

MINUTES
Burk's Falls & District Historical Society
Fell Homes, Burk's Falls
Monday, November 16, 2015

Members Present: Linda Maurer – President
Rakel Gray
Diane Brandt
Jerry Brandt
Bruce Campbell
Betty Caldwell
Lorne Maine
Nieves Guijarro
Jarv Osborne
Judy Ransome
Lisa Morrison
Dona Crawford

Guests: Charlene Watt
Rick Almont

The Members present constituted a quorum.

The meeting was called to order at 6:56 p.m.

Linda Maurer in the Chair

Agenda Item:

1. Acceptance and adoption of the October 26, 2015 Minutes as circulated. **Moved by Betty Caldwell, Seconded by Lorne Main. Carried**
2. Treasurer's / Financial Report. Total of \$11,353.82 balance in the bank at the end of October. No invoice has been received to date from the Township of Ryerson for the summer student but has been estimated by Judy Kosowan at the Township of Ryerson to be approximately \$3,500-\$4,000. Andrew Farnsworth is to check to see if there are any more grants that may be available for the Historical Society. Linda Maurer advised that the \$500 fee to create the calendars can be applied towards the Red Grant. Diane Brandt will provide receipts from the petty cash fund as there are limited funds remaining in the fund. Historical Society owes the Township of Armour \$4,155.05 for the balance of the Northland Power donation/Red Grant. **Motion to accept the treasurer's report and pay the monthly invoices: Moved by Jarv Osborne, Seconded by Bruce Campbell. Carried**
3. Project Manager's Report. Presented by Diane Brandt and discussed items with Members.

Update on Activities: Cleaning out books from closet and painting at the Watt Farmhouse.

Donations: Posted bed is to be donated and the library is to donate a table and newspapers. Diane Mehaffey is donating a folding table from the 1800's. Betty Caldwell delivered a tapestry purse from Joyce Bannon and books on the Royal Family from Ann Desjardins. Betty Douglas donated a plaque from the Berriedale Soldier's Aid Club for the WWII quilt. Bruce Campbell advised that the legion may provide picture(s) of the quilt for display purposes.

Military Room: Dona Crawford decorated the military room to honour our Veterans. David Gray donated a table for the room. Mannequins wearing Navy uniforms are on display. Thank you, Dona.

Cub Scout Visit: Lorne Main will dress in military uniform for the Scout visit. Lorne indicated that he has a Newsletter from Scotland that he will provide the Scouts and details the activities on Scouting in Scotland.

4. Rick Almont presented signage options with estimates and layouts for the Farmhouse and Schoolhouse. Options included construction from corafoam or wood. Corafoam is standard in the USA and can be made to appear 3D, essentially made of bubbles. Photos and samples supplied. The corafoam is extremely durable to the elements. The crest/logo would be difficult to carve if a wood sign is selected. Construction time for the signs would be a little over a month. Rick indicated that his liability insurance has been cancelled as he is semi-retired. He will construct the signs but not install. He is willing to supervise the installation and donate his time in doing so. Rick proposed a white background sign or natural cedar. Setback of the sign at the Watt Farmhouse is to be on the front lawn. There are concerns of the sign location for the Schoolhouse because of the trees. Linda Maurer will assess. Rick indicated that vinyl covered 6x6 posts beside the signs and angled away will make them stand out. Linda Maurer indicated that a decision will be made as a committee after a discussion.

Sign Discussion: A cedar sign will require annual treatments. The corafoam is low maintenance. Costs: \$3,390 + HST for the cedar signs and \$4,250 + HST for the corafoam signs. The committee selected Option 1 in the corafoam signs. Diane Brandt will obtain accurate mileage in kilometres for the directional sign placements. **Motion to accept the proposal for the signs from Wood Art Signs for Item 1, Option 1 and Item 2 Directional signs, totaling \$4,250 + HST moved by Betty Caldwell and Seconded by Lisa Morrison. Carried**

5. Karen Jones Report: Linda Maurer addressed the committee with concerns over the quotation and spending of the Red Grant money. The Consultants are aware of the \$30,000 grant and have quoted fees to be the equivalent. We do not have \$30,000 to spend as funds have already been allocated to the lease, project manager employment and branding. We will be purchasing a marketing strategy but adjustments are required with picking and choosing of the products. As a committee it was decided to keep the Marketing Toolkit (\$500), Design of booklet with map (\$2,000), Newsletter template (\$250), Banner Designs for the individual

locations and table (\$800), and the Marketing materials for member and volunteer recruitment (\$500). Under the Outreach and Promotion category the Public/Private Partnership Development Package (\$1,500) was kept but the PowerPoint design for local organizations (\$1,500) was eliminated. Fees quoted by the consultant does not include the printing or hard costs of the materials. Consultant is excellent but as a committee we can put a lot in ourselves and prevent from going over budget. The business strategy from Karen Jones Consulting is bigger than what we can handle as volunteers.

The Consultant promoted corporate sponsorship and the historical society would like to give acknowledgement to Northland Power for their donations, possibly a plaque of donors will be created. Other sponsorship/donations were discussed through marketing of our Corporate Packages to Farm Credit, Kawartha Credit Union and even Smile Cookies from Tim Horton's.

Linda Maurer indicated that the treasurer would assess our financial grant fund balance again in February and adjust spending accordingly. **Motion to accept the Karen Jones Consulting Business & Economic Development Strategies adjustment of services: Moved by Betty Caldwell, Seconded by Lorne Main. Carried**

6. Calendar Committee reported. Quite a few calendars are still available for sale. October sales were \$90 from the Blue Moon.
7. Event Updates were reported.
Artisan Sale from November 7, 2015 was successful despite not having hydro. Diane Brandt indicated that approximately 50 people signed the guest book that day. There were 10 artists for the event. Thank you to all of our bakers, the cookies were a hit at the craft show. Dick Watt provided a gas generator for the event. Thank you to Linda Maurer for making hot drinks via generator.
Senior's Visit: On November 26, 2015 the local seniors will be visiting the Watt Farmhouse at 1:30 p.m. Transportation will be provided via the Village Bus. We will serve tea/coffee and cookies. Betty will make squares, Lisa will supply oatmeal cookies and Diane will bring Xmas cake.
Santa Claus Parade: Nieves Guijarro advised that the Library is building a partnership with the 4H Club and the Historical Society to enter a tractor and wagon into the parade. The theme will be *1800s Watt Farmhouse - Night before Christmas*. Nieves will build a fireplace out of boxes and costumes from the Historical Society are requested. Other items for the float include a wagon, rocking chair, wooden cradle and rocking horse. Charlene Watt indicated that she had a 4' wooden locomotive engine for a child to sit in if needed. Volunteers are to meet at Land of Lake School in the morning to decorate the float.
8. Christmas Tea is planned to take place on December 12, 2015 at the Watt Farmhouse from 11:00 a.m. to 2:00 p.m. We may consider contacting the Land of Lakes School to obtain a choir for the event and purchasing poinsettias for door

prizes. Santa will be there, thanks to Jerry Brandt, along with a few other surprises. Diane Brandt will promote the event through free advertising. Nieves will bring veggies, Lisa – egg salad sandwiches, Betty – dessert, Bruce – cookies, Jerry – Xmas cake, Dona – Tuna sandwiches, Linda – salmon sandwiches & pickles, Rakel – dessert, Judy – cookies, Jarv – sandwiches and Charlene – fruit tray. Cost for the luncheon will be \$5.00.

9. Dona Crawford reported on the Education Committee. An educational package and Children's Program has been created and was sent to Rosalind yesterday. The Kid's Club is titled "Pinecone Club". A letter will be sent to schools, Scouting Groups and Home Schoolers to inform of the programs. One is specific to 1800s farm living for the Watt Farmhouse and the other is 1800s schooling for the Schoolhouse. The program celebrates historical families, local history and is an excellent social studies program. Dona has over 17 years' experience in recreational program for children.
10. A Quote is to be obtained from contractors for a possible library area at the Watt Farmhouse. It was not determined who would obtain the quote.
11. Other Business discussed: the Christmas tree will be decorated at the Watt Farmhouse on November 21, 2015 at 10:00 a.m., bring your lunch. Decorations are needed. Cam Watt donated an old family artificial Christmas tree. Linda Maurer has lights for the tree. The Cub Scouts will be making paper chains during their visit on November 18, 2015.
12. Next meeting will be on Monday, December 7, 2015 at 6:00 pm at the Watt Farmhouse. The meeting will be a Potluck Dinner.
13. Adjournment: There being no further business, **Linda Maurer moved to adjourn the meeting at 8:52 p.m. Seconded by Charlene Watt. Carried**

Recorded by
Charlene Watt

Approved by
Linda Maurer, President