

Callahan House Advisory Board Minutes for December 6, 2019

I. Call to Order: Present were: Kathy Korpela, Jacquelyn Ibsen, Karen Kruse, Janet Pearson, Candis Schey, Anne Thompson, Shirley Noreen and Amy Thornhill. Chairman Anne Thompson called the meeting to order at 10:32 a.m.

II. Minutes from November 11, 2019: Minutes were read, moved for approval by Karen Kruse, seconded by Janet Pearson and approved by board members present.

III. House Manager's Report

A. *House Statistics for November*

There were 26 events: 5 city, 8 clubs, 2 final walkthroughs, 2 revenue generating, 7 facility showings, 1 Photo, and 1 other event. Total November inquiries were 29, 7 by phone, 22 by email and 0 walk-ins. There was 1 inquiry about photography. Email distribution was 4 by email, 0 by WSS, 9 by Wedding Wire, 6 by COL, 3 by Eventective, and 0 by The Knot. 4 Catered events served 61 guests in November. The city event value was \$2,025 and the Club event value was \$3,062. We welcomed an estimated 201 guests. The total number of revenue events booked for 2019 is 33 and 10 for 2020.

B. *Maintenance & Facility Updates*

1. The holiday decorating for the year was completed by the house staff and the Advisory Board.
2. Grow completed their fall cleanup in the garden and TerraCare did a leaf cleanup. If the weather clears and the snow melts, TerraCare will come do another leaf cleanup. The sprinklers were blown out for the winter. We didn't get any bulbs planted because they were all sold out for the season.
3. A leak was discovered in the back porch and Facilities will take a look at it this week or next.
4. Kathy is working on spending the PB145 funds to acquire a new stove, blinds and a few other items needed for events.

C. *Events for this month*

1. 10 events are scheduled for January, none of which are revenue generating.
2. There were 6 new revenue generating events booked for the 2019 and 2020.
3. There were no event cancellations.

D. *Event Updates and Administration*

1. We received 5 applications for our Board positions. The City Council will hold the interviews tomorrow (December 7) and we should have our new board members' names next week.
2. Club renewals are progressing. They should be done in January.

3. Kathy created a Callahan House Sponsorship document for our restoration and preservation project and sent it out to the committee and Sam for review. No feedback has been received.
4. Two events were held in the house simultaneously on December 3rd and it went well. We just need to decide if the combined entryway works based on the size of the groups.
5. There are three more events scheduled for December that are not on the books yet. They are a photo shoot, a Haunted House tour, and an investigation.

E. Marketing

There were 80 leads, 1 opt-out, 3 bounces, and 0 inquiries for Wedding Sites & Services.

IV. Old Business

A. Board Recruitment--(See #1 item under Event Updates and Administration)

B. Fundraising/Grant--Advisory Members read the draft for sponsorships, discussion followed.

1. Clarification regarding the need for the wood restoration: Age and moisture have ruined the wood which presents safety concerns as well as preservation issues.
2. Difference between Gold and Silver levels is not significant enough.
3. In-kind donation totals determine level of benefits for those contributing goods or services.
4. "Friends of Callahan" is an idea to be explored.
5. Perhaps funds might be available from the facility budget.
6. We need to set a date in January for the Ice Cream Social. (A Sunday in July)
7. Work on event will commence in January.

V. New Business - None

VI. Other Business - None

VII. Future Agenda Items - None

VIII. Adjourn: It was moved and seconded that we adjourn. Time was 11:40 a.m. Our next meeting is scheduled for Wednesday, January 8, 2020.

Respectfully submitted,

Anne Thompson, Chairperson

Candis Schey, Secretary