

Lake Erie Seaway Trail Center

BOD Meeting Minutes

October 21st, 2013

Meeting was called to order at 6:02pm

In Attendance are: Francine Geyer, Patty O'Shei, Lyn Geyer-Braun, Leah, Meghan Farrell, Cindy Cervoni, Amy Ziegler, Joe Killian

REPORTS

1. Treasurer's Report- Francine

-As of our last meeting (9/16) the bank balance was \$6,591.43.

-Today's bank balance (10/21) is \$6,100.01

-Francine to complete an end of the year report for all members

9/16/2013	REPORTED AT SEPTEMBER 16 BOARD MEETING	\$4,548.30	\$10,724.11	\$6,591.43
9/9/2013	Deposit - Gift Shop Sales		\$127.40	\$6,718.83
9/30/2013	Deposit - Gift Shop Sales - \$46.00 less commission		\$44.39	\$6,763.22
10/1/2013	Deposit - Gift Shop Sales September 2013		\$153.00	\$6,916.22
10/1/2013	Deposit -Membership Fee - Phyllis Carriere		\$25.00	\$6,941.22
10/1/2013	Deposit - Speaker Series Event - Sept 16 Bruce Fisher - 20 Attendees net total of collected donations and expenses of \$40 for refreshments and \$20 for 2 bottles of wine		\$79.00	\$7,020.22
10/1/2013	Check # 1105 to Mount Vernon Insurance Renewal for 10/24/13-10/25/14	\$630.40		\$6,389.82
10/1/2013	Check # 1106 Expense Reimbursement to D. O'Shei (Evenhouse printing and Clean Beach Supplies)	\$104.81		\$6,285.01
10/8/2013	Check # 1109 to Tim Shea - Website Design work - payment due	\$150.00		\$6,135.01
10/8/2013	Check # 1108 to Beach Bum 6/15-9/30/13 Commission on total sales of \$390@60% Commission	\$234.00		\$5,901.01
10/17/2013	Deposit - 50/50 and Donations Collected at 9/30/13 Author Fair Event		\$64.00	\$5,965.01
10/17/2013	Deposit - 3 New Members Mogavero, Morris, Wilde (refer to Membership Log)		\$105.00	\$6,070.01
10/17/2013	Deposit - Cash from onsite Donation Bucket		\$16.00	\$6,086.01
10/17/2013	Deposit - Gift Shop Sales Cash receipts of 9/30/13		\$14.00	\$6,100.01

2. Secretary's Report:

- Thank you notes have been sent out to sponsors of the author's fair by Leah
- Denise sent out a thank you e-mail to participants of the author's fair
- Received an e-mail (through Twitter) regarding the Lion's Club
- Leah has taken on responsibility for agendas/minutes/e-mails (starting this meeting)

3. PR Report: Patty

- Facebook*: LESTC is up 100 likes on Facebook since announcing Cameron Deboin.
- Speaker Series Cameron Deboin*: Posters are up, Facebook event is posted. We did not receive publicity through The Sun.
- Author Fair*: Several authors are interested in being involved next year

4. Events Committee: Meghan

- Paranormal Speaker*: This Thursday, 10/24. Cameron has a presentation to give and has been publicizing the event on his Facebook page. Cameron will arrive at 6:15pm to set up. Meghan and Leah will be at the center at 6:00pm prepare and decorate. Meghan tried to contact Dock of the Bay as a food sponsor, but received no response. We have mentioned them in facebook blasts. Meghan will be purchasing donuts, cider and candy as snacks. Meghan and Patty will be bringing crock pots to warm cider,
- Speaker Series/Helen Domski*: Thursday, 11/14. This is the final event of the speaker event series. Helen will be speaking on the invasive species of Lake Erie. We will announce this event on Thursday.

OLD BUSINESS

1. Fall/Winter Hours of operation: Francine removed the building's signage regarding hours.

2. Author's Fair Report: Patty: Had a beautiful day with awesome weather for the outdoor tables. The event was well attended. In total, 18 authors attended. Five authors have already submitted applications to participate in next year's fair. The biggest compliment was the author's lounge and food- it made the authors feel "royal". Three memberships were sold at the fair, under the Gas Card Deal- which will be extended through Thursday's event. Next year, kettle corn is on the menu!

3. Speaker Bruce Fisher: Over 23 people attended. Bruce showed up JUST on time, as we were about to cancel the event. Spoke as though we were a college class or a lecture. Did not use any media or material. Overall, he was well received and provided a lot of insight. Through donations ranging from \$3-20, we netted \$79 from the event. **Note- for future speakers, create a form to determine what they need, speakers, computer, etc.

NEW BUSINESS

1. Gift shop sales/inventory audit and new Expense and Sales tracking sheets: Francine

-For next year a new tracking system will be implemented, one book to record the date, amount, type of transaction (cash/credit), and item of each purchase, with the sellers name in case there is any confusion. Lyn suggested developing a number system for items to maintain consistency (beach angle vs. ornament).

2. Budget Planning for 2014: Francine

-Everyone needs to vote November 5th

-Amy says that there should be no surprises or changes to the center's current status

3. Great Lakes Alliance: Francine

-Francine is now an Official Citizens Science Leader, responsible for testing beach water 4 times each year. She has chosen to take samples at LESTC. She is looking into having a speaker/events coincide with her tests. Is there a way the center can have signage- more than a download??

4. Membership Ideas: Patty

-Patty is looking for ideas to answer the "what do it get?" question when signing up for a membership. From this, the gas card idea evolved. Everyone should start brainstorming ideas: Decals, postcards, cozies...

-Letters: we need to develop "what can we do for you" notes to potential sponsors, renewal letter for current members and welcome letters for new members. Membership is based on a rolling year. Secretary's duty each month to determine expiring memberships.

5. Twitter: Dan Myer, Lions Club in Hamburg

-Dan contacted the center through Twitter and a phone message, looking for two board members to attend their meeting this Wednesday at 6:30pm. He was looking for us to give a schpiele of what we do. This could be a HUGE opportunity, for sponsorship, volunteers, etc. We are not prepared for this Wednesday, how often do they meet? We would like more detail about what they are looking for in a presentation.

6. Hamburg Chamber

-Patty and Francine have been trying to get in contact with the Chamber, through someone named Erickson. This Thursday they have an event (coinciding with ours). LESTC is trying to get a membership, marketing, maps etc. Amy will call to look into why our calls are not being responded to.

6. T-shirts/Gear Ideas: Leah

-It has been suggested at several events that we offer long sleeve shirts for winter. Women's shirts are well received! For future gear, the LEST logo should be included.

-The logo needs to be updated, color corrected and available in high resolution. Look into a two tone/silhouette version.

7. Potential Winter Event Ideas: Leah

-To keep the center "alive" throughout the winter, we could offer events such as a "Coffee House-open mike, poetry, etc.", athletic classes (Zumba/yoga), Crock Pot Cook Off, Beading Event

-Francine suggested a snowshoeing/picnic event for members.

-Amy suggested getting involved in the Polar Plunge- either as a team or to set up a fundraising booth, selling hot soup/chili. This is usually the first week of December

-When is the Christmas Parade?? The center can do a float and participate

8. Volunteer at Buffalo State

-Cindy and Denise to work a table on November 5th from 12:15-1:40pm

9. Photos.

-E-mail picture from events to Patty. She will post them on Facebook and the website.

Meeting adjourned 6:54 pm