

# The Ohio Historical Society

## Board of Trustees

Thursday, June 9, 2006 – 1:00 p.m.  
(Zoar Tavern, Village of Zoar, Ohio)

Trustees Present: Patricia Eldredge (President), Grant Douglass (Vice-President), Richard Ruppert (Vice President), Marian Vance (Secretary), Joyce E. Brown, Jon Elsasser, Bob Goldberg, Linda Herrnstein, George Jones, Ann Lowder, Ted Prasse

Regrets: David Baker, Marnie C. Black, Cathy Crain, Nancy Dix, Robert H. Jeffrey (Treasurer), George Kulchytsky, Joseph Leonard, Neil Mortine, Mac Stewart

Ex Officio Trustees

Present: Jamie Abel (representing Ohio Board of Regents), Bill Muthig (representing Ohio Department of Education), Richard Simpson (Development Board), Vivien Sandler (representing Ohio Department of History)

Others Present: Bill Laidlaw (Executive Director), Fritz Milligan (Legal Counsel), Rachel Tooker (Chief Deputy Executive Director), Ron Bednar (Chief Financial Officer), Todd Kleismit (Director of Government Relations), Glenn Peters (Director of Museums), Scott Mueller (Director of Institutional Advancement), George Kane (Director of Facilities Management), Jim Strider (Director of Collections, Historic Preservation and Statewide Outreach), Melanie Nye (Director of Human Relations) Beth Case (Director of Business Ventures and Marketing) and Janet Cole CPS (Executive Assistant)

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**Call to Order** - President Eldredge called the meeting to order at 1:10 p.m. as she welcomed newly appointed trustee George M. Jones, III, as well as ex-officio trustee representative Vivien Sandlund (representing Ohio Academy of History) and new staff persons, Kathy Wyatt (Site fundraiser in Institutional Advancement), Beth Case (Director of Business Ventures and Marketing) and recognized Beth Gilmartin (Administrative Assistant) and Janet Cole, now serving as the Executive Assistant in the Executive Office.

- a) **President's Report:** President Eldredge thanked Jon Elsasser for the opportunity to meet in Zoar this weekend and for all his efforts in planning the meeting. Pat reported in March 2006 several board members, OHS Preservation staff as well as Todd Kleismit and Executive Director Laidlaw participated in Lobby Day in Washington, D.C. Ohio had one of the largest state groups attending. She reported the Honorary Advisory Board met for the first time in March and thanked Grant Douglass and Lucy Porter for their efforts in forming this committee. Pat introduced new staff members Kathy Wyatt

- b) **Executive Director's Report:** The Executive Director summarized the press clippings distributed on the most recent activities for OHS, and highlighted some of the key points written in his June 7 memorandum report to the board. The director also expressed his heartfelt thanks to Pat Eldrege and Linda Herrnstein for traveling to Washington, D.C. to lobby for Historic Preservation. He also recognized and acknowledged Glenn Peters' outstanding efforts and his important contributions made to the Museums Division of the Society. Mr. Peters is leaving the Society at the end of summer 2006.

I. **Human Resources:**

**Compensation Plan Report** – Melanie Nye summarized the Society's view of the need for the implementation of the proposed four-year plan to address the gap in existing compensation levels and market and to award staff (except for the executive director) a 2.5% lump sum payment in May 2006. Staff was asked to leave while trustees discussed the proposal further. The committee approved the Executive Committee's decision to implement the 2.5% lump sum awards to staff members hired prior to January 1, 2006 and the assumptions of the compensation implementation plan with final approval being the FY07 budget.

II. **Finance:**

**FY06 Budget:** Ron Bednar gave an overview of the FY06 budget status. He reported June financials will show a loss due to the way payroll is booked for June and the 2.5% lump sum payment that is not reflected in the April report. Mr. Bednar reviewed the dashboard results through April which included statistics for revenue, expenses, membership, visitation, and web site visits.

Mr. Bednar reported the year end forecast still remains at a surplus of \$1 million.

**FY07 Budget:** Rachel Tooker summarized the four-year plan for revenue potential and the need for making the investment in the Society through changing exhibits. She also gave an overview of how the Society will measure the impact of the "*Rev It Up!*" project. Mr. Bednar presented the FY07 budget and reviewed each line with the board. He also referred the board to the assumptions used to formulate the '07 budget listed on page 11 of the board packet. There was considerable discussion considering staff recommendation for approving a deficit budget. Dick Ruppert made a motion to approve the FY07 budget as presented, seconded by George M. Jones, the motion carried.

It was suggested that staff determine a way to show separate reports without capital funding included. Board members also felt it would be helpful to have cost/expense figures for sites for use when talking to legislators. It was also suggested that space be made available at sites for housing new exhibits and not just at the Historical Center. Staff reported they are reviewing costs for performing state mandates.

III. **Planning & Assessment:** The executive director reviewed the summary of target markets and how they relate to strategic initiatives. Staff plans to present a final set of strategic initiatives to the board at its October 2006 board meeting.

Rachel Tooker summarized the process used to revitalize Ohio Village and reported the results of the consumer and market testing. She reported on the special events planned for Ohio Village, planned improvements in Village infrastructure and the purchase of a tent that will increase revenue in the facilities use area. She reported that media will be updated periodically as changes occur in the Village.

Rachel reviewed the metrics and plans for reporting dashboards in five-year increments instead of three years. She reported the need for focusing on generating revenue for the Society.

IV. **Government Relations Committee:**

Todd Kleismit reported that he, the executive director and George Kane, Director of Facilities Management have met with many of the House and Finance Committee members communicating the benefits to their districts by providing OHS with capital funding. Mr. Kleismit invited trustees to join in these meetings between now and November.

Mr. Kleismit presented the Strategic Framework for FY07 for the government relations committee.

**Action:** Ted Prasse made a motion, which was seconded by Jon Elsasser, to approve the strategic framework for OHS' government relations efforts for FY 2007. The motion was approved unanimously by the Board.

V. **Physical Structures & Locations:**

Trustee Joyce Brown gave an update on Cedar Bog and the recent Cedar Bog Association's annual meeting. She thanked the Society for hiring Dan Reece as the new site manager, a real asset to the Urbana community.

George Kane gave an update to the capital project status and center improvement progress. He reported the Society received a much needed \$400,000 for emergency repairs and basic renovations through the Ohio Cultural Facilities Commission and Senate Bill 321 the "Tobacco Bill."

VI. **Marketing:**

Beth Case reported the Society's first corporate marketing sponsor was at Fort Ancient. The goal for FY07 marketing sponsorships is \$50,000.

VII. **Nominating Committee:** Bob Goldberg, Chair of the Nominating Committee, presented a report on behalf of the committee. The Nominating Committee met on May 25<sup>th</sup> to discuss current vacancies and identified potential nominees to fill current vacancies. He also reported that George Jones had been appointed to the Board of Trustees by Governor Taft.

VIII. **Development Board:**

Rich Simpson gave an update on private giving, special projects, endowment gifts and planned giving gifts through May 31st. He reported the Society is at 80% of the \$264,000 goal for the annual fund and 82% of goal for total giving for FY06. Linda Herrnstein was congratulated on her efforts in organizing the Friends group at Adena. Conestoga was recognized for their gift of \$18,000, and members were informed of the upcoming campaign to raise \$50,000 towards a matching Saving America's Treasures grant for the W.P. Snyder in Marietta.

IX. **Miscellaneous:** The Executive Director recommended that George Knepper be designated as the Tiffin Award recipient for 2006. Jon Elsasser made a motion to accept George Knepper as the Tiffin Award recipient, George Jones seconded the motion. The motion carried.

X. **Consent Agenda** – Dick Ruppert moved to accept the consent agenda, MarianVance seconded the motion, motion carried.

XI. **Executive Session:** Ted Prasse moved the board move into Executive Session, MarianVance seconded the motion and the motion carried. The OHS Board adjourned into an Executive Session at 5:05 p.m.

XII. **Adjournment:** Following the Executive Session the meeting was adjourned at 5:30 p.m.

Respectfully submitted by Janet Cole CPS.