

Waterbury Historical Society
Board of Directors Meeting
March 15, 2019
Steele Community Room

In attendance: Barb Farr, Paul Willard, Jane Willard, Jan Gendreau, Cheryl Casey, Jack Carter, Jim Walton, Anne Imhoff

Call to order, 11:06 by Barb Farr

I. Approval of February minutes

- A. Paul has actually researched QR codes and created them for the Historical Society. The reference to Jan taking on this initiative should be stricken.
- B. Paul motions to approve minutes as corrected
- C. Jan seconds
- D. Minutes as amended approved unanimously.

II. Treasurer's Report

- A. Paul indicates that we've made some good money from selling our books at Bridgeside. The sales were not separated from the coloring book, but it is now. Nothing from Stowe Street Emporium yet.
- B. Barb reworked annual budget with numbers for archivist salary at 5 hours/week.
- C. We predict a deficit this year of about \$4,000.
 - 1. The budget statement only references the checking account and does not include revenue from our investment funds. Barb raised the question of whether we want to account for that revenue in the budget statement in order to show a balanced budget, as well as to add clarity to what we have versus what we're spending.
 - a) Jim and Paul stated that the investment interest isn't real money until we draw on it, but the checking account is real money.
 - b) Paul explained that we get both dividends and capital gains annually from our investment funds; the latter should be used to grow the funds, specifically. We don't really need to draw on this money because we also have Capital Campaign funds.
 - c) Paul can include a line item under "Income" for revenue from the checking account to show that the \$4,000 deficit is still actually covered.
 - 2. All agreed that this budget will be presented to the members at the annual meeting.

- D. Paul reported that membership is up to 205. Of those, 129 are currently Waterbury residents.
1. Discussion about updating delinquent memberships and our previous policy of giving them 2 or 3 years to come up to date. These members are still receiving the newsletter, and the cost of the print newsletter is high versus the membership dues we should be collecting. Paul will send reminders to delinquent members.

III. Curator's Report

- A. Jack showed the new Historical Society Walking Tours brochure. Laura Parette worked on the graphic design, pro bono.
- B. Bob Hood is looking for two issues of the Waterbury Record from 1928. He has a large plaque with a lot of newspaper clippings from that year about the family and Blush Hill property; our archives are missing only the two dates of issues that he is seeking.

IV. Archivist Report

- A. Barb reporting for Tracy - Archiving going well at 5 hours per week. She is pulling items from the Past Perfect database to show the Board what is online and how it is presented. The Board can review and respond to the format.
- B. The numbering sequence in the catalog uses 1957 as the starting point because that was the year the Historical Society was formed. The search function is therefore by date of donation.

V. Nominating Committee update

- A. Jack reports that Grace Sweet has agreed to run for Secretary. Barb agrees to stay on as President if Jack is unable to fill the ballot. Jan will extend her term and Paul will stay on as Treasurer.
 1. The learning curve for the Treasurer position is fairly steep because it combines both membership director and financial director. We need to cultivate someone to ease into the position over the next year or so.
 2. Question of whether we will pursue the position of Assistant Treasurer. Jack will reach out to Leeanne Viens to see if she is interested in doing this on a volunteer basis, no meetings required.
- B. Jack reports that the secretary position is the most difficult to fill with nominees. Outreach Committee needs more members. We may get volunteers from the floor. Jack will send Cheryl the information for a little "call for nominees" in the newsletter.

VI. Outreach Education Committee

- A. Jane updated the Board about the New Book Committee, a sub-group of four, which is looking to do a 2000-2020 in-depth history.
 - 1. No member of the committee has any experience or expertise in this kind of project. Anne provided the committee with invaluable information, reality check on the timeline, and recommendations for editors.
 - 2. Virginia Simon, in Colchester, would edit for \$50/hour. Laura Parette would do the design at \$70/hour. Sheridan is a possible publisher. The number of copies is a question of concern.
 - 3. Plan has been to send an invitation to the local businesses for content that would be edited and included in the book. We would also put that content into PastPerfect. Gordon Miller is interested in providing the photos; his photos are \$4/picture. Anne pointed out that Gordon's photos are in color, and color printing would be about double the price.
 - 4. Jan reports that it is likely the book would cost over \$30,000.
 - 5. Laura recommends a survey to the community asking about the most desirable format for this kind of book. She strongly recommends that we avoid the "textbook" style of past Waterbury history books.
 - 6. Vermont Historical Society is also advising on this project and the feasible options.
 - 7. Discussion of grant money from Vermont Historic Preservation and from Ben & Jerry's.
 - 8. Barb suggested thinking about extending the time frame for this project because the Main Street project is going to play a huge role in changing Waterbury. Jane agreed that the project fits with the overall theme of the book, and that is the changing life of Waterbury as a result of key events of this century.

VII. Bylaws change

- A. Jim and Anne's key point is that the committees should be identified in our bylaws, if we are going to make them ex officio members of the Board in the future. The formal composition of the Board should be reflected in our bylaws. Growing the Board is recommended because it opens up leadership positions and therefore interest in volunteering.
- B. The Outreach Education Committee is well-established, but not in our bylaws. A Publications Committee should be formed to ensure that our communications conform to a brand consistency. We should also consider forming a Fundraising Committee.
 - 1. Jane recounted some history of an earlier attempt at having a Fundraising Committee, and lessons learned.

2. Paul notes that we have moved away from the "bake sale" variety of fundraising. Annual Appeals and grant writing are more our speed now. Paul indicated that the Board has the power from the bylaws to create committees as needed to perform specific functions. If Outreach wants to be included in the bylaws, he would like to hear that from them. Our Annual Appeal is working is just fine and so a Fundraising Committee isn't needed.
- C. Cheryl will put together a draft best practices document for brand management and style guidelines for our communications. She also recommended we think about new positions to provide clarity to roles, create more leadership opportunities, and divide the volunteer labor a little more specifically and reasonably: Membership Director and Community Manager.
- D. Jim noted that in order to make the Historical Society a formidable presence in town and our membership desirable, we need to push forward on how we grow.
- E. Paul moved that the Outreach Education committee be included in the bylaws Article V Committees and Appointments.
 1. Seconded by Jim.
 2. Wording of the amendment: Outreach Education Committee: There shall be an Outreach Education Committee consisting of at least three members appointed by the Board at the annual meeting. The Nominating Committee shall recruit members to be appointed. Additional members of the Outreach Education Committee beyond the minimum of three (3) may be recruited by the committee and appointed by the Board at any time. The Outreach Education Committee will do outreach to the community to increase awareness of and participation in the Waterbury Historical Society.
 3. Motion approved unanimously.

VIII. Program Committee report

- A. Barb reported in Betty's absence -- PR for the April program is out. Anne will be at the Steele Community Room to let us in by 6pm.
- B. Paul has paid the fee for the Pavilion for the July picnic meeting.
- C. Betty is filling out forms for the possible program of the band.

IX. Other business:

- A. Next Board Meeting: April 24 at 5:30 p.m., in advance of the Annual Meeting program.
- B. Voters approved at Town Meeting that the Butler Street neighborhood will have a consultant study in order to apply for inclusion in the National Historic Register.

- C. VHS is holding an Active Collections Workshop, if anyone on the Board would like to attend.
- D. Jan is working with Jack on the Ghost Walk, looking particularly at people in the Maple Street Cemetery.

Meeting adjourned, 1:17 p.m.