

Highlands Ranch Historical Society.
BOARD OF DIRECTORS MEETING MINUTES
December 11, 2013
(Recorded by David Johnston)

- A. CONFIRM QUORUM:** Directors Nancy Linsenbigler, Sara Lebofsky, Carol Pfaff, David Johnston were present at the Call to Order. David Hill and Sonya Hill joined the meeting minutes later. Absent was Paul McKeag.
- B. CALL TO ORDER:** With the majority of Board Members being present, the Board of Directors Meeting was called to order at 5:14 PM by President Nancy Linsenbigler at the Silver Mesa Clubhouse in Palomino Park.
- C. MINUTES APPROVAL:** The Board approved the previous Board Minutes from November 11, 2013.
- D. FINANCIALS:** Carol Pfaff provided printouts of a detailed excel spreadsheet with the financials for the years 2012 and 2013 up to date. The Board agreed and thanked Carol for the great improvement. Nancy made the recommendation that the 4th column be labeled Donations. Also recommended we should start working on Guidelines for donations for the future. Several items were broken out in the color coding and the Board recommended the additional breakout of web page, storage unit and tour expenses. Also, DJ spotted the December deposit should be under deposits and not expenses. Discussion was made on possibly moving to QuickBooks and David Hill stated he was a certified QuickBooks Accountant and would be willing to do the initial work and provide Carol training as needed. Everyone is to review the spreadsheet, and make any suggestions to Carol before the next BOD meeting.

Nancy also requested that we look into setting up a second small account that could be tied into PayPal or other electronic payment to keep the majority of funds safe. Carol will check with our bank.

Nancy also has called HRCA several times about the \$500 for working Highlands Ranch days and has not received a response and will continue to follow-up.

- E. OLD BUSINESS:**
- a. **Confirmation of actions taken outside the meeting:** 1) Authorization for the purchase of a new punch bowl. 2) Carol continued to pay for the storage unit.
 - b. **Program Plan:** Nancy expressed she liked the idea of having a plan, layout, and flyer for each program or activity to improve our planning and organization.
 - c. **Member feedback from Nancy Drege** for the November event was that this was the best program. She especially enjoyed when the microphone was passed around. The method used by DJ and Paul to move the microphone also worked well. Side conversation mentioned we may want to consider a microphone and loudspeaker for tours. DJ mentioned he recently took a tour where everyone had

separate ear bud receive units so you can wander and hear; which was great but price unknown. We will investigate microphones and costs for the tours.

- d. **David Hill has continued to refine the web site** and his current focus as been setting up the photo gallery and the current and future priorities are listed below in new business.

NEW BUSINESS

- a. **PROGRAMS:** For the Dec 14th meeting there will be a drawing and we have 5 gift cards from Safeway (No Expiration as asked by David Hill), 5 gift cards from target and a copy of Christie Wrights Book.
- b. **DRAWINGS: Note that Sara asked the Colorado Secretary of State office for clarification on drawings and was informed that drawing for members only is considered gambling in the State of Colorado. Therefore, all drawing need to be for everyone who attends and a sign must be posted that says the drawing is available for everyone.**
- c. **DONATIONS:** Discussion was held that we have a notebook for donations to record and document larger and/or non-cash donations made to HRHS. Carol maintains that notebook.
- d. **PROGRAM ATTENDANCE:** Recommended changing how we do the count of people attending our meetings. Current count is done by the number of preregistrations. Recommend that Paul or DJ should do a mid-meeting count for more accuracy.
- e. **2013 and 2014 EVENT CALENDARS.** Sara said she had wanted a Presidential Impersonator for February but the ones she has found were previously booked and/or unable to preview. Still looking for replacement. Sara is also trying to get more information from Shea Homes about Lamb Springs which has now been sealed off from the public to protect. All agreed the programs presented have been excellent, and more wonderful programs are anticipated! Nancy requested that all review the Calendars, and make any additions or changes needed.
- f. **SURVEY:** Nancy recommended setting up a survey of the membership with a Survey Monkey 10 question survey. Questions to include programs, tours, general, and volunteers. We would like to try and increase the number of volunteers.
- g. **MEMBERSHIP:** Recommended finding ways to send emails to members when they are about to expire so they can renew even if not at the meeting. We will need to work on a system for this.
- h. **MEMBERSHIP:** Nancy recommended a membership drive in January to try and increase membership. Several members questioned how this would work with renewals now spread across the year. Nancy thought we should send a blast email to all the people that are registered but not members once a year encouraging them to join. Also discussed the few instances when members unsubscribe from emails, how do we notify them of events. And did they really mean to unsubscribe. We will handle this on a case by case basis, contacting them as necessary. All noted that members appreciate and respond favorably

when they are reminded of renewals needed. David has instituted a handwritten note system, which he puts on the members badges.

- i. **PAYPAL:** Discussion was also held and Board approved (5-1) to add PayPal payments to our website for memberships, tours and donations as many may find that more convenient. Carol expressed concern about getting the information about new members when they paid or joined through the web site.
- j. **VOLUNTEERS:** Discussion was also held on when volunteers should get complementary memberships based on a few we have or have not done. The board discussed creating guidelines and was not in full agreement if it should be becoming a member of a committee or specified number of hours a year (10hrs/yr). Either way we discussed that for the next year we should start tracking volunteer hours so we have data to make a better decision. Some of the committees and positions discussed: Refreshments (donations, store, setup), Programs (book sales, pre-screening), Tour (tour ideas, keep records, Tony), Membership (greeter, optional downstairs greeter, tickets, nametag backup). We will reexamine this topic in upcoming meetings, as volunteer help is desperately needed.
- k. **WEBSITE:** upgrade priorities:
 - a. Payment acceptance
 - b. Remove “Drawing for members” as discussed above
 - c. Photo gallery
 - d. Registration process
 - e. Posted meeting minutes
 - f. Artifact database
 - g. Membership Management
 - h. Records and Reporting
 - i. Add when calendars are available for sale at events
- l. **PUBLICITY:** David and Sonya reported that we are getting more publicity thru the Meet-Up Denver group that attended the October Fielder presentation. Also we are on Facebook and getting “likes”.
- m. **OBJECTS AND ARTIFACTS:** Sara finished looking through all of the paper artifacts in the archive. Time was running out on the meeting so this topic was passed back to DJ to prepare a plan for what we should do with the artifacts in the future that could be presented at the January meeting.
- n. **NEXT MEETING:** We discussed having a standard date and time for meetings, and the Second Tuesday of every month seems to work with all of our schedules. So, the next meeting will be held on Tuesday, January 14, 2014 starting at 5 pm.

ADJOURNMENT: Board meeting was adjourned at 7:30.