

**Town of Center Harbor  
Heritage Commission Meeting**

**December 15, 2016**

**-Approved 1/19/17-**

Minutes

- I. **Call to Order:** Meeting called to order at 4:32pm. Present: Chairperson Kim Baker, Roland Garland, Richard Hanson (until 5:35pm), Karen Ponton, Dave Reilly, David Hughes (alternate) until 4:45pm, Nancy Sapack (alternate); Guest: Richard Kipphut.
- II. **Approval of Minutes:** Motion by K. Ponton, seconded by K. Baker that: The Minutes of November 17, 2016 be approved as written. Passed unanimously.
- III. **Order of Agenda & Additional Items:** K. Baker asked that "Continued Discussion of Fundraising Plans for 2017" follow "Continued Work on Stewardship/Monitoring Plan."
- IV. **Unfinished/Continuing Business**
  - A. **Barn Survey Project:** The Commission discussed with R. Kipphut plans to conduct a town-wide survey of historic barns 50-75 years or older. The Commission will be supporting the NH Preservation Alliance's new *52 Barns in 52 Weeks* campaign to increase barn preservation. The survey will also help update the *Town Inventory of Cultural & Historic Resources*. It was the consensus of the Commission to have R. Kipphut conduct the survey; his title will be "Barn Survey Project Director." R. Hanson reported that the Select Board gave permission for R. Kipphut to access Town property cards for the survey. The Commission reviewed a draft of a postcard to be sent to barn owners about project and R. Kipphut's role. Motion by R. Garland, seconded by K. Baker to: Authorize an expenditure of up to \$100.00 for postcards and postage for the Barn Survey. Passed unanimously. Information about the survey will also be posted on the Commission's webpage. R. Kipphut plans to begin working on the survey in the next two weeks. The goal is to complete the survey by mid-2017. He will also resume the research begun by R. Garland on the history of the Town's Boat/Canoe House and its eligibility for listing on the *State Register of Historic Places*.
  - B. **Town House: Front Porch Project:** K. Ponton reported that the Rotary recently contacted her to follow-up on this project. The Rotary is still interested in providing labor to repair the porch if the Commission provides the materials. Their decision is expected in about a month.



### C. Heritage Fund

1. **Financial Report:** The Commission reviewed the *Fund Report* dated November 30, 2016 (see attached) and the MVSb statement for November.
2. **Reimbursement Request:** Motion by K. Ponton, seconded by R. Hanson that: K. Baker be reimbursed \$12.30 for a thumbdrive and an envelope. Passed with K. Baker abstaining.

### D. Grants Update

1. **MSVB Request:** K. Baker reported that MSVB declined funding our request for \$10,000.
2. **Mooseplate Grant:** K. Baker reported that she submitted the final administrative paperwork. This documentation has been received by the NH Division of Historical Resources. The final disbursement check of \$5,000 is expected in early January.
3. **LCHIP Grant:** K. Baker announced that our LCHIP Grant Request for the Town House Foundation Project was funded in full for \$21,280. Thirty-five projects from throughout the State were funded. Commission members K. Baker, R. Hanson, K. Ponton and N. Sapack, and Select Board chairperson Harry Viens attended the Awards Presentation Ceremony on December 8, 2016 at the Legislative Office Building. K. Ponton was one of only two grant writers asked to speak about their projects at the ceremony. The Commission expressed its appreciation to her. K. Ponton reported that LCHIP received the *Grant Acceptance Letter*, which she was authorized to sign on behalf of the Town. She will provide additional information about the LCHIP Grant requirements at the Commission's January meeting.

E. **2017 Warrant Article:** After discussion, it was the consensus of the Commission to propose a \$5,000 Warrant Article at the 2017 Town Annual Meeting. If appropriated, this money could be put towards the LCHIP match. K. Baker will meet with Robin Woodaman about wording of the warrant article.

F. **Fundraising Plans for 2017:** The Commission continued discussion from its November meeting about fundraising in the coming year. Much of this effort will be focused on raising the \$21,280 in matching funds required by LCHIP. Another \$10,000 Mooseplate grant request will be written to help with the match. K. Ponton has begun to write to past donors, telling them about the LCHIP grant success and asking for their help with matching funds. R. Hanson reported that the Select Board supports the Commission holding a raffle. A letter will be written to the Board, which details the type of raffle, what it is for and where it will be held.

G. **Continued Work on Stewardship/Monitoring Plan:** The Commission



discussed a draft *Center Harbor Heritage Commission Donor Stewardship Plan* that K. Baker had prepared. (See attached). There was some discussion as to how this draft relates to a stewardship plan to ensure that the Town's historic properties will be maintained in good condition over time. Commission members agreed that finances are necessary for stewardship, but there was no consensus as to whether the Select Board and the Town or the Heritage Commission is ultimately responsible for securing this funding. R. Garland offered to work on a draft of the monitoring component. Pending: D. Hughes was to check with Lakes Region Conservation Trust about their stewardship document(s). Further discussion postponed to January.

**H. Village Schoolhouse Update:** K. Baker offered to pick up the *State Register of Historic Places* plaque ordered from Saysmore Trophy in Concord. R. Woodaman will process the check. R. Garland reported that the Historical Society is planning a special event in April 2017 during which the refinished Historical Society building sign will be rehung. He would like the *State Register* plaque installed at that event.

**I. Annual Commission Report to the Town:** K. Baker read her initial draft of the Commission's Annual Report. Consensus was that the draft was comprehensive and well-written.

**V. Other Business - 2017 Meeting Calendar:** The Commission decided on the following dates and times: January 19 at 5:30pm, February 16 at 5:30pm, March 16 at 5:30pm. Remaining meetings will start at 4:30pm: April 20, May 18, June 15, July 20, August 17, September 21 and October 19. November and December TBA.

**VI. Adjournment:** Motion by D. Reilly, seconded by R. Garland to adjourn at 5:53pm. Passed unanimously.

**Next Meeting:** January 19, 2017 at 5:30pm

Respectfully submitted,

Karen Ponton  
Secretary

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# Center Harbor Heritage Commission

## Heritage Fund Report (11/30/16)

### I. Town Appropriation

Appropriation 2015	\$ 500.00	Expenses	
		2015	( \$467.16)
		GoFundMe.com	
		Service Fees	( 16.40)
Appropriation 2016	\$15,000.00		
Remaining Appropriation Balance			<u>\$15,016.44</u>

### II. Donations

2015 Donations	\$4,017.67		
2016 Donations	4,583.10		
Bonus Cards	1,210.00		
Donation Jar	39.02		
GoFundMe	<u>200.00</u>		
	\$10,049.79		<u>\$10,049.79</u>

### III. Building Conditions Assessment

Christopher Williams Architects (Retainer)	(\$2,000.00)		
Balance	( 6,119.74)		
NHPA Grant	<u>4,000.00</u>		
	(\$4,119.74)		(\$4,119.74)

### IV. Town House Rehab

Town House Painting	( 3,500.00 Deposit)		
	( 7,070.00 2 <sup>nd</sup> Payment)		
	( 6,770.00 Balance)*		
Mooseplate Grant	5,000.00		
Kozlowski Electric	( 120.00)		
Archeological Sensitivity Study	( 975.00)		(\$13,435.00)

### V. Heritage Fund Balance (I + II - III - IV)

\$ 7,511.49

### VI. MVSB Account

*(\$100 min daily balance; otherwise \$5/month service fee. \$0.50/item processed over 100/cycle)*

10/31/16	Statement Balance	\$ 9,065.59	
11/02	Deposit	118.10	
11/14	Deposit	97.80	
11/16	Deposit (Mooseplate)	5,000.00	
11/30/16	Statement Balance	\$14,281.49	

Reconciliation w/Pending under IV ( -\$6,770.00)

\$ 7,511.49

(\* Pending)

# VI. Operating Budget 2016

\$1,000.00

## Expenses:

Reimburse K. Ponton (Stamps, envelopes, paper)	( 46.98)
Public Hearing Notices	( 86.00)
RFPs in Newspapers	(236.00)
Reimburse K. Ponton (Stamps, envelopes, thumbdrive & supplies for LCHIP)	( 40.97)
Reimburse K. Ponton (Stamps, envelopes, invitations & workshop fee)	( 98.69)
Reimburse K. Ponton (Postage, paper goods, poster & refreshments for Open House)	( 91.76)
Reimburse K. Ponton (Stamps)	( 47.00)
Reimburse K. Baker (Envelope)	( 2.19)
Reimburse K. Ponton (Candles)	( 43.70)
Balance	\$ 306.71

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(\* Pending)



### Center Harbor Heritage Commission Donor Stewardship Plan

The typical nonprofit will keep only one in three to one in five of their supporters next year! When donors stop giving to a cause, it's often because they feel a lack of meaningful information about the impact of their donation or feel that their gift is not appreciated.

The good news is you can greatly influence – and improve – your donor retention rates by taking the time to properly thank and build relationships with existing donors. The three areas of success: **acknowledgement, stewardship and retention**. Success in the first two areas will drive success in the third area - donor retention.

#### 1. **ACKNOWLEDGEMENT:** How will you commit to thanking donors this year?

Thank 100% of donors within one week by email or mail. Pave the way for a deeper relationship with your organization. Thank-you calls are also a great touch. Give major donors a phone call, but also pick up the phone to thank other donors from time to time. Identify who will be in charge of thanking donors and have that person commit to the goals you have set.

- Prompt
- Personally addressed
- Accurate

#### 2. **STEWARDSHIP:** How will you build a relationship with your donors this year?

Make at least three strong connection points with each donor this year – a) a query on how donors want to hear from us, b) a report on impact, and c) an invitation to an event.

#### 3. **RETENTION:** How much will you increase donor loyalty this year?

Increase the number of repeat donors by 20% and the number of recurring monthly giving donors by 20%

#### 4. **PLANNING THE OUTREACH:**

- A. **Process:** Have that person write up a formal business process for online donors (both through your site and from online giving sites, like NetworkforGood.org, Causes, the Capital One Giving Site, and others.), direct mail and phone/mobile.
- B. **Perfection:** Put in place a monitoring system or quality control process, so you can spot check that donors are thanked properly and on time.
- C. **It's important to not only thank donors but to recognize them.**
  1. *Personal credit:* Your communications to your donors should use the word "you" a lot more than the word "we." Give your donors credit for what you do in every piece of outreach. The best recognition focuses on this kind of meaningful thanks rather than more transactional gestures such as stickers or coffee mugs.
  2. *Public thanks:* Except for donors who do not wish to remain anonymous, it's a good idea to include a list of donors on your site, in your annual report, on the walls of your office, at an event or wherever else may be appropriate.
  3. *Collective thanks:* Get everyone in the game of recognizing donors. Have board members, volunteers and staff do phone-a-thons or writing parties to celebrate the difference your donors are making.
- D. **It's important to tell donors about the specific impact of their gift, several times over the course of the year. Think about a few forms of outreach you will devote to reporting on the difference that is being made.**

- E-news
- Letters
- Videos
- **Photographs**
- Events
- Annual reports

**1. A responsible party:** Assign a staff member to the donor experience, so they can focus on forging ongoing relationships with those who give.

**2. Donor feedback:** Reach out to donors and ask them for feedback about their giving experience and your programs. Ask them what they want. This can help you understand your donors better and strengthen your engagement with them.

**3. Passion-driven engagement:** When you connect with donors to talk about your collective impact, approach it from a place of passion. Ask yourself why you're involved with your cause and why you love it, then use that emotion to help you tell great stories and forge strong connections. Schedule at least one feel-good cultivation event like an exhibit or graduation or concert, depending on your cause.

**4. Community:** Giving is a social experience, so put your donors in touch with each other. Have a satisfied donor be the voice of your organization in some of your outreach. Feature donor messages and sentiment in your outreach.

**5. BUDGET:** While the investment will yield great return, you do need to spend money to make your plan a reality.

- Staff time
- Materials development (writing, video, photography)
- Event costs
- Postage
- Technology costs

#### **6. CALENDAR:**

- The dates you'll complete your goals, plan and budget
- Dates for regular outreach to donors
- Dates for recognition programs
- Dates for events
- Time to focus on collecting donor feedback
- Schedule some time for thanking your own staff, too. Gratitude isn't just for donors!