

Motor Mill Foundation

Minutes

DRAFT

June 19, 2018

The regular meeting of the Motor Mill Foundation of Clayton County was held Tuesday, June 19, 2018, at Osborne Conservation Center. Chairman John Nikolai called the meeting to order at 7:00 p.m. Other members present were David Beck, Lee Lenth, Larry Stone, Chuck Morine, Jon deNeui, Ken Zichal, Jane Metcalf, and Bob Bente. Conservation Board naturalist Abbey Harkrader and intern Kiley Johansen also attended. Fran Zichal was a guest.

AGENDA

Nikolai asked to add two items to the agenda: a fund raising discussion with Fran Zichal and a website protection invoice from Jansen Products. Lenth moved to approve the agenda as amended. Zichal seconded. Carried.

MINUTES

Morine moved to approve the minutes of the May15, 2018, meeting, with a correction to note that Harkrader – rather than Pollock – had asked for tour volunteers. Zichal seconded. Carried.

FINANCIAL REPORT

Morine presented the following treasurer’s report:

May 2018 Treasurer’s Report

May 15 - beginning balance \$21,908.21

RECEIPTS

May 15 – donation, Amazon \$5.00

May 29 – donations, Hustad tour group \$53.00

 Donations \$93.25

 Sales \$43.00

 Benches \$150.00

June 4 – donations \$53.00

 Sales \$47.00

 Passports \$30.00

June 11 – donations	\$44.00
Sales	\$80.0
Benches	\$190.00
June 13 – Aureon grant	\$250.00
June 19 – donations	\$91.00
Sales	\$79.00
 TOTAL RECEIPTS	 \$1,208.25

EXPENSES

MAY 16 – Esser’s, t-shirts	\$262.00
May 22 – cash for change	\$40.00
May 26 – Esser’s, t-shirts	\$125.19
June 11 – Allam. Clayton Elec	\$39.90
June 15 – Alpine	\$16.53

TOTAL EXPENSES	\$483.62
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CURRENT BALANCE (May 15, 2018)	\$22,632.84
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CONSERVATION RESERVE

Balance Brought Forward	(\$50.633.86)
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DEPOSITS

la Room	t-shirt	\$15.00
la Room	koosie	\$3.00
la Room	print	\$15.00
la Room	hoodie	\$25.00

la Room	Stone canvas print	\$100.00
la Room	stationery	\$5.00
la Room	cap	\$14.00
BALANCE CARRIED FORWARD		(\$50,456.86)

Lenth moved to accept the treasurer's report. Zichal seconded. Carried.

FRAN ZICHAL FUND RAISING DISCUSSION

Zichal, who was CEO of the Central Community Hospital, noted the very different approach of fund raising for "life-and-death" medical facilities compared with a historical or tourism site such as Motor Mill. She also recommended fund raising for a specific purpose, rather than general operations.

Zichal also suggested that we search for large donor-partners that would be supportive of Motor's agricultural heritage theme.

The board discussed the need to update our visioning plan to outline projects that we hope to complete, and a timeline for that work.

deNeui noted that fund raising is most successful for projects or items that people can see and touch, and that donors like to know that recipients are doing as much work as possible themselves.

Zichal cautioned that our website's mention of the \$40,000 debt remaining on the bridge is likely to be a negative to potential donors, who may wonder why we haven't been able to raise that money.

The board discussed the status of that "debt," which was paid by the Conservation Board's conservation reserve fund, rather than from the Motor Mill account. Stone, Nikolai, and Morine agreed to meet with Jenna Pollock to discuss the issue.

OLD BUSINESS

1 - EARTH DAY STUDENT VOLUNTEERS

Nikolai has sent a thank-you to the Central Community Schools group that assisted with cleaning on April 23.

2 – COOPERAGE CHIMNEY REPAIR

Nikolai has been in touch with Kuempel Masonry. Chimney repairs will be scheduled soon.

3 – MASONRY INSTITUTE OF IOWA

Nikolai will contact colleges with architecture programs to invite them to send students to the Motor Mill Historic Site.

4 – INTERPRETIVE SIGNS FOR GRAU SAVANNA

Johansen said that she, Stone and Harkrader have hiked the savanna trail to identify species and locations for signs to interpret the ecology and history of the savanna. The board discussed how to make the signs inviting and readable, and how to tell stories of the savanna.

5 – VIDEO FOR MOTOR VISITORS

Harkrader, Johansen, Metcalf, Zichal, and Beck met with Joleen Jansen. While they are still collecting visuals for the video, it is hoped that Jansen can begin production early in July.

6 – WEBSITE PROTECTION

Zichal moved to approve payment of a \$90 invoice from Jansen Products for website protection measures. Lenth seconded. Carried.

7 – 2018 EVENTS

The date for the bridge lighting was tentatively set for November 17.

The Art Show has been scheduled for Sept. 15, from 1-5 p.m.

Metcalf has talked with Brian Engelhardt about a possible “canoe and cones” event.

Darwin Baldrige has offered to play banjo occasionally at the Mill. The board suggested he might be able to play outdoors at the art show, or perhaps on a regular tour day. Stone will contact Baldrige to discuss options.

8 – MARKETING

The board reviewed and approved proofs of designs for business cards, key chains and mugs.

Jansen Products has proposed linking our website with our social media accounts. The cost would be about \$60, at a rate of \$40 per hour for approximately 1.5 hours. Zichal moved to authorize the project. deNeui seconded. Carried.

Metcalf has talked with Alpine Communications about making Wi-Fi available at Motor Mill. The cost would be \$39.95 per month, with the ability to turn it on and off without a fee. Zichal moved to approve the installation on a trial basis. Beck seconded. Several members asked about other costs, such as installation fees and hardware needed. Stone moved to table the motion pending more details. deNeui seconded. Carried.

NEW BUSINESS

1 – SCHECH'S MILL

Beck has arranged a tour of Schech's Mill, near Caledonia, Minn., on Saturday, June 23. Interested board members will work out transportation and details.

2 – FUTURE PROJECTS

Nikolai is seeking quotes for grading a road to allow removal of silt from the basement of the Mill.

Volunteers have removed most of the wooden flooring from the first floor of the Inn. The board needs to come up with long-term plans for further work on and use of the Inn.

3 – CHANGES TO HIGHWAY SIGNS

The board discussed whether to change the times and locations for the Grandview Avenue and highway 13 signs announcing tours at Motor. Due to the potential for conflicts with Iowa DOT rules, the conclusion was to make no changes at this time.

4 – UPDATES

Nikolai will apply to have a booth at the Clayton County Fair in August.

The board declined to participate in the Garnavillo Fourth of July parade.

Lenth reported that Ivan Hardt is still recovering from a neck injury.

ADJOURNMENT

Morine moved to adjourn the meeting at 9:04 p.m. Metcalf seconded. Carried.

Respectfully submitted,

Larry A. Stone, secretary