

Motor Mill Foundation

Minutes

**DRAFT**

06-20-17

The regular meeting of the Motor Mill Foundation of Clayton County was held Tuesday, June 20, 2017, at the Osborne Conservation Center. Chairman John Nikolai called the meeting to order at 7:01 p.m. Other members present were Lee Lenth, Larry Stone, Chuck Morine, Ivan Hardt, Jon deNeui, Les Klink, Jane Metcalf, Dave Beck, and Ken Zichal. Conservation Board director Jenna Pollock, naturalist Abbey Harkrader, and intern Kiley Johansen also attended.

**Agenda**

Stone moved to approve the agenda as printed. Lenth seconded. Carried.

**Minutes**

Nikolai accepted the following wording change in the May 16 minutes:

Nikolai has met with the manager of the Garnavillo Speede Shoppe, who will submit a request to the owners for Motor Mill to be the recipient of their “penny at the pump” promotion, possibly in June or July.

**FINANCIAL REPORT**

Morine presented the following financial report:

**May 2017 Treasurer’s Report**

May 16 - beginning balance	\$7,991.57
Receipts	
May 30 – donations	\$110.00
Merchandise	\$39.00
June 6 – donations	\$62.00
Merchandise	\$30.00
June 12 – donations	\$18.50
Merchandise	\$17.00

June 19 – donations	\$137.00
Merchandise	\$41.00
<b>TOTAL RECEIPTS</b>	<b>\$464.50</b>

#### Expenses

May 17 – Alpine Communications	\$14.52
May 17 – Signs N Frames, basement signs	\$83.44
June 12 – Allam Clayton Elec	\$41.71
<b>TOTAL EXPENSES</b>	<b>\$139.67</b>

CURRENT BALANCE (June 20, 2017) \$8,306.40

#### CONSERVATION RESERVE

Balance Brought Forward (negative) (\$41,564.81)

#### Deposits

Iowa Room – caps, t-shirts	\$58.00
Donation – Jan Heikes	\$50.00
Balance Carried Forward (negative)	(\$41,456.81)

Morine moved to accept the financial report. deNeui seconded. Carried.

The board also discussed the need for better display and marketing of T-shirts and other merchandise.

#### **SOCIAL MEDIA AND WEBSITE**

Joleen Jansen, who owns and operates Jansen Products web design business, and manages the motormill.org website, gave a presentation on ways to improve the Motor Mill Foundation's website and presence on social media. She noted that the website should be the basis for electronic communications, with anything posted on Facebook or elsewhere be posted initially on the website. Jansen could manage those posts for a fee, or Conservation Board staff could arrange for access to make posts.

Jansen suggested installing a PayPal button on the website to receive donations and to sell merchandise. The cost is 2.9% of the amount, plus 30 cents per transaction. It would cost about \$80-\$100 for Jansen to add the feature to the website.

The board also discussed the logistics of using a smart phone app to be able to take credit cards for donations or merchandise at Motor. Nikolai will contact Alpine Communications to determine the cost of getting Internet access at Motor.

Jansen recommended that we begin including a QR code on promotional materials to allow people to link directly to our website.

The board discussed the need for an introductory video to be shown at the Mill, and perhaps accessible on the website. Jansen said the production cost could range from \$500 to \$5,000.

Nikolai urged board members to study a summary of Jansen's proposals, which Metcalf has sent to the board. The board will decide at the July meeting how to proceed.

## **OLD BUSINESS**

### **PROGRESS ON COOPERAGE ROOF**

Nikolai reported that Gary Goyette has been shingling the river side of the Cooperage. When he has finished, an Amish crew will help strip old shingles from the bluff side.

Nikolai and Goyette are soliciting bids for replacing the chimney.

### **SURVEILLANCE CAMERAS**

The cameras have arrived. Nikolai hopes to get the assistance of Andy Reimer to install them within a few weeks.

### **PENNY AT THE PUMP**

The Garnavillo Speede Shoppe will donate one cent to the Motor Mill Foundation for each gallon of gasoline sold during July. Our only cost will be for advertising.

### **SHPO UPDATE**

Chris Schoen is preparing a report to the State Historic Preservation Office (SHPO) on his basement silt excavations. We need SHPO approval before removing the silt.

On May 4, Schoen also sent SHPO a report on the decaying support posts in the basement, and our intent to replace them. Given the elapsed time of more than 30 days, Nikolai said we can assume SHPO has no objection to the project. deNeui suggested that volunteers begin preparation work on Tuesday, June 27.

## STATUS OF CHARGES IN CONNECTION WITH VANDALISM

An individual has been fined for driving a vehicle that left ruts in the grass across from the Stable.

A suspect has been identified in connection with vandalism to the Mill, Cooperage, and Smokehouse. That person is thought to be out of state at this time.

## NEW BUSINESS

### JOLEEN JANSEN PROPOSALS, VISIONING & FUND-RAISING REPORTS

(See above)

### EVENT IDEAS

The board discussed the idea of an art display at the Mill, during which the public would be invited to bring paintings, photographs, or other works of art featuring Motor Mill. The group agreed to avoid the weekend of Aug. 19-20 to avoid a conflict with Elkader's Art in the Park festival.

Hardt moved to hold the Motor Mill art display Aug. 12-13. Lenth seconded. Carried. People may bring art for either or both days.

### ROAD SIGNS AND PARTNER SIGNS

The board discussed possible locations for Silos and Smokestacks and Mississippi River Parkway Commission signs, which now are posted on the downstream Mill door and door frame. Some board members felt the signs detract from the historic character of the site. The consensus was to move the signs to near the tourism sign in the parking area upstream from the Mill.

Pollock asked whether new interpretive panels now being developed would also be a concern. The board agreed that interpretive signs may be more appropriate, but asked to discuss their placement when the signs are completed.

Pollock has been in touch with the Iowa DOT staff to learn whether we can install temporary "open for tours" signs on the Motor Mill signs on highway 13. That is against DOT policies, but Pollock hopes the DOT will agree to install other signs noting Motor Mill hours.

Some people have questioned the placement and effectiveness of the "Motor Mill Open" sandwich board at Grape Road. Board members were asked to consider alternatives.

## **UPDATES**

### **KEYS**

Pollock noted occasional problems with unauthorized use of keys for the buildings at Motor. She will be distributing new keys at the July meeting.

### **COUNTY FAIR BOOTH**

Nikolai has applied to have a Motor Mill booth at the Clayton County Fair August 1-6. He asked for ideas for displays, and volunteers to work.

### **VOLUNTEERS**

Pat and Josh Krapfl of Guttenberg have volunteered to be tour guides. Nikolai will train them.

### **ROAD HAZARD AT MILL**

Johansen noted a washout at the edge of the road upstream from the mill. Pollock said the Conservation Board staff would attempt repairs.

### **ADJOURNMENT**

Lenth moved to adjourn the meeting at 9:15 p.m. Beck seconded. Carried.

Respectfully submitted,

Larry A. Stone, secretary

Motor Mill Foundation