

**The Ohio Historical Society
Board of Trustees**

Thursday, December 13, 2007 – 1:30 p.m.
Ohio Historical Center – Classrooms 1 & 2

Trustees Present: Richard Ruppert (President), David Baker (Vice President), Jon Elsasser (Vice President), Robert (Tad) H. Jeffrey (Treasurer), Marian Vance (Secretary), Grant Douglass, Bob Goldberg, Glenda Greenwood, Linda Herrnstein, Tom Johnson, George Jones (Via Teleconference), Joseph Leonard, Priscilla Mead, Lucy Porter (Emeritus), Ted Prasse, Rich Simpson, Mac Stewart & Rod Willcox

Regrets: Marnie C. Black, Jan Devereaux, Tom Johnson, Ann Lowder & Pat Eldredge (Emeritus),

**Ex Officio's
Present:**

Deborah Gavlik (representing Ohio Board of Regents), Bob Lucas (representing Development Board), Andrew Thompson (representing the Office of the Governor), & William Muthig (representing Ohio Department of Education)

Staff Present: Bill Laidlaw, Rachel Tooker, Jackie Barton, Ron Bednar, Connie Bodner, Beth Case, George Kane, Todd Kleismit, Jeri Kozobarich, Melanie Nye, Jim Strider, Janet Cole CPS and Fritz Milligan (Legal Counsel)

I. President's and Executive Director's Reports:

President's Report – President Ruppert called the meeting to order at 1:35 p.m. Dr. Ruppert welcomed and extended to board members and ex-officios his good wishes for a happy holiday season. Dr. Ruppert welcomed first time attendees: Andrew Thompson (representing the Office of the Governor) and introduced to the board Kim Schuette, Manager of Communications and Media Relations for the Society.

Executive Director's Report – Executive Director Bill Laidlaw reviewed the budget and reported the current year is going better than planned overall and it appears the Society may be headed for a break even, rather than a deficit, year. Dr. Laidlaw reported that FY09 may not be as fortunate as state appropriations have remained flat and some costs have increased. He noted they will hear discussion later regarding revised financial estimates and the progress made on identifying projects and activities that can be dropped to move closer to a balanced budget for FY09 and beyond.

Dr. Laidlaw reported a “history day” study shows that students involved in History Day exhibit better critical thinking and reading skills than those who

don't participate. He announced a breakthrough with major grantees who've agreed to sign indemnification agreements for pass through grants to relieve OHS of worrying about mismanagement of the use of funds that pass through our organization. Dr. Laidlaw asked trustees for support in contacting potential corporate donors for support of OHS activities. He recognized Kim Schuette for her efforts in gaining coverage in the media for OHS and the management team and support staff for the inordinate amount of time they have devoted to making OHS successful.

Dr. Laidlaw noted Statehood Day will take place on March 5, 2008.

II. FINANCE:

- A. **Four Months Actuals** —Ron Bednar reported on the four months actuals ending October 31, 2007. He reported operating income of \$258K is \$471K ahead of budget. Adding in unrealized gains of \$416K results in a change in net assets of \$674K, which is \$853K over budget. Earned revenue continues to be behind budget by \$27K or 3% and contributions are 49% behind budget. These shortfalls are offset by a favorable variance of \$605K in salary and fringe benefits caused by 41 equivalent vacancies in staff during this period. There is still concern that memberships continue to decline and visitors are 3% below last year.
- B. **Budget Assumptions for FY09**—The budget assumptions included in the board packet (page 7) will be used for FY09 and the graph displaying the forecasts for FY08-11. The forecast is made with the assumption that we will continue current operations as they are today and receive level State funding. Based on these assumptions, the Society's deficit will grow to over \$2 million dollars. The FY09 forecast also includes full staffing. All open positions will be analyzed to determine if needed to be filled and other changes in plans will be evaluated to determine how to balance the budget.

III. Planning & Assessment:

- A. **Planning Update** —Rachel Tooker gave an overview of the staff work being done in the strategic planning process. She referred to the Strategic Planning Calendar (pgs. 10-11) that will be used for future board deliberations. She reported OHS continues to make progress on Strategic Plan implementation through prioritization and decision-making in the face of increasing budget constraints through multiple approaches. Managers are more focused on future directions, improving on audience research, learning of audience needs and expectations. The other exercise staff is currently engaged in is the product/activity matrix in which managers are comparing mission relevance and financial sustainability at the program level. The goal of the product/activity matrix is to help understand, develop, and manage the balance of economic viability of individual programs related to organizational mission.

IV. Physical Structures & Locations:

- A. Legislative Service Commission Study**— George Kane reported LSC is on track to complete the study by the end of the year as required by the legislation, OHS has not received any indication as to what the next steps will be following submission of the report. Mr. Kane reported the Society has been in negotiations with the Ohio Department of Natural Resources in regards to building an education center at Cedar Bog as ODNR is part owner of the land.
- B. Octagon Mound Public Access**—Dr. Laidlaw reviewed the information in the board packet (pgs. 19-22) regarding public access days to Octagon Mound. The Society is requesting five days access and Moundbuilders Country Club is suggesting four dates, of which only one is a weekend date. The Society will continue to negotiate with MBCC and will update the board as needed.

V. Development Board

- A. Annual Fund Donation** —Bob Lucas, Chair, Development Board proposed the Development Board's recommendation to increase the undesignated funds raised through the annual fund by raising the minimum Annual Fund Director's Circle level from \$1,000 to \$1,200. Jon Elsasser moved to accept the recommendation, Bob Goldberg seconded and the motion carried unanimously.
- B. Return on Investment – 5 year trends** —Jeri Kozobarich reviewed the return on investment five-year analysis in the board packet (pg. 25). The current cost per dollar raised is .41, which is respectable and does not include funds raised through government grants. Institutional Advancement's goal for future fundraising efforts is .25 per dollar raised.

VI. Nominating

- A. Plans for Filling Vacancies** —Dr. Goldberg reported there are five vacancies to be filled next year. Any recommendations can be given to Dr. Goldberg or Dr. Laidlaw.
- B. Change in Annual Meeting** —Nominees running for election in 2008 will need to be determined soon as this will be a short year due to the change in the constitution to change the board year to end on June 30, simultaneous with the fiscal year. New trustees election results will be given at the June 27, 2008 board meeting. The Tiffin Award will be awarded at the Annual Business Meeting. The winner will join the board for a private dinner after the business meeting. Future Tiffin Award presentations will be given on Statehood Day.

VII. Consent Agenda

President Ruppert asked if anyone had questions regarding the consent agenda. Hearing none, Ted Prasse moved that all items in the consent agenda be approved. Priscilla Mead seconded and the motion passed unanimously. Motions on the consent agenda that were approved included the following:

1. Motion to approve the Minutes of the September 28, 2007 OHS Board Meeting as found at pages 29-31 of the Board packet.
2. Motion to approve the Gay Ohio History Initiative Endowment Fund as described at page 33 of the Board packet.

The board moved into Executive Session at 2:50 p.m.

There being no business further required, Ted Prasse moved the board meeting be adjourned at 3:40 p.m. Bob Goldberg seconded and the motion carried unanimously.

Education Session – Review of the NW Region of the State

Dr. Ruppert introduced site Managers who gave an informational overviews of the respective OHS sites they oversee. Tom Culbertson presented information on Hayes Presidential Center, Melinda Gilpin gave a presentation on the Harding Home and Tomb State Memorial and George Kane gave an overview of Indian Mill State Memorial, Cooke House State Memorial, Glacial Grooves State Memorial, Inscription Rock State Memorial and Davis Memorial Nature Preserve. The education session adjourned at 4:30 p.m.

Respectfully submitted by Janet Cole CPS.