

MINUTES OF THE LINDEN HERITAGE FOUNDATION BOARD OF DIRECTORS

August 27, 2016

The meeting of the Linden Heritage Foundation Board of Directors was called to order by President Higdon at 5:15 pm (CDT) with Barbara Teachey, Jana Bounds, James S. Jacob, Joe B. Lovelace, John Knapp, Kay Stephens, and Sam Higdon attending.

In the Treasurer Report, Ms. Bounds showed that there was a beginning balance of \$19,282.13 as of March 27, 2016 with expenses totaling \$3,341.06 leaving a balance of \$22,623.19. Of that balance, \$7,580.29 is restricted to the Firehouse Rescue Fund. Mr. Lovelace asked if that balance included \$5,000 that was set aside during the June 18, 2016 Executive Committee Meeting? Ms. Bounds explained that after some expenditures, the \$7,580.29 was correct and also includes the \$5,000 set aside from Foundation general revenue. Mr. Lovelace also asked for clarification on how budget changes were reflected throughout the year. Ms. Stephens noted that such changes could be addressed as an action item in a Board or committee meeting. Mr. Lovelace then moved to approve the Treasurer Report. Dr. Jacob seconded the motion. It passed unanimously.

Approval of minutes for the April 4, 2016 Board Meeting and June 18, 2016 Executive Committee Minutes was questioned. Mr. Knapp explained that he had taken the minutes and emailed them to Directors for corrections. Subsequent changes were made and resent for final review prior to this meeting. Dr. Jacob noted that he had not received the minutes. Mr. Lovelace explained that the agenda, recommendations, Financial Report and minutes had all been sent out to all the officers as supporting documents from this meeting.

Mr. Lovelace made a motion to postpone approval of the minutes until the next meeting. As part of the discussion, Mr. Lovelace asked if the minutes could be approved if context and content were accurate. Ms. Stephens explained that the Board could approve the minutes pending final review. Mr. Lovelace rescinded the motion. Dr. Jacob seconded. The motion passed unanimously.

Mr. Lovelace rephrased his motion to say that the April 4th and June 18th minutes be resubmitted to the Executive Committee only for comment and approval. Approval could be obtained at the next Executive Committee meeting. Ms. Teachey seconded the motion. Eight members approved and Dr. Jacob disapproved. The motion passed.

Mr. Lovelace led a discussion on membership retention and recruitment strategies. He gave several recommendations. Some of the recommendations are as follows:

1. Prioritize and focus on renewal of existing members
2. Begin renewal effort three months prior to the new calendar year
3. Create new membership categories

4. Provide recognition for selected membership categories and donation levels on the Foundation website.

Dr. Jacob commented that we need a plan of action rather than a list of suggestions. Mr. Lovelace responded that we need to give patrons and members opportunities to give more. Dr. Jacob described 1) administrative challenges resulting from establishing new membership categories and possible changes to the Bylaws and 2) financial and administrative overhead for associated advertisements, mailing costs, as well as the time requirement's to update the Foundation website. There was a disagreement about the benefits of investing in printing costs for a single-use, color flier/pamphlet to support advertising new memberships categories and donation levels. During the discussion, an anonymous gift of \$200 was given for the printing of the pamphlet was made.

At the suggestion of Ms. Stephens, the wording in the Bylaws Article 3 section 6 was reviewed and further discussion concerning membership levels ensued. No motion was made. Mr. Lovelace offered to prepare for an amendment to Bylaws as needed in the future.

Since Ms. Lazara was not present at the meeting, previously provided reports on the following topics were accepted:

- Report on the research at LBJ Library
- Report on the TPTF Planning Grant
- Report on meeting with Kerry Nichols, Texas Historical Commission, Archeology Division
- Report on meeting with Greg Smith, Texas Historical Commission, National Register Coordinator
- Report on August 11 Preservation Texas Event in Marshall

The Linden Main Street Program application has been submitted. Successful applicants will be notified in October.

A Clean-up Day was scheduled for November 5, 2016 at 9 am at the Firehouse.

The next Executive Committee Meeting is scheduled for October 8, 2016 at 5 pm (Central Time). The next Board Meeting will be hold on November 5, 2016 at 5 pm (Central Time).

President Higdon asked for a motion to adjourn. Mr. Lovelace moved. Ms. Bounds seconded the motion. Meeting was adjourned at 6:22 pm.

Respectfully submitted,

John Knapp
Linden Heritage Foundation Secretary