

**Chebeague Historical Society**  
**Meeting of the Board of Trustees**  
October 16, 2023

A meeting of the Board of Trustees of the Chebeague Historical Society was held this date via Zoom.

Trustees Present: Beth McNulty (President), Gretchen Tonks Hartling (Vice President), Carol Sabasteanski (Treasurer), Jill Whitman Marsee (Secretary), Phyllis Brunner, Bill Danielson, Pat Festino, Ehrhardt Groothoff, Richard Hackel, Kate Nyhan, Jackie Trask

Trustees Absent: Evin Erder, David Hill, Chris Landry, Mary Holt,

Staff Present: Donna Damon

Beth McNulty, President, called the meeting to order at 7:02 pm EDT.

**Curator's Report**

**Sloop's Log:** Donna reported that the *Sloop's Log* is at the printers. It should be ready to go to the mail house in 7-15 days. It will take the mail house about 3 days for them complete the mailing.

Lots of eyes have looked at it to check for errors! 7 people have proofread it. Donna made corrections, and reviewed it several times. She still picked up a few issues on the last review but I think she has caught most of the typos.

The mailing list is being finalized. The publication will go to all who have been CIHS members since December 2020 and island postal patrons. We are ordering 600 copies. The current estimate is that we will be mailing about 525 copies including members and island postal patrons. The remainder will be sold in the Museum Shop for \$20/copy.

Donna needs the mailing list so that Sheila can figure out which members are still on the island. Then we will update the mailing list and send it to the mail house.

We are within the budget that I sent to the Executive Committee on May 3rd. Each issue will be 104 pages including colored front and back photos and inside cover collages. It will be stapled in a heavy wire. It includes 40 plus stories and hundreds of photographs.

**Permanent Exhibit:** Donna gave a status report from the Permanent Exhibit Committee.

- The committee for the Permanent Exhibit is Sharon Bowman, Chris Landry, Richard Hackel, Mary Holt, Pat Festino, Jackie Trask, Erhardt Groothoff, Donna Damon and Beth Mc Nulty ex officio.
- Available funds: \$6500 from Recompense; \$10000 from an anonymous donor. Total donations\$16,500.
- Because there are 7 board members on this committee and the concept for the exhibit, the budget estimate, and the Recompense Grant have been approved by the Board, the committee assumes that it has the authority to make expenditures, as well as creative, design, and content decisions without coming back to the Board for approval, unless something unexpected occurs. The committee plans to open July 1, 2024, so it needs to move forward as quickly as possible. The committee will be happy to give periodic updates and progress reports. It appreciates the confidence the Board has shown in approving the vision for the Exhibit.
- Currently the working research question is: How did a Maine island evolve into the community we know today?
- Questions/Comments:  
Themes – maybe tie into lecture series -  
Progress report – the Board requested that a report be given every other month from the Committee

Donna requested that the Board approve the spending the \$3000 donation by Chip Emery to replace the Apple computer. (Chip made this donation a few years ago for the purpose of replacing the computer). The Committee needs to be able to access the photographs and design programs and are concerned about

the age of the Apple (2016).

Donna left the meeting.

### Minutes

**Motion** made, seconded, and voted to approve the minutes of the September 18, 2023 Board meeting.

### President's Report

Beth reported to the Board on the following agenda items:

Housekeeping-

- Gretchen will be reaching out to all new board members to see how they feel things are going. The Executive Committee looks forward to hearing all feedback, insights or information.
- There will not be a December Board meeting.

Transition Planning – Survey Update

- Ted Ballard has begun tabulating the results of the survey. He sent his first cut of the information to the Executive Committee on October 16. The key data points are:
  - 184 responses
  - 105 gave identifying information, 102 with email addresses that will help update our records
- Information from the three narrative responses included:
  - 97 gave recommendations for new or improved exhibits or programs
  - 89 made comments on ways CIHS could be more valuable
  - 48 gave other comments or suggestions
- Ted is analyzing the responses and when he has finished, the information will be shared with the Board in the hopes of informing a clear path for our future.
- Then we hope to use the information collected and make plans for our programs, permanent exhibit and fund raising based on these results. We sent out this survey before our Annual Appeal goes out in November so that we could construct the letter to touch on points that were brought up in the survey.
- Issues raised in Board discussion:
  - Gretchen expressed concern that the Exhibit Committee is going to move forward without Board feedback, given that there has been feedback in the survey that might influence the exhibit – the voice of people who visit the museum. Should the Board have the opportunity to act as a sounding board for the Exhibit Committee? Jackie said that the Board members on the Exhibit Committee can use the survey results to keep themselves in check.
  - Phyllis expects that there will be a good comprehensive package of the survey results soon. This should be useful in helping to shape the exhibit.
  - Phyllis thanked all who helped to get the survey out!
  - Carol described how the email list was generated. She and Kendra worked to enter every email in the Chebeague Directory that they didn't already have. Carol worked with PastPerfect to send out the email inviting participation in the survey, but it was slow going. Carol then set up an account with MailChimp and had over 500 successful sends. MailChimp is a complicated software package and has a fee to use. Carol will talk to the PastPerfect support folks again to figure out whether it is a viable option for sending emails.

Annual Fall Open House

- This event is every year. It will be Sunday October 22, 1-4pm. The community has been invited. This is the last day that the "Growing Up on Chebeague" exhibit will be open. We will be serving cider, coffee and goodies. The Museum Shop will be open, and everything is 20% off.

- Board members are asked to attend the event if on the island and to contribute baked or bought goods for the event. If Board members are unable to attend, they are asked to contribute towards the expenses. If you are bringing food, please no brownies or frosted goods. These do not work in a museum setting as they tend to get on their fingers and then onto exhibit items. Carol will send an email to determine what each Board member will be bringing or contributing.
- After the event, the Exhibit Committee will start taking down the exhibit. Some of the pictures will be kept for the Permanent Exhibit and the rest will be put aside. Donna will be contacting the contributors to this exhibit to see if they would like any of the pictures and after they have looked at them, we will be offering the remaining pictures to the public.
- The Executive Committee has used the new Event Planning Document that the Board received last week to help us plan this Event. The Committee found it to be a good tool and asked the Board to review it and make comments. Bill Danielson made a good suggestion that we add an encouraging phrase to the form. We encourage and welcome more comments from the rest of the board.
  - Bill made a very constructive comment and additional suggestions are welcome.
- At the Open House, Beth will be presenting a gift to Jackie Cross. Jackie has been a huge supporter and volunteer for the Historical Society for many years. She volunteers in the Shop every Sunday 1-4 while we are open. She has also been a volunteer at many of our functions including the 150th where she worked all day in the Shop and stayed to help clean up that night.

### **Treasurer's Report**

Carol, Treasurer, distributed the **October Treasurers Report**, Balance Sheet, Profit and Loss Statement, and Budget versus Actuals in advance of the meeting. She highlighted a few things:

- Year to date, gross profit (income) was a profit of \$65,100, an improvement of \$26,900 when compared to the gross profit year to date for 2022. Donations were greater than last year by \$15,600. The sponsorships/donations received for the Sloop's Log and the 150th Anniversary account for most of the difference. Grants year to date were \$7,425 - \$6,500 from Recompense for the permanent exhibit and \$925 from Maine Humanities Council for Dwayne Tomah program. Grants year to date were \$6,600 less than 2022. Membership dues was \$2,500 - \$1,300 more than 2022. Program income was \$14,300, \$14,000 greater than 2022 – due to the income from the 150th Celebration and raffle ticket sales. Museum Shop sales (sales minus cost of goods sold) were a net of \$14,600 - \$2,800 better than 2022.
- Our year-to-date operating expenses were \$74,000, an increase of \$22,600 compared to the year-to-date 2022 figure. I have mentioned in prior reports that the 2022 expenses would decrease when we capitalized qualifying expenses. \$23,000 in 2022 building and computer costs have been capitalized – thus explaining the variance. This was due to several factors:
  - Building expenses were \$12,500 greater in 2023 due to the window restoration/painting project and the deposit on the roof. (2022 associated expenses were capitalized).
  - Collection expenses were \$6,700 greater in 2023 largely due to the purchase of Ira Hamilton paintings.
  - Marketing/Advertising expenses were \$1,000 less than 2022 because we purchased a two-year renewal to the website (\$564) and “Thank You” stickers for members (\$700) last year.
  - Total payroll expenses were \$5,400 greater than 2022. This is due to higher wages, training expenses, and other areas where hours worked were greater
- Net operating income year to date was a loss of \$9,000, compared with a loss of \$13,200 for the same period in 2022. (As discussed, the net income is much closer to last year's number since we capitalized some 2022 expenses – in compliance with our Capitalization Policy).
- Investment income through August 2023 was \$19,600 compared with a loss (\$52,900) through September 2022. (September 2023 has not been posted).
- Net Income year to date was \$11,300 – compared with a loss of \$66,000 in 2022 – largely due to unrealized investment losses last year.

- 150th Anniversary Event – To date, the revenue received (sponsorships, raffles, and event income) was \$20,000. Expenses were \$2,700. We have not received the invoice for the lobster bake yet.
  - Comments from the Board: The quote for the lobster bake was \$4600. The cost will likely be higher than the estimate because the number of guests was increased.
- Total funds in bank/investment accounts on September 30th were \$200,100 compared with \$168,800 on September 30, 2022. The operating account at Bangor Savings Bank had a balance of \$47,000. Cash on hand was \$2,900. The Morgan Stanley savings account's balance was \$124,500. Named Special Funds accounts had a balance of \$25,900. (September investment earnings/losses are not reflected here).

### **Budget**

- Gross Profit was \$30,100 greater than budget. Actual results were higher than projected in all income areas.
- Operating Expenses exceeded budget by \$31,500. The variance was due mostly to higher than budgeted building expenses (painting/restoration project and deposit on roof) of \$15,000, unbudgeted collection purchases (\$7,100), higher payroll (\$4,500), and unbudgeted supply expenses associated with the 150th and shelving, etc. for the museum (\$4,100).
- Net Operating Income Year to Date was under budget by \$1,400. We experienced a loss of \$9,000 against a budgeted loss of \$7,600. Investment income was not budgeted.

**Motion** made, seconded, and unanimously voted to approve the Treasurer's Report.

### **Annual Appeal Process**

- Carol provided an update on the Annual Appeal process. She has ordered new remit envelopes and confirmed with the Mail house. She plans to send letters out to about 900 people. The target date to send out the annual appeal about November 15.
  - Phyllis says she thinks that the survey should be able to help shape the letter and nature of the request.
  - There was discussion about the likely date that the *Sloop's Log* will arrive relative to the annual appeal letter. The decision was made to stick to the November 15 date and hope that the *Sloop's Log* has arrived. But even if the *Sloop's Log* arrives later, people don't necessarily act on a letter right away. We expect to hear from Donna with updates about the timing of mailing of the *Sloop's Log*.

### **Committee Reports**

#### **Museum Shop**

- Beth reported the long weekend sale was very successful at the Museum Shop, with total sales of about \$3,560 – many people came in!
- Beth revisited the need to find her replacement. The preliminary survey data indicates that 88% of respondents indicated that they visited the museum came for the exhibit and 77% came for the shop. Obviously, the shop plays a very important role in attracting visitors to the museum. The Board needs to focus on steps to replace her. Beth will be putting together a job description with specific duties and time involved to help with this.

#### **Building Painting/Window Restoration Projects**

- Ehrhardt reported that it has been a busy summer for the museum structure. The exterior painting is completed, the roof was replaced in 2 days, and the repaired windows were reinstalled. There is just a bit of touch up painting left to do. Ehrhardt tracked all his hours, including indicating which part of the project. It was 450 hours for the painting. This information should be helpful for capital budgeting in the future.
  - It looks fantastic! Kudos to Ehrhardt!!!
  - It would be great to have a summary sheet of all the work that was done to be available at the Fall Harvest Open House – showing the projects, the hours, the costs... Also include some of this in the appeal letter.
- Ehrhardt talked about the side door landing and steps. The landing produced a lot splashing which caused rotting of the door. Ehrhardt had recommended granite steps (\$3500). Steps can be

replaced with pressure treated lumber, but Ehrhardt is not willing to take on this project, so it is necessary get a bid. The side door is not a legal entrance, so it does not need to have handrails.

- Ehrhardt will try to get an estimate about what the wood steps would cost (from Mark Dyer or Doug Ross).

### **Old Business**

**The Apple Computer:** Earlier in the meeting, Donna requested that we replace the Apple computer using the funds donated by Chip Emery. She has been complaining that it is slow and is worried about it failing while working on the permanent exhibit. The issues with the current computer failure are likely to be the hard drive and other peripherals.

- There were many questions raised and discussion about: updating the software, the process of converting photos to be accessible other than on the Mac computer, the issues of getting access to the photos (which are jpegs), how to make sure the meta data can be transferred with the image, making photos available to the public (but keeping in mind the technical challenges of doing this and the copyright issues)...
- Research needs to be done to see what future direction we should go in the future. Richard and Kate will do some research about options and software.

A **motion** was made to approve the expenditure of up to \$3000 for the computer, seconded and approved.

- Richard will look into Mac computer options and make the purchase.

There was no additional Old Business.

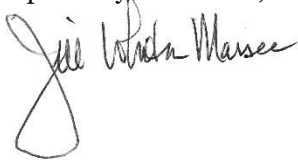
### **New Business**

There were no additional issues from the board.

There being no further business, the meeting was adjourned at 8:34 p.m.

The next Board meeting will be held at 7 pm on Monday November 20, 2023, via Zoom.

Respectfully Submitted,



Jill Whitman Marsee, Secretary