



Friends of
Gillette Castle
State Park

General Meeting Agenda
March 10, 2022

Topic	Objective	Facilitator	Timing
Minutes	Review and approve December minutes	Lynn	6:00 - 6:05 (5 min)
General meetings	Review the purpose of the general meetings - what's working and what isn't working. Objective: introduce some changes to how the meetings will be run and start a conversation about the future of these meetings	Lynn	6:05 - 6:15 (10 min)
Committee reports	Question & answer period about reports and plans for each committee (see the status updates below)	Chairs: George, Toni-Lynn, Gail, Marianne, Lynn	6:15 - 6:30 (15 min)
2021 Financial Review	Overview of 2021 financials	Toni-Lynn (Treasurer)	6:30 - 6:35 (5 min)
Preparation for annual meeting	For information: Introduction of proposed bylaws adjustments that will be presented at the next general meeting (it is a requirement of the bylaws that these be reviewed at a meeting before the Annual meeting). See section in the document below that follows the status reports	Toni-Lynn	6:35 - 6:40 (5 min)
Board members needed!	Review of "open" board slots, what it means to be a board member, and discussion of the help we need to find the right people for them.	Lynn	6:40 - 6:55 (15 min)
AOB	Anything else we need to discuss?	Open discussion	6:55 - 7:00. (5 min)

Committee Status Reports. March 2021

Restoration projects:

The sign post for the Sherlock sign was stood up on 3/3. We will hang the sign after that when Lauren, the sign creator, can visit CT.

We will then look at the next potential project, the greenhouse windows.

Jack and Lynn have also initiated discussions about the repair of the “broken glass ceiling lights” and repair of an antique clock that hangs in the living room of the Castle.

We plan to work with DEEP to evaluate the “zig zag walk” in the next couple of weeks.

There has been more volunteer interest in projects over the last month and we plan to have more people involved in the future projects.

Volunteer Report (Marianne Westcott)

New Volunteers: 4

Volunteer Requests: 3

2 Sherlock Sign Post Events (1/20/22 and 3/3/22)

1 Membership Envelope Stuffing Party (3/14/22)

Volunteer email communications are now going out to members as well as volunteers. There are 128 contacts in this group. The envelope stuffing party attracted 8 people, which is a significant improvement over previous calls for volunteers. This extra help will really make the membership renewals MUCH easier.

Osaki House (Gail Hanson)

House tarp was damaged by the tough winter and may need replacement. DEEP has continued to do clearing of the growth around the house. Stone step moved to the front of the house. DEEP carpenters felt the house was still sound, Hope to focus on getting a new roof, some dead trees need to be removed before the roof can be done.

Poster: hoping to get better pictures from the archive, basically written: will show Jack and Lori from DEEP for feedback once pictures are in.

Osaki House: Stakeholder engagement (Lynn Wilkinson)

Five stakeholders have agreed to participate in a discussion with the Friends and DEEP about the Osaki house restorations (The East Haddam Stage Company, East Haddam Historical Society, and the Hadlyme Historical Association, and the Japan Society of East Hartford). Representatives from the Hadlyme garden club, the East Haddam garden club, and the State Department of Historic Preservation are currently being sought. Once all attendees are identified, an e-mail will issue to provide basic information, agenda, and set a date.

Communications (Lynn Wilkinson)

Three press releases have been drafted and are awaiting DEEP review and “release” (Conservatory regeneration, Sherlock Sign, 1920’s photography event). The Sherlock sign project was featured on the front page of the East Haddam News. A new volunteer joined the team with a mission to develop an online game to benefit the Friends.

Membership Committee (Toni-Lynn Miles):

Ended 2021 with 100 members! Woo hoo!

Renewal emails and mailing (300+) will be going out mid-March.

Membership website page will be updated at the same time.

Gift Shop (Miles and Wilkinson)

Inventory of all merchandise is complete, and reports detailing 2021 sales were used to create a purchasing strategy for the 2022 season. This strategy was endorsed by the board and new merchandise is being ordered now. Processes for inventory management and cash management have been documented. A call for volunteers with retail experience was included in the March newsletter. A single gift shop “point person” (committee chair) to serve on the board would be really helpful, but there are plenty of opportunities to be helpful without board participation. Hiring of part-time staff will begin in April.

Programming (Wilkinson)

The near-term calendar includes a 1920’s photography and picnic event (April 24), a paint and sip-event (June 4), and the Annual meeting (May 7). We will also repeat last year’s successful “soft opening” and many of the community events we did last year (Celebrating East Haddam, e.g.). Currently deciding whether to hold one more “major” event during the summer, and identifying additional small events for the open season. A fall road race is under consideration.

BYLAWS CHANGES THAT WILL BE REVIEWED AT THE ANNUAL MEETING ON MAY 7

Article IV – Officers

Section 3.

CURRENT WORDING:

The officers shall be elected by vote to serve for one fiscal year, or until others are elected or appointed in their stead. Their term of office shall begin at the end of the Annual Meeting. Officers must maintain Active membership in the Association.

NEW WORDING:

The officers shall be elected by vote to serve for **two fiscal years**, or until others are elected or appointed in their stead. Their term of office shall begin at the end of the Annual Meeting. Officers must maintain Active membership in the Association.

Section 4.

CURRENT WORDING:

No member shall hold more than one elected office at a time. No member shall be eligible to serve more than three consecutive terms in any office; exceptions to this will be allowed if there is no appropriate nominee to fill the position.

NEW WORDING: **(no change needed)**

No member shall hold more than one elected office at a time. No member shall be eligible to serve more than three consecutive terms in any office; exceptions to this will be allowed if there is no appropriate nominee to fill the position.

12/14/21 Friends of Gillette Castle State Park General Meeting Minutes

Called to order at 6:02 pm by President Lynn Wilkinson. Meeting held via Zoom.

Members present: Robert Fiedler, Susan Dahlinger, Gail Hansen, George Mattern, Toni-Lynn Miles (Treasurer), Dot Millen, Barbara Pokorny (Secretary), John Sherwood, Gina Tracy, Marianne Westcott. Park Superintendent Jack Hine was also present.

Minutes of the June, 2021, meeting were reviewed. Motion to accept as presented by Toni-Lynn Miles, seconded by Gail Hansen. Motion passed.

2021 in review, by Lynn Wilkinson.

The gift shop was rejuvenated. Toni-Lynn and Wendy Vincent worked diligently to update the inventory, make the stock more consistent with that of a souvenir shop, and hire and train new staff, including a new manager.

The holiday program was resurrected after the close-down in 2020.

A change in the style and schedule of meetings was instituted, including the start up of a new programming team. Committees delivered quite a lot of exciting work. See below.

2022 plans include a focus on recruiting and retaining volunteers. Marianne W. will serve as point person for that effort in the new role of Volunteer Coordinator. A second key goal for the year ahead is to make a tangible improvement in The Castle.

Treasurer's Report by Toni-Lynn Miles.

The report covering 10/30-11/30/21 was circulated by email earlier today. Expenses exceeded revenue during that period because the gift shop was closed most of that time and a tax payment was due. It was suggested by a member that we look into online sales.

Programming Report, by Lynn Wilkinson

7 events were held in the past year. Special mention was made of the Victorian photo shoot, which raised \$740.

2 outreach activities added 56 names to the volunteer list.

It was disappointing to all that circumstances beyond our control (pandemic) forced the cancellation of both the annual open house and the holiday party.

Future events under consideration include a Victorian event, a Paint and Sip, an Easter egg hunt, and a program on Gillette as an actor.

Work Parties, by George Mattern

He described the work that is underway to install a new sign at the Castle entrance. More are under consideration. Dot Millen suggested consideration be given to repairing the zig-zag trail down to the ferry slip and the Aunt Polly.

Communications, by Lynn Wilkinson

A new tag line was initiated: "Preserving a CT treasure, celebrating a CT icon." It has been well-received.

10 press releases were generated. Articles appeared in Events Magazine and Estuary Magazine.

The Friends of Gillette Castle web site was improved significantly by Cassandra Cuillo. It now has approximately 1.5 K visits per month which is a significant increase from previous years.

The 'open rate" of the newsletter was about 45%. Benchmark open rates are 25%.

A hiking and history map was created, circulated to members via email, and has been used in several events.

Future Plans, by Lynn Wilkinson

Plans are underway to create a section on the web site to highlight specific members and their efforts. A project is in the planning stages to restore Gillette's grave stone. *****

Membership report, by Toni-Lynn Miles

Current membership total is 94. We had 46 new members join in 2021 and currently have 5 members in the top 3 membership tiers after redefining the membership levels. Toni-Lynn also briefly described the transition of the gift shop to a souvenir shop, which has been well-received by customers.

Osaki House, by Gail Hansen

Gail has a strong personal and family connection to the house. She described efforts that are underway to rehabilitate and eventually replace the roof, to install new signage at the site, and to remove invasive plants that are impeding a view of the house. Ultimately it is hoped it will be possible to restore the house itself in partnership w DEEP and to maintain it after restoration.

Discussion of the **Holiday Program** was deferred due to the absence of Wendy Vincent.

First Day Hike, 1/1/22

There will be a welcome table where visitors can pick up a map and hike in small groups. Hot beverages and a bonfire are planned. Volunteers will be posted at points in the park to describe the significance and guide visitors.

Spring Photo Event

Robert Fiedler described preliminary plans for a second photo event in the spring with a Roaring '20's theme, possibly April 24, 2022. He believes it could attract 200 people. A special use permit will be needed. Discussion followed and the matter was referred to the Board.

Meeting was adjourned at 7:24 pm

Respectfully submitted,

Barbara Pokorny, Secretary

10:05 AM

02/18/22

Accrual Basis

FRIENDS OF GILLETTE CASTLE STATE PARK INC

Profit & Loss

January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
Direct Public Support	
Individual Contributions	2,957.00
Total Direct Public Support	2,957.00
Indirect Public Support	25.00
Interest Income	6.87
Other Types of Income	
Gift Shop Sales	34,596.48
Total Other Types of Income	34,596.48
Program Income	
Membership Dues	3,705.00
Total Program Income	3,705.00
Special Events Income	1,668.68
Total Income	42,959.03
Cost of Goods Sold	
Purchases	19,893.98
Total COGS	19,893.98
Gross Profit	23,065.05
Expense	
Bank Fees	
Paypal Fees	110.06
Bank Fees - Other	48.00
Total Bank Fees	158.06
Business Expenses	
Permits & Fees	25.00
Total Business Expenses	25.00
Contract Services	
Accounting Fees	1,362.00
Total Contract Services	1,362.00
Misc Expense	95.72
Operations	
Books, Subscriptions, Reference	50.00
Postage, Mailing Service	211.02
Supplies	855.19
Telephone, Telecommunications	1,383.39
Total Operations	2,499.60
Other Types of Expenses	
Insurance - Liability	1,303.00
Other Costs	310.00
Total Other Types of Expenses	1,613.00
Payroll Expenses	12,160.79
Special Events	58.50
Total Expense	17,972.67
Net Ordinary Income	5,092.38
Net Income	5,092.38

FRIENDS OF GILLETTE CASTLE STATE PARK INC

Balance Sheet

As of December 31, 2021

	Dec 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Friends Checking (7193)	12,977.08
Gift Shop Checking (2750)	15,187.52
Gift Shop Savings (6419)	1,017.10
Liberty Bank CD	6,386.51
Paypal	<u>882.05</u>
	<u>36,450.26</u>
Total Checking/Savings	<u>36,450.26</u>
Other Current Assets	
Register	<u>100.00</u>
	<u>100.00</u>
Total Other Current Assets	<u>100.00</u>
Total Current Assets	<u>36,550.26</u>
TOTAL ASSETS	<u>36,550.26</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
*Sales Tax Payable	482.25
Payroll Liabilities	<u>249.47</u>
Total Other Current Liabilities	<u>731.72</u>
Total Current Liabilities	<u>731.72</u>
Total Liabilities	<u>731.72</u>
Equity	
Opening Balance Equity	17,144.62
Unrestricted Net Assets	13,581.54
Net Income	<u>5,092.38</u>
Total Equity	<u>35,818.54</u>
TOTAL LIABILITIES & EQUITY	<u>36,550.26</u>