

St. Louis Park Historical Society Board Meeting, on Zoom

January 5, 2021

Minutes

Attending: President, Ted Ekkers; Vice President, Lynne Carper; Secretary, Kathy Spence Johnson; Treasurer, Henry Solmer; Trustees, Rick Sewall, John Olson, Bill Beyer, Mary Lou Nemanic, Jim Robbins.

The Minutes of the December meeting were approved as written.

Treasurer's Report-Henry had sent us the updated financial spreadsheet. We discussed the income and expenses. Henry will move outside membership (those we pay to be members of other organizations) to the programing line. We discussed and set Budget items and figures for 2021. There was discussion on how to solicit additional financial donations. Lynne will check with Discover St. Louis Park about continuing their previous donations.

Our sales are on hold due to sales locations being closed. The idea of selling books to Real Estate Agents for gifts to new homebuyers was discussed.

Lynne asked that we add \$500 to programing for the current year to support some additional mailings, We paused this discussion until later in the meeting.

Membership and Donations-Our current membership is 230. Lynne reported on the new membership plan. A renewal letter will go out to new members. He hopes to get it out by January 25th.

Lynne hopes to approach Businesses about memberships during February. He suggested we add a page to our website to reflect our Donors and Business supporters. He suggested labels for levels of business memberships (something like "silver, "gold", "platinum") Lynne suggested we share our mailing lists with other organizations like to Lenox Foundation. We discussed this and chose not to do it at this time.

Lynne also suggested we explore memorial or tribute donations.

All these donation types can be shared/published on our website and in the ReEcho.

We discussed giving the PITP book at a discount to new members. This led to discussion of our longtime members feeling upset that they need to pay full price. We discussed giving the book to Business members. We need to set some policy about this. Lynne and Steve are a task force to create policy.

We will revisit these ideas at our February meeting.

A motion was made to send the renewal letter to members in January. Lynne and Ted will finalize the letter. Motion carried.

ReEcho-December issue has been sent. The next issue will go out March 1, 2021. Deadline for content is February 15. Content ideas are Rose-Mary Utne (previously Griak), the "Tootin" Louie".

Bill had previously shared information about two buildings that might be available for us. His research showed that neither were good options.

The Covid Preparedness Plan was finalized and filed to be used when we open.

Kathy shared a few of the newest donations that have come in. A Biography of Suzanne Cargill, pianist, who lived and worked in SLP, two yearbooks from 1943, 1944, Two sweatshirts have been promised. One "Echowen" and one "Sturge" which was a girl's club/sorority. We do not have much on "Sturge" so we will be looking for more information about that.

Research question have included an "old mill" near the railroad tracks, Bill answered this. Information about the Park Movie Theater, house research on Westling neighborhood, Westwood Jr. High Yearbooks, Fern Hill teachers.

Lynn shared his interest in starting a Covid 19 Experience project. We discussed ways to do this. Lynn suggested asking people to send us emails and documents, Advertise in Sun Sailor. We can promote it on Facebook, perhaps send a Mail Chimp Survey.

While discussing ways to improve income Rick suggested a "Go Fund Me".

Other future Goal ideas, Kathy Suggested a YouTube Channel, Ted suggested Podcasts.

Next meeting, February 2, 2021, 7:00pm.

Respectfully submitted, Kathy Spence Johnson