**WMIA Board Meeting**

**April 6, 2015**

**Saco Ranger Station**

The meeting was called to order at 1:00 pm at the Saco Ranger Station, 33 Kancamagus Highway, Conway, NH.

In attendance were: Doug Somerville, Gary Gustafson, Ken Rancourt, Bob Smith, Carol Felice, Kathy Somerville

Absent: Tiffany Benna, Maxine Booth

A motion to approve the minutes of the March 9, 2015 Board meeting was made by Doug Somerville, and seconded by Carol Felice and approved unanimously.

**Treasurers Report**

Ken and Gary have been working with Rhonda as well as taking the QuickBooks class and reported that the format of the financial reports will now be consistent each month as they have better learned how to work with the POS System and QuickBooks software. Tomorrow is the 3rd session of their QuickBooks class and they report that they have started to learn to ask the right questions and they have both learned a great deal.

Final Budget:

Ken presented the final budget in the new report format, explaining that all Operating Income and Expenses are listed at the top of the page, with all Forest Service Grants and Support listed at the bottom. Advertising has now been included in the Forest Service Support as WMIA pays for the advertising for the Forest Service volunteers.

Doug reminded the Board that last year’s ad was very successful in recruiting volunteers. He also noted that there was a need for careful screening of all VIS and Interpretive Volunteers by the Forest Service as they are the face of the Forest Service.

The updated Profit and Loss for 2014 is now $3,000 higher with a bookkeeping correction. There was some discussion of the work to identify the wholesale price problem with Ben’s Bug Spray, and Gary and Ken reported on the work with Rhonda to correct it. The incorrect cost of this product has been in the system for 7 years. Ken, Gary and Doug will look at the POS to try to identify location for the correction. Ken recommends that we have Doug and Maxine phone Rhonda to review the process to remove the product and enter it as a new product to most easily fix the problem.

Carol made a motion to accept the Budget as presented, Doug seconded the motion and the Board voted unanimously to accept the budget for next year.

Ken presented and reviewed the new report formats on income. This new format will be the one to be used in the future. He noted that WMIA lost less money this year for January to March than we did last year. In explaining the financial reports and the new forms, Gary noted that our profit margin is up from last year and suggested that might be due to our product mix.

Credit card minimum: Ken has asked Rhonda to investigate the common practice in establishing a minimum credit card charge. Doug questioned having any minimum, as many visitors now just use credit cards and Bob suggested that we might be losing sales with a minimum.

The WMIA Dun and Bradstreet account needs updating and Ken and Doug will meet to make any updates or corrections. The Saco petty cash account was eliminated.

Ken suggested that to ensure accuracy in the system, the merchandise exchange/transfer should be done on a daily basis at each store by FS personnel. Ken will check with Rhonda to see if FS has started to do this exchange and report to Tiffany and FS.

**Membership**

 Ken has received 2 membership renewals in the mail and will deliver them to Kathy. Ken questioned the reason for the decline in membership since 2005. Carol suggested perhaps since we stopped having programs for “Members Only” some have not joined, recognizing that Tin Mountain now offers many similar programs. Carol suggested that we might focus on what members do receive –the trails and campground programs, interpreters, newsletter and displays, which are available to all members and the public. The discussion focused on ways to maximize membership. In volunteer training Carol suggested that we make sure all interpreters at the Russell-Colbath House promote membership to support the historic site. The question was raised as to why donation money at Russell-Colbath House goes to the Forest Service and not to WMIA for interpretive support. Carol shared the history of the change in donations and will ask the Forest Service about returning donations to WMIA.

**Newsletter**

Gary brought another non-profit newsletter with a short catalog and we discussed the possibility of including a sale page in our June newsletter with a short order form. We will bring this up to the FS. Carol volunteered to come in and pack any orders to be shipped.

**Saco Ranger Station renovations**

Gary mentioned plans for renovations of the Saco VIS, and although it had been mentioned to Doug and Kathy no one knew it would start in April, as Gary was told.

Bob and Doug will speak to Brian and Joe to learn more details. All are a bit concerned that FS did not discuss it with us, as renovations will affect our display area and sales.

**T-shirt project** discussion:

“Camp the Kanc” t-shirt:

Everyone liked the t-shirt with the campground signs better than just the names. Another suggestion was to have the symbol on the right instead of the left sleeve and to have “Camp the Kanc” on the back with the map and signs. Colors – earth tones sell best, such as greens, browns, sand color, blue

“Dolly Copp” t-shirt:

Everyone liked the mock-up of Dolly Copp with the Imp. It was suggested to use Tiffany’s or Heidi’s picture of the old hanging Dolly Copp sign on the front pocket as that is very traditional. Again, earth tones sell the best. It was decided to discuss the idea of the Dolly Copp mugs at our next meeting.

Carol’s voiced a concern about the added cost of design and suggested that perhaps in the future another local company which has our logo be contacted for a price comparison. White Mountain Embroidery has done work with us and could be contacted for another price.

**Inventory**

 Bob asked Doug to do a spot check of inventory of a couple items by phone before the busy season starts. A physical inventory might be done in May in Campton and Andro.

**RC House**

Ken and Carol have been working with Ed Wright on re-writing the RC House Operating Plan. It is still in draft form and will be shared with the rest of the Board when completed. Ed Wright reports that he has spoken with the Garden Club and some are willing to go out to work on the garden at the House, and suggested that offering mileage as with other volunteers might be an incentive. He will let us know after further discussion.

**Brickett Place**

Bob has contacted some volunteers about this summer schedule. The sign is being ordered, and the supports for the sign have been found so it should be erected this spring.

Dylan has been working on a Wilderness Display, a big map and posters for the empty room at Brickett. Laminating and mounting might be a cost we may want to incur to prolong life. Original “Cold River Guard Station” sign has been found and Bob is working to place that inside the house to preserve it.

**Topics for April meeting with Rangers**:

* Ask if donations from boxes could to go to WMIA instead of FS.
* Ken will bring copies of our budget to share.
* Detail the grants to the FS this year
* Display and share new Retail manual and procedures.
* Bring ad for volunteers which we worked on with Brian.
* Estimate the dollar contribution and volunteer hours the WMIA has brought to the FS, and possible dollar value.

**Calendar**

* Meeting with Rangers on April 16, 2015 at 9:30 am
* Opening the RC House on May 16, 2015 (rain date of May 17)
* Opening the Brickett Place on May 31, 2015 (rain date of May 30)
* Date of next meeting TBA.