

Iola Historical Society

Board Meeting Minutes, February 24, 2014

The meeting was called to order by Vice-President Lyle Mork @ 5:45 pm.

Present: Lyle Mork, Doug Watson, Greg Loescher, Tom Fucik and John Bertelson

Absent: Cliff Mishler, Stella Strand

Secretary's report

1. Lyle had the following corrections to the January 27, 2014 meeting minutes,
 - a. Board meeting discussions, item 3, part a: the player piano needed to be moved due to the construction of the walls and display cabinets in the museum, not because of the construction of the Resource Center.
 - b. Board meeting discussions, item 3, part e: Mike Stockwell, from Shoemaker, asked Charlie Wasrud for the state approved architectural drawings for the Resource Center, not Lyle.
2. Motion to approve the January 27, 2014 meeting minutes as corrected: Tom, second by Greg. All approved.

Treasurer's report

1. Tom has modified the financial reports to separate out the restricted funds, such as endowments, memorials, lifetime memberships, etc., from the unrestricted funds that go towards the historical society's operating expenses. Further adjustments may still be needed due to special events created for specific projects.
2. The Historical Society annual report for 2013 has been sent to the state.
3. Motion to approve the report for January: Greg, second by Doug. All approved.

Discussions

1. Lyle suggested that code #6 for the new volunteer hours form be modified to read "Fundraising: Sales, donations, special events".
2. Lyle reported that the family of Lila Erikson, who had recently passed away, was upset upon receiving a 2nd notice for membership dues.
3. Lyle asked Tom for an update from the committee to revise the constitution. Tom reported that the committee met once in January and decided on three things,
 - a. Revisions need to be done.
 - b. The tentative plan is to create three documents: constitution, bylaws and operating procedures. The operating procedures could be changed by the board, while changes to the constitution and bylaws would need approval from the board and the membership.
 - c. An index of motions is needed as a reference. John has completed the index for motions made in 2013, but prior meeting minutes need to be reviewed and motions added to the index. Tom will e-mail copies of what he has to John. Lyle will show John where to find written copies of older meeting minutes.
4. Lyle reported that Cliff and Bob have completed the 2012 and 2013 financial audits.
 - a. Motion to accept the audits as completed by Cliff and Bob: Doug, second by Greg. All approved.
 - b. Tom offered to review financial reports with any member who is interested.
5. Doug asked if the 2013 annual report had been filed with the state, and Tom indicated that it had.
6. Doug asked about our status with the IRS as a non-profit. Tom said that we are considered a 501(c)(3) organization, and he files a form 990 with the IRS every year. Doug would like to review our filings as a non-profit.
7. Charlie Thompson asked to address the board with regards to the auction. He is concerned that we may upset some donors who never intended that their items to be auctioned off. Both Lyle and Doug mentioned that displays of our items have not been finalized yet. Greg agreed that the auction should be suspended until the Historical Society has a better idea of what it has and where it's going.
 - a. Motion to postpone the auction: Doug, second by John. All approved.
 - b. Greg will notify Sterling Strathe of the postponement.
8. Greg asked how far back the electronic records of the Iola Herald go. No one was sure.

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9. Greg asked about the method we use to back up our electronic records. Lyle does most of his scanning at home, and then he transfers the files to the IHS office computer. Tom mentioned that there is an external drive in the office that is supposed to be used for back up. No one was sure when this was last done. Greg mentioned that he uses the Carbonite system, and it has saved him from computer issues in the past. He will send information about it to the board.
10. Charlie Thompson again asked to address the board. He is currently in charge of IHS building maintenance, and he would like to see better communication of maintenance issues. He would also like to know how long he should expect to be in charge of maintenance. Due to the problem with the riding mower last year, he no longer wants to maintain it. He also listed a number issues with building security,
 - a. The schoolhouse had apparently been left open since the Taste of Norway.
 - b. The west service door of the Machine Shed is often left unlocked, with the latest incident occurring after the Christmas parade.
 - c. The museum is often unlocked.These issues will be reviewed with Cliff at the next meeting.
11. Charlie mentioned that Carl Lantz donated the 8x8 pine beam for the R.I. Anderson display.
12. Greg showed a flyer from the first Iola Winter Carnival.

6:33pm, motion to adjourn: Doug, second by Greg. All approved.

General Meeting Minutes, February 24, 2014

Call to order by Vice-President Lyle Mork @6:35pm. There were eighteen people in attendance. The meeting was held in the Fire Station due to the ongoing construction in the museum.

The Pledge of Allegiance was recited by all present.

Secretary's report

- Both Charlie Thompson and Lee Halverson complimented John Bertelson on the thoroughness of the minutes. John thanked them and mentioned that he sends them out to all who are interested, even some who are not members. Charlie suggested that the minutes should only go out to members. Lyle agreed. John noted that the meetings are open to the public, so anyone at the meeting is entitled to view the minutes. Lyle pointed out that the quarterly Window is designed to be more of a promotional publication for the general public while the meeting minutes are more for the members. This will be further discussed at the next board meeting.
- Motion to approve the January 27, 2014 meeting minutes: Donna Hooker, second by Lee Halverson. All approved.

Treasurer's report

- Tom discussed the changes between the restricted and unrestricted accounts (board meeting, treasurer's report, item 1).
- Motion to approve the January financial statements: Sharon Peterson, second by Charlie Thompson. All approved.

Discussions

- Lyle asked the group for ideas to enhance the spaghetti luncheon. Sharron Peterson pointed out that not enough is made on the event. She estimated that 120 people were served last year.
 - Charlie Thompson suggested tying the event in with the Memorial Day parade on May 26th. Sharon pointed out they there is usually a meal for the veterans after the parade, but that we could still have our event by giving out free meal vouchers to the veterans. The group agreed that this was a good idea, so the spaghetti luncheon date will be moved accordingly. Lee Halverson will try to reschedule the person he had lined up for the event.

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- Sharon emphasized that the event should be well publicized. This will be discussed at the next board meeting.
- Lee Halverson pointed out that our Pre-Summer Season Kickoff program scheduled for May 17th is the same day that a group from the Sons of Norway is making a trip to Appleton. He also mentioned that Eleanor is not available for that day either. Eleanor is the person who portrays historical female figures, such as Mrs. Lincoln and Mrs. Roosevelt. The membership decided that it was ok to skip this event as long as something was being planned for Memorial Day.
- Lyle asked about the preservation of photos presentation. Lee indicated that it is intended more for the members of the Historical Society than it is for the general public.
- Lana Langdok mentioned that the Cabin Fever Party will be held at Just Rusty's this coming Saturday. Food will be provided and attendees will have the chance to meet local book authors.
- Lyle provided updates on the cabinets and the Resource Center construction projects. Both are progressing well. He offered to provide a tour in the museum after the meeting for anyone who was interested.

6:58 pm, motion to adjourn: Sharon Peterson, second by Lana Langdok. All approved.

Lee Halverson presented a review of a number of advertisements found in the Iola Herald from the 1940's through the 1980's. The audience was welcomed to provide insight on the local businesses, their owners, products and prices.

- Lee's aunt Sylvia passed away last December, and Lee had a chance to go through the several Iola Herald newspapers that she had collected over the years. Lee scanned several advertisements from local businesses into a PowerPoint presentation.
 - 4/22/48, Northland Ballroom ad for the May Day Dance
 - 1948, Iola Motor Sales ad
 - It was located where the post office is now
 - Lyle mentioned that it had changed from a Ford dealership to a Chevy dealership when Ford required the storage of more auto parts.
 - Gunderson Hardware ad
 - It was located on west Main St.
 - It was owned by Ludwig and Bob Gunderson
 - The ad featured a Coleman oil burning water heater
 - 1950's, Iola and Manawa Theaters ad
 - Both theaters shared the one ad
 - Doede Lumber Co. ad
 - WBAY Town Hall Players @Scandinavia Community Hall ad
 - It was located where the bank is now
 - Free outdoor movies were shown on Thursdays
 - Clifton's Feed & Supply ad for Supreme barn lime
 - 1950's, Red Owl ad
 - It was located on Main St., in the area of the Father's Day fire
 - A broom was only 89-cents
 - Leonard Haroldson remembers being a carry-out boy at this store
 - 1950's, Adams IGA and Red Owl ads
 - Both stores were advertised side-by-side
 - 1950's, Smith's Market ad
 - It was located on Main St. by the Crystal Café
 - The ad featured "Spring chickens, heavy Hens – Veal"
 - Neidert Motor Sales ad
 - They were a Chrysler dealership
 - Aasen's ad
 - They were a general store located on Main St.

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- Leonard Haroldson remembers saving up for a long time to buy his first pair of ski boots there
- They also sold Phoenix Nylons and Cooper's Clothing
- City Drug Store ad
 - It was located on Main St.
 - They sold Prince Albert in a can
- 1960's, 2nd Annual Ski Jumping Tournament ad
 - It was located "5 miles NW of Iola on Co. Hwy MM"
 - Leonard Haroldson mentioned that Billy Olson was in attendance, which drew a large crowd. Billy was from Eau Claire, WI and he had won the 1948 US National Junior Ski Jumping Championship held in Seattle, WA, and ten years later he won the 1958 US National Ski Jumping Championship held in Iron Mountain, MI. He was also a member of the 1952 and 1956 Olympic Ski Teams.
- 1960's, J. H. Twetan Insurance ad
 - The ad mentioned the devastating effects of the 1906 San Francisco earthquake and fire
- 1960's, Nelson's Shoe Service ad
 - The ad featured a 98-cent close-out sale on Black Canvas Tennis Shoes
- 1960's, Voie's Furniture ad
 - They also provided funeral and ambulance services
 - Lana Langdok's folks once had some furniture delivered by a hearse
- 1960's, Adam's IGA Store ad
 - 29 cents/pound for 100% ground beef
- 1960's, The Food Market ad
 - It was located on Main St.
 - The owners were A. Kruse and C. Kluge
 - It was a Clover Farm store, similar to the IGA chain of stores
- 1960's, Herman's Superette ad
 - It was the first store to be open on Sundays, from 8am until noon
- 1960's, Molaska's Shurfine Food Store ad
- 1960's, Wisconsin Power & Light ad
 - It featured an electric range for sale
 - Reddy Kilowatt is shown on the ad
- 1960's, Caroline Ballroom ad for a big dance
 - The Jolly Dutchman and His Orchestra were playing
- 1980's, Modine Hardware ad for the Iola Days Sidewalk Sale
 - It was located on Depot St.
 - It was part of the Our Own Hardware chain
- 1980's, Iola Building Supply, Inc. ad
- Lee then talked about the Iola Herald itself. Some of the observations about the 1948 editions,
 - Lyle mentioned that in 1948 the paper stock arrived in Iola preprinted with national news
 - Hospital notes were listed in the paper. Something you don't see today due to confidentiality rules
 - Birthday notices were published
 - Lyle mentioned that some churches used to publish how much each member had donated
- Finally, Lee showed an article from 6/19/80, headlined "Iola Depot Restoration Begins"
 - Lyle said that it was more of the start of the cleanup than an actual restoration.

Lee mentioned that next month's program will be on the history of the Iola Fire Department and that it will be presented by Fire Chief Chuck Fritz.

Minutes recorded by Secretary, John Bertelson