

Brant Historical Society
Board of Directors Meeting
January 10, 2017
Brant Museum and Archives, 57 Charlotte St., Brantford
Meeting Minutes

Present: Michael St. Amant (President), Bill Hanna, Doug Summerhayes, Jack Jackowetz, Tim Philp, Annette Minutillo (Secretary)

Guest: Willi Hilgendag

Regrets: Zig Misiak

Staff: no staff present

1. Meeting called to order at 7:05 pm.

2. No Delegations

3. Appointment of Tim Philp to Board of Directors – Replacing Margaret McAdams

Moved by Doug Summerhayes and seconded by Bill Hanna that Tim Philp be appointed to the Brant Historical Society Board of Directors.

Carried unanimously

4. Additions to the Agenda - discussion of Pamphlet #10.

5. Approval of the Agenda

Moved by Doug Summerhayes and seconded by Bill Hanna that the Agenda for the Meeting be approved.

Carried unanimously

6. Approval of the Minutes of the December 13, 2016 meeting (sent previously). Correction to the spelling of Tim Philp's and Willi Hilgendag's last name.

Moved by Jack Jackowetz and seconded by Bill Hanna that the Minutes of the December 13, 2016 meeting as corrected be approved.

Carried unanimously

7. **Treasurer's Report** - Bill Hanna.

The December 31, 2016 Report was circulated by email prior to the meeting. Bill also circulated a Profit Centre Analysis Report 2014 - 2016.

The net income for the month was \$300 under budget. On the revenue side the bright spots were the educational program which came in at over \$1100 ahead of budget and donations at nearly \$10,000 over budget. However shortfalls in employment grants of nearly \$5000 (offset in the reduction of part-time salary expenses over the year owing to cut back in summer employment), particularly in gift shops and camps/PA days, meant we came in under revenue budget by close to \$1000. The expense budget was under budget by over \$1000 and would have been close to \$5000 were it not for an unexpected quantity surveyor's bill from MMMC.

2016 year-end results: We nearly made budget with a deficit a little over \$2000, or less than 1% over budget. When compared to 2015 this marks a great improvement as the budget was missed by over \$50,000 that year. Bill reviewed his brief analysis of the profit centres which do show improvement in a number of key sectors, the major ones being Myrtleville, donations, research and special events. Revenues came in around \$2500 short while our expenses were a little under the forecast by \$300. Had it not been for the MMMC bills we would have much closer to breakeven.

Balance Sheet: On the asset side it should be noted that there is nearly \$2500 listed in prepaid expenses which are for the unused portion of the insurance and the security system. Meanwhile on the entry for unearned revenue covers the ticket sales and sponsorship monies received for the Sir John A Macdonald dinner. Basically there are no other changes of note other than the results for the month entering the equity column.

Cash flow: The loan from the endowment fund has been repaid. There is enough cash on hand to last through the end of next month. However good revenues are being gained from the Myrtleville operation and we should be fairly healthy through the middle of March. We will probably have to go back to the endowment fund for funds to carry us through to the point where we get the city grant which hopefully will arrive on time this year. The City Grant usually comes in May.

Interest earned in the Endowment Fund can be requested by the Board from the Endowment Board to be used for museum purposes. Doug asked if the Board could access the Endowment Funds for development purposes. Jack responded that the principal of the Endowment Funds cannot be spent, it can only be used to earn income. A change to this restriction of the Endowment Funds would require the approval of 2/3rds of the membership at the annual general meeting or a special meeting of the membership. Bill suggested that the restrictive investment terms of the fund should be addressed - these terms can be changed at the AGM. The Endowment Fund is managed by its own Board which would need to initiate this.

Michael noted that with respect to the Profit Centres, the high number for Research in 2014 was an allocation error (more accurately should be around \$5000), and that the Seniors Program still has about \$200 in Accounts Receivable. Grants numbers were affected by recent reduction in Municipal Grant from City and a special Grant in 2014 of about \$15,000.

Some discussion regarding working with the Brant Community Foundation, which has been attempted by the Board previously, but this remains a less effective way of managing the Fund.

Moved by Tim Philp and seconded by Doug Summerhayes that the Treasurer's Report be approved. Carried unanimously

8. 2017 Budget - Bill presented the first draft of the 2017 budget.

Without knowing what will happen regarding Market Square or new building construction, there were no provisions made for funds in this regard. The Budget assumes remaining in the current location, developing our staff of three, and increasing our revenue. There is a projected increase in Administrative expenses of only \$1200 and a revenue increase of \$10,800, in an attempt to get to breakeven. The Budget considers increasing Special Events revenue, which hits both the revenue line and improves exposure and the Membership/Donation lines. We should seek to do more events without increasing costs. Bill noted that the Seniors program is pretty much at the top of revenue range. Educational programming and camps etc also nearing saturation... we only have so much space and opportunity. City Grant forecast is calculated as 20 percent of 2016 expenses. Our current Donation increase has been a result of two individual donations - Bill suggested the striking of a Committee that would focus on Donations and Memberships.

Administration costs up to reflect investment (courses) in staff. Accounting reflects no MMMC bill. Salaries are going up because this past year saw a vacancy period when we were down to 2 staff. Any additional summer students will be offset by grants.

Discussion around the Endowment Fund numbers which may need to be adjusted - Michael/Bill will confirm.

Discussion around how significantly the Marketing budget could be reduced, with particular reference to Octopus Red (currently doing web design, branding and poster design, rack cards etc). Seems to

be an efficient working relationship with Octopus Red, and at this time the standard of their work could not be reproduced in-house.

Discussion around the opportunity/need for a Legacy Fund (donation made in a will) which would be an item a Donation/Membership Committee addresses. Corporate Memberships/donations could also be an important opportunity.

Michael and Bill will continue to work on the Budget, following up with discussion with the auditor around donation guidelines.

Moved by Tim Philp and seconded by Doug Summerhayes that the 2017 Budget Report be accepted. Carried unanimously

9. Update on Laurier/Market Square - Michael St. Amant

Michael has met with Laurier (Brian Rosborough and Ulrike Gross). They are still completing their internal report and we remain consistent with their plans. Michael noted that they are still trying to identify an appropriate archival area. A concern was raised about the impact of the protests of indigenous groups should the Museum be on Laurier property. Michael anticipates a meeting with the Mayor in the short term.

10. Pamphlet - Jack shared a sample of a pamphlet that could be used as a way of disseminating historical information on topics that would not be the length of a book - “small bites”. Smaller format that could be sold for a minimal fee and/or as a PDF on the website (which would attract a younger audience). Could use material from Seniors Programs or Walking Tour notes.

ACTION: Tim offered to take this on as a small project and will meet with Jason.

11. Member Event Planning Committee – Annette Minutillo

The Minutes of the January Event Committee meetings were circulated by email prior to the meeting.

Moved by Bill Hanna and seconded by Doug Summerhayes that the Event Committee Minutes for the January 9, 2017 meeting be received. Carried unanimously.

12. No Business arising from the Meeting of December 13, 2016

13. Operational Report - Michael St. Amant

Michael noted that he is preparing a detailed operational report in concert with the Budget planning, which will be presented at the next Board meeting.

14. Staffing - The Board will be given staffing scenarios based on the projected Budget at the next Board meeting.

15. New Board Members - suggestion to seek out individuals who have fundraising interest/experience. Michael continues to approach possible candidates.

16. Coming Events:

- a. JOHN A MACDONALD DINNER - January 11, 2017
- b. SPEAKER EVENT – February 22, 2017 – Zig Misiak – Walter’s Father in WW1.

17. Announcements

- a. Doug congratulated Michael on a well written article in the Brant News.

Next Meeting - February 14, 2017

Tim Philp moved that the **Meeting be adjourned** at 8:35 pm
MS/am