 6,500	\$ 26,424	\$ 25,000
Public Programs Income	\$ 12,699		\$ 1,051		\$ 13,750	\$ 15,000
Merchandise Income	\$ 3,189		\$ 6,472	\$ 900	\$ 10,561	\$ 10,000
Fundraising Event Income	\$ 8,925				\$ 8,925	\$ 3,000
Bank Interest / Dividends				\$ 115	\$ 115	\$ 1,500
Archives Income	\$ 938			\$ 100	\$ 1,038	\$ 1,000
Misc. Income			\$ 1,667		\$ 1,667	\$ 1,000
TOTAL REVENUE	\$ 68,457	\$ 6,927	\$ 31,954	\$ 29,215	\$ 136,553	\$ 120,500

Description
Annual Campaign, onsite contributions, other contributions
New and renewed members
Cruises(4x), private tours & programs
Books, map, prints, t-shirts, etc.
Fundraising events
Dividends/Interest
Image repro/license fee, research fee, etc.
WHS Museum admission, storage income

EXPENDITURES						
Administrative/General	\$ 6,044	\$ 12,619	\$ 2,432	\$ 6,800	\$ 27,895	\$ 24,250
Collections	\$ 1,100	\$ 10,000	\$ 4,251	\$ 1,500	\$ 16,851	\$ 17,000
Display	\$ 1,100	\$ 5,200	\$ 15,940	\$ 4,700	\$ 26,940	\$ 27,000
Public Programs	\$ 4,300		\$ 344	\$ 2,300	\$ 6,944	\$ 7,000
Communications	\$ 1,800	\$ 633	\$ 385	\$ 17,000	\$ 19,818	\$ 10,000
Membership / Individual Giving	\$ 2,000	\$ 500	\$ 140	\$ 3,400	\$ 6,040	\$ 6,000
Fundraiser Event	\$ 5,300				\$ 5,300	\$ 1,000
Merchandise	\$ 1,000		\$ 2,144	\$ 1,100	\$ 4,244	\$ 4,000
Payroll / Taxes / Benefits	\$ 20,425				\$ 20,425	\$ 23,000
Miscellaneous				\$ 4,225	\$ 4,225	\$ 1,000
TOTAL EXPENDITURES	\$ 43,069	\$ 28,952	\$ 25,636	\$ 41,025	\$ 138,682	\$ 120,250

Bookkeeper/QuickBooks, Phone, Computer/Software, Insurance, Internet, P.O. Box, Supplies, Dues, etc.
Rent, storage, preservation supplies, object repair and upkeep
Museum rent, utilities, facility upkeep & repair, display, podia
Boat rental, filming, supplies
Marketing, PR, promotion, mailings, newsletter, postcards, website, design, comm. printing, postage etc.
Memberships, Individual giving including annual campaign.supplies, printing, postage.
Fundraising events
Cost of goods, sales events, shipping, sales tax, e-commerce fees
Development Assoc. @ \$22/hr, 20 hr/wk, 52 wk/yr
AG filing, perks, parties, etc.

NET REVENUE	\$ 25,388	\$ (22,025)	\$ 6,318	\$ (11,810)	\$ (2,129)	\$ 250
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← Year One Budget essentially break-even

ELMHS: Excelsior-LM Hist. Soc.; MLM: Museum of LM; WstHS: Westonka Hist. Soc.; WyzHS: Wayzata Hist. Soc.

Assessment of Year One Budget:

Framework vision can be achieved without tapping financial reserves

- Individual partner budgets developed for eight revenue and ten expense categories
- Adjustments made to reflect conservative estimates for operational savings & increased revenue
- Paid staff (part-time Development Assistant) budgeted a full-year payroll, benefits and taxes
- Purposefully omitted any income from potential new revenue sources
- Joint Committee confident consolidated budget is realistic

Operational Status:

- *Minnehaha* has been inactive since October 2019 when use of her former launch ramp was terminated
- MLM has conducted an exhaustive search for a new launch site
 - *Minnehaha* cannot overwinter in the lake...she cannot be launched unless she can be hauled-out
 - A new “launch site” must include a new ramp, and possibly, a new storage barn
 - A new “home dock” is also needed
 - Both a launch site AND a “home dock” are required to resume operations
- MLM is aggressively working on a detailed plan which will be announced once finalized
- Meanwhile, MLM’s preservation volunteers continue to keep *Minnehaha* shipshape

**Current
Vision to Get
Minnehaha
Back in
Service:**

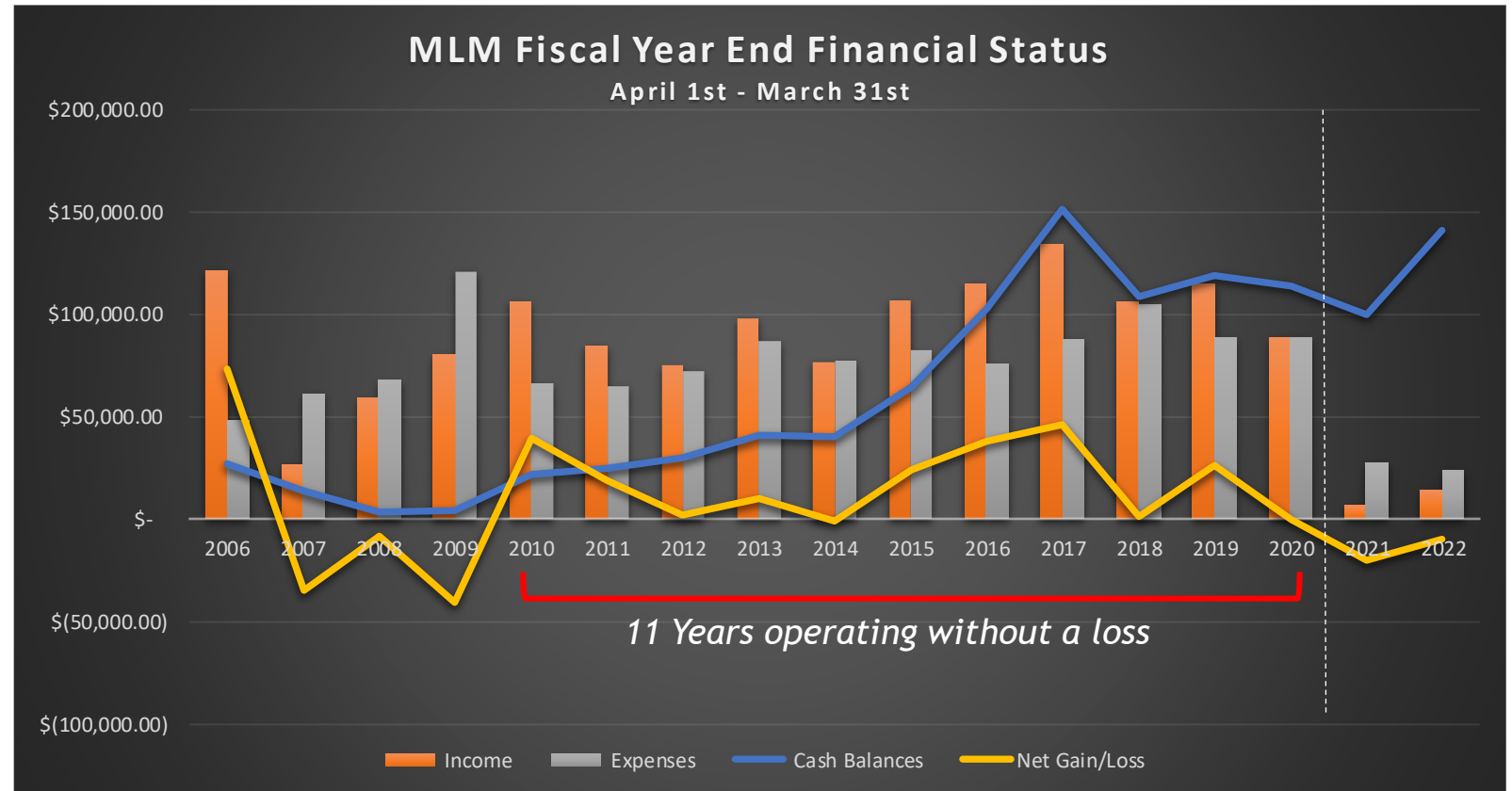


Overview:

- Use of municipally-owned site
- \$2-4MM guesstimate
- Funded via private & corporate giving, grants, etc.

Operational Performance:

- *Minnehaha* Ridership Stats
 - 200 cruises/season
 - 10-12,000 passengers/yr.
 - \$100k annual ticket sales
- For 11 years (FY 2010 - 2020), *Minnehaha* operated without a loss
- *Minnehaha's* NRHP status qualifies her to apply for grants to fund major preservation projects (further enhancing her future financial performance)



Seasonal operations are self-supporting...and *Minnehaha* can serve to drive visitations/participation across LMHS

Potential Capital Campaign:

Minnehaha's return to active operation as a floating museum is fully supported by all the partners

A Capital Campaign will likely be essential to making a new launch site a reality

- \$2-4MM guesstimated project cost (ramp, trailer, etc.)*
- Project will not move forward without 100% of required funding having been secured
- Capital campaign will need to draw from Individual/Private Giving, Corporate Giving, Private Foundations
- MLM is already engaging state & county officials for Governmental Grants/Subsidies as well as pursuing preservation grants

Minimal risk to a newly consolidated organization: Project will not move forward without being fully funded

**Capital campaign could also incorporate other elements needed for consolidation (Archives storage, new office technology, etc.)*

LMHS Consolidation:

- Final Thoughts
- Voting Process
- Additional Information
- How to Ask Questions

Change is inevitable...

The world around us is changing

The communities we serve are changing

People's interests and engagement preferences are changing

Volunteerism is changing

**History teaches us that the real test
is how we respond to change...**

The question is not *should* we change.

The question is *when* will we change.

The Answer:

We should *proactively* embrace change while we can best effect its outcome.

**The Joint Committee's Plan of Consolidation
is the smart choice to ensure the long-term stewardship
of Lake Minnetonka's historical assets**

Consolidation will enable LMHS to thrive by...

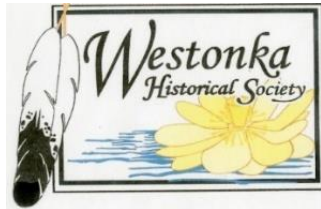
- ***Allowing us to do everything that we already do...only better.*** It will enable the story of Lake Minnetonka history to be told in new and innovative ways...and to new audiences;
- ***Ensuring sustainability through the hiring paid staff...***alleviating the burdens on core volunteers, providing access to skill sets that are currently lacking, and unlocking new funding sources to support our mission;
- ***Better serving the entire Lake Minnetonka community...***via one-stop access, expanded programs & experiences, and enhanced content;
- ***Enabling best practices to be implemented throughout the organization***

The four partner Boards have unanimously voted to recommend approval of the proposed Plan of Consolidation.

**As membership-based organizations,
the final decision rests with the members.**

So Now It Is Up To YOU!

Attend your upcoming Special Membership Meeting(s) and VOTE!



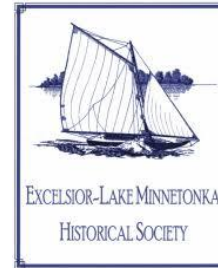
**Saturday, May 20th
11:00 am**

**Lake Minnetonka Shores
4515 Shoreline Drive
Spring Park**



**Monday, May 22nd
7:00 pm**

**Pique Event Center
306 Water Street
Excelsior**



**Tuesday, May 23rd
7:00 pm**

**Mt Calvary Lutheran Church
301 County Road 19
Excelsior**



**Thursday, May 25th
7:00 pm**

**Wayzata Community Room
600 Rice Street East
Wayzata**

**Each partner's
voting procedures
are set by its
Board and Bylaws.**

In general...

Who is Eligible to Vote?

- Only current Members in good standing may vote

What are the Voting Choices?

- YEA to approve consolidation or NAY to reject consolidation
- Ballots not marked either YEA or NAY will be deemed not valid

When Will Voting Take Place?

- Voting will take place at the Special Membership Meetings.

What is Required for Approval?

- A simple majority of the votes cast by eligible voting members in attendance at the meeting.
- All four partner organizations must approve the consolidation.

When will the Results be Announced?

- Final results will be announced following the last of the four Special Membership Meetings

Where Can You Access More Information About the Proposed Consolidation?

- **Official Notice:** All members eligible to vote were sent* a Notice of the upcoming Special Membership Meeting, which included a copy of the “Plan of Consolidation”
- **Plan of Consolidation:** Sent with the formal notice, the Plan Of Consolidation contains all the legalese required for a consolidation
- **Website:** Posted on each Partner’s website are the following documents...
 - “The Final Report” prepared by the Joint Committee and Arts Consulting Group
 - This “Consolidation Framework” Presentation
 - Proposed Articles of Incorporation and Bylaws
 - Proposed Collections Policy
 - Pro Forma Financial Statements
 - Schedule of Informational Sessions and Special Membership Meetings
 - Frequently Asked Questions

**Members who have consented to receive official notices electronically received the Notice via email. Notices to all members who have not consented were sent via U.S. Mail.*

Still Have Questions?

- Check out the list of Frequently Answered Questions (posted on each organization's website)
- Contact the Joint Committee Delegates / Proposed Directors from your organization (contact info is listed on the website)

Thank You!