

**Chebeague Historical Society
Meeting of the Board of Trustees**

November 20, 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), Jill Whitman Marsee (Secretary), Phyllis Brunner, Bill Danielson, Pat Festino, Ehrhardt Groothoff, David Hill, Chris Landry, Kate Nyhan, Jackie Trask

Trustees Absent: Evin Erder, Richard Hackel, Mary Holt

Staff Present: Donna Damon

Guest Presenter: Ted Ballard

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

Minutes

Motion made, seconded, and voted to approve the minutes of the October 16, 2023 Board meeting.

President's Report

Beth reported on several things:

Treasurer's Status and Budget Planning-

- The Executive Committee met with the bookkeeper. Beth has also talked with the accountant. Gretchen has agreed to cover the Treasurer responsibilities for the rest of the year.
- Treasurer's Reports will be given on a quarterly basis in the future.

Sloop's Log

- The *Sloop's Log* has been mailed. There have been lots of calls and emails saying how much people are enjoying it. Extra copies were ordered for the shop. There have also been requests to reprint volume 1, which will also be available in the shop.
- The suggestion was made to consider binding the two volumes together as a hard copy book.

Annual Appeal

- Annual appeal letters were mailed to on-island residents on November 19. The off-island letters will go out on November 21 and 22.
- A great volunteer team of Beth, Donna, Mary, Joh, Jackie and Binkie Boxer wrote individualized notes, stamped, and stuffed the envelopes

Special Presentation

Ted Ballard and Phyllis Brunner gave a presentation on the findings from the survey. The PowerPoint presentation was shared with the Board after the meeting. Phyllis and Ted are willing to answer any questions that people may have.

Discussion/Comments:

Thank you, so valuable. Lots of great information.

Suggestion of creating a presentation that can be shared with town leadership and whole community. Possibility of getting town support? Donna reported that all the other local historical societies receive town support (Freeport, Yarmouth, Harpswell, Long Island).

It was great to have the buckets and recommendations. It makes it much easier for the Board to think about how to move forward!

CIHS needs to think about how it is evolving into the future – around climate change, in particular.

Have a small circular to share with guests who are renters. More advertising can be done.
There is a list of rentals on Bev's website.
Seems like a great time to create a professional brochure.

It is great to get feedback from those who already like (love) CIHS. How to reach the people outside the reach of survey respondents? Personal conversations seem to be key.

The responses about environmental issues are very high. This may be a way to draw younger families in – summer program?

At recent conference about historical societies, there were presentations that it is the responsibility of a historical society to address climate change.

How to reach younger generations? What tools?

Social media – Facebook, Instagram, Twitter – challenge to manage

Less interest in communication about or promoting events

More interest in content (pictures, videos...)

More on Zoom

Topics are key – environmental concerns

Scientific, social, cultural (community)

“Chunking Content” – and link to a call to action (small actions)

Accessible and convenient

Are there ways to engage children more to bring in their parents?

Commit to doing some small focus groups with those that didn't respond or indicate involvement with CIHS.

Committee Reports

Museum Shop

- Beth reported that the shop will be open the Friday after Thanksgiving (25% off sale). Also will be open December 10, 1-4 pm and December 13th 5-7:30 pm.

IT Update

- Kate reported on the research that she and Richard have been doing about IT and digitization. She shared a slide presentation that was sent to Board members after the meeting.

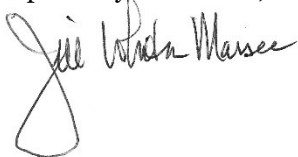
New Business

There were no additional issues from the board.

There being no further business, the meeting was adjourned at 8:50 p.m.

The next Board meeting will be held at 7 pm on Monday January 15, 2024, via Zoom.

Respectfully Submitted,



Jill Whitman Marsee, Secretary