

Iola Historical Society

Board Meeting Minutes, February 26, 2018

Board meeting called to order by Cliff at 5:35 pm. Members present – Cliff, Tom, Lee, Charlie T., Sharon and John.

Presentation by Carter Snyder of Raptor Imaging LLC. Carter is presently a student at the I-S High School and plans to devote full time to his company upon graduation. His company specializes in video marketing. Videos are becoming more and more popular, as 90% of all Facebook accounts now share videos. The format Carter uses will work on all platforms – “mobile friendly”. Viewed a short video shot using a drone showing overhead views of a resort. Carter provides cinematography all year-round, and will take interior videos too. We may want to consider his services to record our events. The marketing videos are usually short, lasting no more than two minutes. Tom suggested taking a number of videos of our buildings, equipment, artifacts, grounds, river, town, historical markers, etc., where the clips can then be used to create marketing videos as needs arise. We would own the videos to use as we wish, but may get a discount if we allow Raptor Imaging to use for promotions. Pricing is around \$300 per final video, but is negotiable. May want to coordinate work with the I-S Chamber of Commerce and Iola Mills. Can send clips to TV stations. Videos would be put on our website. If we pursue video marketing, the goal would be to boost the usage of our facilities as measured by attendance. Tom, Greg and John assigned to develop a rough plan by mid-April, and then review it with Carter.

IHS Facebook page. John and Tom have discussed. Tom will contact Mary Olson to find out more about the unofficial Iola Historical Society Facebook page already set up.

Cliff asked about returning to two raffles per year. Most Taste of Norway raffle tickets are sold thirty days prior to the event, so early sales are negligible. The Green Bay Packers are willing to donate more often. Decided to stay with one raffle this year, but consider two next year.

Greg Loescher mentioned that the 9th Annual I-S Chamber Roundtable will be held Thursday March 22 in the Machine Shed. He expects 30 to 35 people to attend. Greg also discussed how the Thursday Night on Main program would be replaced with a one-day Taste and Toons event. On Saturday July 21, area bars, restaurants, bakery, etc. will arrange to host live music acts. People will be able to fill a stamp card if they visit all places, which can be entered in a prize drawing. Our board agreed to host an act in the Machine Shed for that day. The I-S Chamber will help with arrangements and costs. Lee will check on the availability of the Lincoln Street Trio. Cliff agreed to donate \$100.

Motion to adjourn, Sharon. Second Lee. Meeting adjourned 6:32 pm.

Membership Meeting Minutes, February 26, 2018

Cliff opened the meeting at 6:35 pm with the Pledge of Allegiance. Nineteen people were present.

The meeting minutes from January were unavailable.

Tom gave the treasurer's report. Good cash position. Early membership dues are now in the financial statement. Membership is a little ahead of last year's number at this time. Four donors have supplied a total of \$2,000 for the Native American Day restricted account. Need the receipt from Koerten's for mounting the Norwegian Flag. Cliff mentioned that 15 regular members have not sent their dues, and Tom said seven business members have yet to renew. Charlie Thompson. motioned to accept. Donna Hooker second.

Cliff outlined the presentation to the board from Carter Snyder. Will get back to him by mid-April.

Tracy Behrendt, Hutchinson House Curator - Waupaca Historical Society, is interested in reinvigorating the Passport to History program. Cliff will be involved if there is more interest from the other historical societies in Waupaca Co.

Cliff brought up the idea of two raffles, one for Strawberry Fest and the other for the Taste of Norway. Not this year, but maybe next. Only will have for the TON this year.

Greg discussed the historical photo contest planned for this year. The goal is to highlight the Iola area. Mid Wisconsin Photography Group, which meets monthly at the library in Waupaca, supports the idea. For this first year, it would just be a show, not a contest. Looking to have the exhibit at Iola Mills during the Hidden Studios Art Tour the first weekend of October. If it goes well, will look at contest beginning next year. Future years may consider paintings, sketches, etc. along with photos, or may rotate. Winning pieces may be displayed at the IHS. Lee asked who would be sponsoring the contest. Greg will be asking the Photography Group to do it this year. Sponsorship in future years yet to be determined.

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Greg discussed the Taste and Toons event. Plan is similar to the Mile of Music, which involves about 200 bands over two days in the downtown Appleton area. It has been very successful. Taste and Toons will replace the Thursday Night on Main program, which was not really drawing people into the area businesses. This new event will involve businesses in Iola and Scandinavia. The Crystal Café is planning to have a violinist play during "pie time". A card will be stamped at each participating place, which can then be entered in a prize raffle.

Leonard Haroldson asked about plans for the old Norby house. It will be demolished as part of a project to create a village park in honor of Chet Krause. Next to the house is a former Shoe Shop. Cliff and others are checking into the possibility of moving the small building to our grounds. Plans for the park include building a band shell and planting new trees and shrubs. Jerry Kopecky is leading the effort. The Krause Foundation is covering the preliminary costs of site preparation, with possible fundraising planned for later. Sharon asked if there was anything inside the house that could be used by the IHS. Greg mentioned that the house has not been occupied for so long that there is significant water damage inside. The front door is in good shape and has a nice etched window in it, so it might be considered.

Kathy Bestul discussed the April 10, 11 & 12 Norwegian group visit. Members of the group are all from the Gausdal region. Will need docents for a couple hours. Need volunteers for serving at the potluck. Sharon announced the visit at a Sons of Norway meeting and asked for volunteers. Iola Mills may not be open at that time, but Tom will accommodate the group if they would like to visit. Lyle Mork suggested a tour of the Legion Memorial Park. Lee suggested a tour of the Lashua Farm. The group would like to visit cemeteries in Northland and New Hope areas. Kathy has a tentative itinerary. IHS members are invited to the meet and greet potluck event, whether they bring a dish or not.

Lyle Mork reported that the Sons of Norway Norwegian Flag is mounted, and that Jim Jensen will help to frame it. He also mentioned that the Native American event is June 9. Lyle received \$500 from Bob Stamstad for it. Both Bob Stamstad and Martha Cook are quite sick from the flu. Lanna Langdok reported Martha ended up with double pneumonia, but is expected to come home from the hospital soon.

Meeting adjourned at 7:04 pm.

Program: Stories of the Colrud/Wrolstad Log Cabin by Donavon & Lanna Langdok, Roger Olson and Kathy Bestul. Lee showed a short video of the cabin as it exists today on our grounds. Some repairs needed (inside & outside chinking repairs of logs as well as filling a hole above a window). Don shared memories of the family. Roger shared memories of moving the cabin to our site. Kathy has "adopted" the log cabin as a docent during our events. She shared comments made by recent visitors. Lee recorded the presentation, which will be saved on the IHS computer.

Presentation finished 7:37 pm.

Minutes recorded by John Bertelson - Secretary