

Iola Historical Society

Board Meeting Minutes, June 30, 2014

The meeting was called to order by President Cliff Mishler @ 5:36 pm.

Present: Cliff Mishler, Stella Strand, Greg Loescher, Tom Fucik and John Bertelson.

Absent: Lyle Mork, Doug Watson

Secretary's report

1. John mentioned one addition to the May 27, 2014 meeting minutes. Cliff reported that 36 tables and 225 chairs had been set up for the Memorial Day Pig Roast. Based on the demand, plans should include setting up 40 tables and 250 chairs for next year.
2. Motion to approve the May 27, 2014 minutes as amended: Tom, second by Greg. All approved.
3. Tom thanked John for sending the board members a summary of the minutes for the 2013 Strawberry Fest. It was useful for planning this year's event.

Treasurer's report

1. In May's report, the net gain for the Memorial Day event came out to \$866. In comparison, the 2013 Spaghetti Luncheon, that the Pig Roast replaced, had a net gain of \$336.
2. Tom reported \$20,000 in donations received in June to support the Robert and Stella Strand Resource Center. Cliff and Sally Mishler gave \$5,000, Chet Krause donated \$7,500 and the Krause Foundation contributed \$7,500.
3. Cliff and Sally Mishler also donated \$1,000 towards the Waupaca County History Guide. This will replace the Passport to History brochure, and it's expected to be released in 2015. Doug and Cliff are working on the format.
4. The preliminary results for the 2014 Strawberry Fest were reviewed.
 - a. Of the \$1,070 received in raffle ticket sales, \$507 came from sales during the event. Consideration was given to reducing or eliminating the grand prize, since there were so many on-site sales. Area merchants had donated \$615 in prizes, so the offer of a grand prize probably did not boost sales by that much. This will be further discussed next year
 - b. The food tent brought in \$1,613, while the appraisal fair brought in \$104. Not all of the expenses are in yet, but net results should be close to \$1,700.
 - c. There were 125 free meal tickets given out to all IHS business members as well as the appraisers. About 50 of them were redeemed.
5. Motion to approve the financial reports for May: Greg, second by John. All approved.

Motions

1. Motion by the Chair, second by Greg, to permanently designate four additional handicapped parking spaces on the south side, east end of the Machine Shed (222) building.
 - a. This will mean half of the current parking spaces in that area will be for handicapped access. This will become more important for use during the special event activities. Further demand may lead to similar changes to parking in front of the 210 building.
 - b. John commented that the parking by the former propane tank farm worked well during the Strawberry Fest, and it wasn't too far to walk. Cliff said that more gravel should be added in that area, but that is the intention for that space.
 - c. The motion was approved by all present. Cliff will ask the village to install two handicapped parking signs with arrows designating the appropriate spaces between the signs.
2. Motion by the Chair, second by Tom, to accept a designated donation covering the expense of painting the steel siding of the former Lashua shop building at 210 Depot Street.
 - a. This will provide a cosmetic enhancement of the approach to our property for most visitors, who usually approach from the east on Depot St. Previous discussions involved siding this building with barn boards, rendering it with a traditional livery stable front (south wall). This may still be done in the future, but painting the structure now will allow us to focus on other priorities. IHS museum signage could be placed on the east wall.
 - b. The motion was approved by all present. Greg and Doug will design the color scheme.

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Discussions

1. Sometime in July or August, the Tractor Club will use the Machine Shed for one of their evening meetings. Charlie Thompson will facilitate the event.
 - a. Tom commented that it was good to utilize our facilities for more than just our events.
2. A general discussion on the use and exposure of Historical Society assets was postponed until the full board can be present. Greg mentioned that the Neenah and Menasha historical group has had some success with their exposure on Facebook. Tom indicated that electronically displayed images can be protected from unauthorized use, with the possibility of selling better quality images as a means of raising funds.
3. With the recent acquisition of videotaping equipment, we now need someone to operate it. Greg will work on recruiting help, with the intention of being ready to record the Rural Schoolhouses presentation in August.
4. Greg provided the board with a hand out of the Historic Iola marker program history.
 - a. There are currently six markers in place around the area. They include Iola Winter Sports Club, 1999 Father's Day Fire, Birthplace of Numismatic News, Birthplace of the Iola Old Car Show, Iola's Early History and Dr. Loope/First UW Football Team.
 - b. The next three markers will be Potato Row, Iola Sanitarium and Schoolhouse Hill Ski Jump.
 - c. There are twenty other possible markers being considered.
 - d. Greg plans to pursue the creation of a tour map, possibly with help from the county.
5. The Historical Society meeting in August will be held at the Iola Mills, with a special program given by Tom Fucik.
 - a. Tom has also offered the use of his facilities for the July meeting if the Resource Center is unavailable.
6. The Historic Iola Mills book release and signing is set for Saturday August 9. No time for the event has been set, with Tom still trying to contact descendants of the Chandler family.
7. A general discussion of the IHS minutes "Not for Publication" policy was postponed until the full board can be present. For now it will continue as is.
8. Discussion about the priorities of the major development/enhancement/maintenance programs for the Society was also postponed until the full board can consider. In the meantime, Cliff will distribute a preliminary list of the programs.
9. The 5th Annual Taste of Norway is scheduled for Saturday October 4th. Initial planning will commence at the July meeting. Greg reported that the Iola-Scandinavia Chamber of Commerce has sent out over 200 invitations to crafters for the event.

6:27pm, motion to adjourn: Greg, second by Tom. All approved.

General Meeting Minutes, June 30, 2014

Call to order by President Cliff Mishler @6:34pm. There were fifteen people in attendance. The meeting was held in the nearly completed Robert and Stella Strand Resource Center.

There was no U.S. flag in the room, or in the building for that matter, so the Pledge of Allegiance was not recited.

Secretary's report

- John reported the addition to May's minutes (see board meeting notes).
- Motion to approve the May 27, 2014 meeting minutes: Sharon Peterson, second by Martha Cook. All approved.

Treasurer's report

- Tom mentioned items #2 and #4 from the board meeting.
- Motion to approve the May reports: Don Faldet, second by Greg Loescher.
 - Elaine Crase asked if the profits from the Strawberry Fest were designated for a specific purpose. Cliff said that in the past, the proceeds were used for restoration of the depot. For the last several years, Tom said he has been designating the proceeds as unrestricted funds in the financial reports. For the event press releases, Greg

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states that the proceeds will be used for depot restoration and other Historical Society needs. For now, the group saw no need to change what is presently being done.

- A vote was taken to accept the May financial reports, and all approved.

Discussions

1. Cliff introduced a new member who was present. Lyle Nauman has recently moved to Iola with his wife, and he looks forward to becoming more involved in the community. He has volunteered to help maintain the grounds at the Historical Society.
2. Cliff covered the two motions and nine discussion items from the board meeting.
 - a. For the second motion, Cliff thanked Greg for the donation of \$3,750 towards painting the 210 building.
 - b. Discussion item 1; Charlie Thompson thanked the Historical Society for the use of the Machine Shed. The Tractor Club plans to meet at 6:30pm on the third Thursday in July (the 17th). Generally about 50 people attend the meetings. The club will take care of the set up before and the clean up after the meeting. Charlie asked Cliff to address the group, and he said he would.
 - i. Tom said it was good to have the community use our facilities.
 - ii. Greg indicated that the I-S Chamber may hold a future meeting at our site.
3. Sharon Peterson reported that last Saturday a wedding party came down to the Historical Society for pictures. They seemed thrilled to be able to do this.
4. Strawberry Fest recap.
 - a. Cliff thought that turnout was good, especially among the craft people, who were set up around the Iola Historic Village complex. This resulted in greater visitation of these buildings by attendees.
 - b. Sharon commented that it was nice to have real shortcake instead of the sponge cake that is often served at similar events. It was also nice not to run out of food this year.
 - c. Martha Cook reported that the food distribution went smoothly.
 - d. The food supplies were reviewed.
 - i. Of the initial 24 containers of strawberries, 5 were left over and sold to members. There is no need to change the initial quantity for next year.
 - ii. Two more 5-quart pails of ice crème had to be purchased to supplement the initial six pails. All of the ice crème was used. Eight pails should be planned for next year. Tom suggested that they be stored in a freezer at the mill.
 - iii. Four cases of water seemed to work out well.
 - iv. The 20 lbs of bar-b-queue (hamburger) were just right.
 1. The 12 dozen hamburger buns were enough.
 - v. The 20 lbs of hot dogs were too much, so plan for 10 lbs. next year.
 1. The 10 dozen hot dog buns will be reduced to 5 dozen next year.
 - e. The 30 tables were a little too close together. Next year 25 should be sufficient.
 - i. Greg mentioned that there was some confusion between the tables for the raffle tickets and the food purchases. Cliff said that next year there will be better signs.
 - f. Lyle Mork estimated about 200 people visited the museum.
 - g. John mentioned that someone visiting the firehouse had suggested that the Historical Society do more paid advertising in the newspaper as well as on radio. There are already write-ups in the newspaper, and the Thursday before each event there is a Historical Society representative who joins the WDUX Breakfast Show. The general feeling of the group is that we already have a good attendance, so no further advertising is needed.
 - h. Lyle Mork suggested that a starting time be added to our event banners. Cliff replied that it may be time to make up some new banners, and he will bring it up for discussion when Doug is present.
5. Sharon Peterson asked for volunteers to be docents for the upcoming Saturdays, and she got two people to commit to each of the four weeks.
 - a. July 5, Sharon & Cliff; July 12, Cliff & Howard; July 19, Sharon & Martha; July 26, Phyllis & Joanna (?)
 - b. Sharon asked that a couple chairs be left in the museum for the docents.
 - c. Sharon also asked for ideas to get more people to visit on Saturdays.
 - i. Cliff said that Greg does a good job with promotion via news releases.

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- ii. Tom commented that casual visitation will never be the best.
 - iii. Cliff mentioned that Lee Halverson has been working on special programs for Saturdays, but we all should work on ideas for Saturday events.
6. On Monday July 7th, volunteers are needed to stuff goodie bags for the Car Show. Those interested in helping should meet at the Car Show Activity Center at 1pm. The Historical Society will receive money from the Car Show for the volunteer hours contributed.
7. Cliff mentioned to Lyle Mork that the Resource Center was ready to be used for its intended purpose, since Lyle will be leading the effort to transfer the Society's records. Lyle indicated that this will probably start in September.
8. Cliff had received a number of nice letters from the area 3rd graders who visited in June. The caboose and fire station were popular along with the pictures in the school house. Many of the children thought they recognized parents and grandparents in the photos.
9. Cliff indicated that plans for the Taste of Norway will be developed next month.
 - a. Lyle Mork said that Kay Durant may be available to demonstrate Norwegian woodcarving.
10. Charlie Thompson presented a \$100 donation for the R.I. Anderson display from the Fox Valley Two-Cylinder Club.

7:33 pm, motion to adjourn: Donna Hooker, second by Elaine Crase. All approved.

Minutes recorded by Secretary, John Bertelson