

OHIO HISTORY CONNECTION
Board of Trustees Meeting Minutes
Thursday, December 15, 2022 – 1:00 pm
Cardinal Classroom – 3rd Floor

Trustees Present: Charles Moses (President), Ann Bair (Vice President), Melody Young (Treasurer), Tom Chema (Immediate Past President), Alex Hastie (Secretary), JB Hadden, Chief Billy Friend, Steve Coon, Jon Elsasser, Jen Miller, Heidi Samuel, Bob Roach, Rich Hillis

Trustees Absent: Betty Weibel (Vice President), Suhas Kakde, Greg Simpson

Trustees on Zoom: Anthony Joseph, Guadalupe Velasquez

Ex Officios Present: Matthew MacLaren (Designee for Director, Ohio Department of Development), Jennifer Brown (Designee for Governor Mike DeWine), Representative Joe Miller (Designee for Ohio Speaker of the House)

Staff on Zoom: Jeff Ward, Theresa Hopewood

Staff & Others Present: Megan Wood, Ann Ruege, Steve George, Jerry Dannemiller, Jen Aultman, Elizabeth Woods, Kevin Boehner, Wesley Newhouse (General Counsel)

I. Call to Order

President Charles Moses called the meeting to order at 1:02 p.m. He asked everyone to go around the room and give introductions. Mr. Moses thanked everyone who came to Cleveland in November and visited with our partners and for the executive committee meeting. Will be doing the same in Cincinnati on 2/15; all board members are welcomed to attend.

Executive Director's Report

Mrs. Wood shared about the construction actively happening with the Collections Care Center located on the Northside of the campus.

Mrs. Wood gave an update on the compensation and equity work that is going on at the Ohio History Connection. In late winter of last year and the early spring of this year, leadership team, Ohio Forum began working on a compensation equity study. The team worked on a brief philosophy statement on what we wanted our compensation program to be. Lauren Barber met with each division director, chief officer's and discussed salary bands, base pay and pay for each employee based on their tenure with the organization. Meetings took place-beginning June through August. All employees received 2% COLA at the beginning of FY23. Minimum hourly rate was raised to \$15; employees

below that amount received the change in July. Jeff, Lauren, and Megan continued to analyze info and revise to get an understanding of the gap between what employees are being paid now and what is equitable in the market in figures of experience. A figure of \$1.2 million is what we came up with. This year \$300K GRF to spend towards pay equity was approved by the Board. We were able to make increases beyond that amount as staff worked on a variety of funding sources, capital, and federal funds. We were able to use a total of \$486K. In October, each employee received a memo that outline the determinations made in this process. Employees were given info on what their pay grade is, what their new base pay would be, and proposed market adjustment. With the amount of funding available this year, everyone making below their proposed market rate, we took to one-third of where they should be. With the 486K, we were able to give adjustments to 158 employees. Employees who new in their positions, recently changed positions and were already bumped up to the minimum pay, did not receive adjustments. We adjusted everyone off base of where they should be.

Beyond this fiscal year, the hope is to continue to get everyone at 100% of their proposed market rate in the next two years. This will depend on how things go with the state budget and how well we continue to manage our finances. It was shared with staff of our intentions, but no promises.

Mrs. Wood shared a little of the reorganization that has been done. Originally, 15 staff were reporting to Megan when first starting this role. The previous roles were chief marketing, finance, development officers, deputy director that had everything else as the chief learning officer. Mrs. Wood has created some balance to this in her executive team. Kevin Boehner who has taken over the position of Director of Government Relations, with Todd moving to America 250. Steve George's title is being changed to Chief Strategist and Senior Advisor, Jerry Dannemiller, chief marketing officer, Ann Ruege, chief development officer, Jeff Ward, chief financial officer. Mrs. Wood made a few changes to her former role and Ben Garcia's. Beginning January 3, Jen Aultman will be Chief Historic Site's officer. All historic sites including OHC, OV, NAAMCC, will all report to Jen. We are in the midst of filling the vacant State Historic Preservation officer position and hope to have filled quickly in the New Year. A chief operating office position was created that will have some positions reporting to. The chief operation officer position will look at the strategic plan, looking at initiatives across the organization, helping with some of the prioritization of big things we are facing. Stacia Kuceyeski will be taking on this role. Elizabeth Woods is taking on the role of Director of Cultural Resources Library. She will report to the chief operations officer. All of these will go into effect the beginning of January. Mrs. Wood's direct reports, the executive team meet weekly and discuss communications. Mrs. Wood meets quarterly with supervisors, managers, and directors. All staff meetings are conducted; a staff advisory group has been created that will meet quarterly. Starting to have the conversation with Ton to create an external advisory group.

Mrs. Wood shared that in October OHC made a request to OBM for the next GRF budget for a little over \$22 million FY24, \$23 million for FY25. Looking to invest staff benefits, salary, marketing dollars, sites and site partners, more funding for Historic Preservation office, recognizing investments around World Heritage, and operating our new collections facility.

Programs and events updates; December 26-31, Kwanzaa at the Ohio History Center with sponsorship from Huntington Bank, Save the Date, Burt's retirement party on 2/11 at 5pm, here at the Ohio History Center. An email will be sent to trustees, former trustees, staff, former staff, other friends and colleagues will be invited. Art of Soul even is happening at National African American Cultural Center, last Dickens of a Christmas event is this weekend at the village, Enact program graduation event in Dayton.

II. Consent Agenda

Mr. Moses entertained a motion to approve the minutes from the September 22 board meeting and the November 16 executive committee meeting. All approved the minutes.

Mr. Moses asked if there were any questions on the consent agenda or anyone wanting to talk about an item in the consent agenda. None. Approval of the consent agenda moved by Mr. Chema. Seconded, consent agenda approved.

III. Organizational Impact Report - Finance

A. Jeff Ward shared the finance committee and History Connection foundation board met in late October. Foundation officers were elected at the meeting.

- Melody Young, Chair
- Bob Roach, Vice Chair
- Jon Elsasser, Secretary/Treasurer

These elections are done during the first fiscal meeting in the fall.

Mr. Ward shared a presentation of a more current financial report for the November financials. Total support and revenue for FY23 at \$12.9 million, budgeted amount was \$12.7 million. Total expenses year to date about \$11.5 million, budgeted for \$11.6 million. In addition to these numbers, our long-term investment portfolio is up \$397K year to date.

FY23 – Financial Highlights – Contracts and grant revenue, better than budget by \$493K year to date, contributions are better than budget and last year by \$305K and \$670K, respectively, earned revenues, including things like admissions to the museum, retail sales, programs in the village, are better than budget and last year by \$166K & \$92K respectively, expenses better than budget by \$68K. All of the staff back pay was retroactive back to July 1 are embedded in these figures and reflected in these numbers.

Current ratio – assets & liabilities; just over 1.0 as end of November, gone up a little. Will take time to build back to a 1.5, will take about \$5 billion to get back to 2.0.

Mr. Hillis asked if the increase in revenue from additional people attending the sites.

Mr. Ward responded admissions in museums and memberships are up. Attendance in sites is coming in better than anticipated.

Mrs. Ruege added that we are doing better in memberships than the last ten years.

Mr. Chema asked what will the impact on current ratios be when the Collections Care facility is complete.

Mr. Ward responded the facility would not be a current asset. It's a long-term fixed asset. It wouldn't show up on OHC's assets.

Ms. Velasquez commended leadership on the board and Mrs. Wood, leadership of OHC for all that has been accomplished, and putting the employees first and making sure their salaries were compensated.

Mrs. Wood shared that today our goal is to create an understanding about our organizational impact footprint. Will talk high level about the things we do in the organization and the data related there. Mr. Dannemiller and Mrs. Ruege will talk more specifically about marketing and development.

Mrs. Wood shared a list of some of the things illustrating all of OHC programs of the organization including a lot of things from the State Historic Preservation Office (SHPO).

- Multiple areas where OHC has a footprint or somehow represented in all 88 counties, historical markers, national registry listings
- Two programs, the Ohio Historic Inventory and the Ohio Archaeological Inventory; databases maintained by SHPO that indicate where there are sites and significant in FY21 and probably FY22

Data for Categories of Impact

- 59 sites, including Poindexter Village; sits in 41 counties
- Visitation statewide over 389,825 in FY19; 145K up to November FY23
- Students statewide over 51 almost 52K in FY19; a little over 10K so far this year; school visits primarily hit in the spring
- Working with students and teachers, looking at children; serving over 94K at sites; FY23 at 26K through November
- Corporate textbook, Ohio as America serving over 22K 4th graders; impacted over 250K in Ohio
- History Day program; state contest
- Support the Ohio Council for Social Studies organization; help them administer their programs in their organization
- Collections & Archives held in Columbus; collections on loans to organizations across the state and the globe at times
- Serving over 16K research requests
- State Archives consult with local governments on their retention schedule; work with over 5K requests with local government; 1.8 million objects in the collections representative of all 88 counties
- Historic Preservation office does incredible work and always ranked among one of the top most productive; most projects coming through offices in the country; reviewing tax credit projects, Section 106; they give out History Fund grants, Certified Local Government grants, dealing with National Registry grants; State Historic Grant tax credit programs reviews the projects and provides financial support
- OHC services to local history organizations around the state is a magnifying factor of what Ohio History can be
- OHC is a property partner with Ohio Local History Alliance – currently 338 member organizations part of OLHA

- OHC help service Society of Ohio Archivists, works the ENACT program (with 20 partner organizations in Columbus and Dayton)
- Longstanding AmeriCorps program; volunteers worked with over 92 organizations in 33 counties, this past year

Mrs. Wood asked if anyone had any questions or thoughts on the things we do in impact.

Mr. George asked Mrs. Wood to speak about the length between our preservation office programs, tax credits, 106 and job training and the economic impact.

Mrs. Wood did not have those numbers now; the national park service helps us calculate how many jobs are created through tax credit projects; how that program pays itself off.

Question was asked if there are any plans to have the collections re-appraised as collections are moved to the new care facility.

Mrs. Wood explained the way our insurance works; we don't have to have an exact amount. Collection appraisal came in at approximately 1 billion dollars.

Mr. Chema inquired to Mr. Coon if there is any way for us to better coordinate or have discussions with the developers and take advantage of the tax grant. A way to work with them, appreciate the impact, and spread that word through their community networks.

Mr. Coon answered we're doing it already through Heritage Ohio. How we get that word out is a great question. Will reach out to Representative Miller's office for a communication.

IV. Organizational Impact Report - Marketing

Jerry Dannemiller shared an integrated marketing flywheel slides reacquainting some of the work done in marketing division. Organic social, paid media, influencers, PR, email, print; video-channels (consistent message across the board) Statewide integrated marketing driving toward larger organizational goals. Expanding relationships with people, we consider our friends; donors, members, people at the statehouse. In our GRF request, the OMB wanted to see was measurable outcomes. Social media follower growth in 2022, doing great. Engagement is the important thing. Post engagement rate with a singular post is .2%, Instagram 1.37%, twitter 0.04%.

Public Relations Coordinator Savannah Robles is on social 110% of the time and it is paying off.

Statewide coverage need to be a little more intentional about increasing our statewide reach; intentional Echoes magazine - 3K views, OHC.org visitors - 2.08 million page views from 811,809 users, email subscribers 48,940 members and non-members - email subscribers up 2400 in 2022, media relations total earned media in calendar year 22 - 2158, 1660 in articles (digital & print), broadcast - 498.

Central Ohio pieces of coverage 706 hits, Northeastern 428, Southwest 195, Northwest 175, and Southeast 157.

Question was asked if there was any feedback in 2 years from site partners on visitor attendance.

Mr. Dannemiller responded yes, we are always in conversation with them.

Mr. Chema stated that what we did into getting into the New York Times is essential and we need to look at how we can expand way beyond Ohio. We need to go after New York Times, Washington Post, and the Wall Street Journal. It will add our friendship base and influence others, National Endowment for the Arts, National Endowment for the Humanities. Ohio media follows the National media.

V. Organizational Impact Report - Development

Ms. Ruege shared information about the organizational impact of membership and fundraising. Ms. Ruege worked with folks in the preservation office to create GIS maps on this information. The map reflects where our members live. OHC has members in every county. We are at a high for memberships that is due to many factors; Membership Manager, Truda Shinker focuses on all of Ohio with her efforts. Advertises in magazines, works hard with our sites to help promote our membership. We work hard to steward our donors. We are working more strategically to have our members as a pipeline to donors. We do have some room to grow. Showing a 5-year comparison from 2017 to now. Was very concentrated to Ohio 5 years ago, we're now expanded throughout the state. We've already recovered with membership during the pandemic.

Fundraising – we don't have donors in every county, Noble, Morgan, Meigs, no donors. We have a large amount of donors spread-out in the Columbus and Franklin County areas primarily. Have over 300 out of state donors as well. Donor Relations Manager Anthony Gibbs and Donor Relations Officer Garin Veris have portfolios of folks across the state.

Ms. Ruege shared the donor pyramid that guides people through the donor cycle at OHC. Another map that she presented shows that in 2017 there were a lot less donors, 2013 donors were not very spread out. Staff that works in fundraising makes a great effort to work across the state, as a whole.

VI. Mr. Moses shared we have two action items before the board. Physical Structures & Locations.

Chair Ms. Miller referred everyone to page 73 with updates on three sites and one action item.

Fort Ancient Easement – Cedar Oaks Wellness Center requesting an easement on State owned property at Fort Ancient. The easement, which is required by Ohio EPA, gives Cedar Oaks a 100' perimeter of control around their main water source, a well near the property boundary. The 100' radius extends onto Fort Ancient property. Located in a remote area of the Fort Ancient property.

Mr. Newhouse shared the expectation to do anything that may disturb the ground and impact archaeological assets. Problem with a roadway leading into the site and easement, where they cut down trees without telling us. We try to make it very clear with this easement that those types of activities will require

prior approval. We added language and set it up so loss of doing any type of survey of the site to deterrent if there are any archaeological assets that might be impacted would be borne by Cedar Oaks. These changes would protect OHC interests.

Motion approved by all.

The Board of Trustees previously approved the sale of 151 E. First St., Zoar, OH to the Zoar Community Association. Since that time, the determination was a lease is preferable.

Collection Committee – Elizabeth Woods has been working with Mr. Newhouse working on a collection that was accepted in 2018. The committee is looking for a motion to approve the updated deed of gift language for donor-requested restrictions regarding use and copyrights.

All approved motion.

VII. Executive Session

Mr. Moses requested a motion to recess into Executive Session, and the meeting convened in Executive Session at 2:31 p.m.

The Board emerged from Executive Session at 3:00 p.m.

Alex Hastie, Secretary

Date

Charles R. Moses, President

Date

Prepared by Theresa Hopewood