

Board of Directors Meeting

Friends of the Latimore Tourist Home, Inc.

March 14, 2023
MINUTES

The monthly meeting of the Friends of the Latimore Tourist Home Board of Directors met at 203 S. Commerce Avenue, Russellville City Hall, First Floor Conference Room, on March 14, 2023, at 12:00 p.m. President Randy Hendrix called the meeting to order.

Board Members present:

Suzanne Alford
Margaret Bagby
Randy Hendrix
Bob Hiegel
Betsy McGuire
Marshal Morris
Jane Pittman
Julie Paladino Vaughn

Also in Attendance:

Mary Cohoon
Ellen Collins
Debra DeJohnette
Toi Drummer
Judy Galloway
Array Gilkey
Luther (Tom) Gilkey
Debi Headley
Sara Jondahl
Victoria Marchant
Charity Park

Call to Order & Welcome Directors and Guests – President Randy Hendrix called the meeting to order.

Roll Call – Secretary, Ms. Julie Paladino Vaughn announced roll call. Mr. Steve Bennett was absent. Please note that Ms. Margaret Bagby was not in attendance during the roll call but arrived shortly after.

Finding of Quorum – Ms. Paladino Vaughn found a quorum.

Approval of Minutes – Ms. Betsy McGuire made a motion to approve the February 2023 Board minutes as presented. Mr. Bob Hiegel seconded the motion. Motion carried.

Financial Report – Treasurer Margaret Bagby

Ms. Suzanne Alford presented the financial statement for Ms. Bagby who was not yet present. Ms. Alford stated the current balance to be at \$90,837.55. A copy of the bank statement ending in February is attached to these minutes. Mr. Hiegel made a motion to accept the financial report. Ms. Betsy McGuire seconded the motion. Motion accepted.

City Planner Report – Sara Jondahl

No report.

Sub Committee Reports:**Design/Planning** – Bob Hiegel, Chair

Mr. Hiegel stated that not long ago, a variance was approved by the Russellville Board of Adjustments to locate the house eight feet back from the property line. This makes it resemble the spacing it originally had and will also provide more room in operating vehicle parking. A staircase has been built on the back of the house. A dumpster has also been placed on the site. Items have been retained and salvaged from inside the house and the City of Russellville is helping store those items. Ms. McGuire and Ms. Alford helped identify those items to be retained. Mr. Shane Butler is helping with the clearing of the lot. His help is greatly appreciated. Topsoil will need to be brought to the lot after the clearing is completed. Ms. Bowes who currently owns the lots beside the Latimore Tourist home, has granted us permission to remove the fence and trees that will be within five feet of the house when it comes to its present location. She has been very supportive in helping with property issues. Lots 9 and 10 that are owned by Ms. Bowes are still being worked on to obtain. Reports were received that there is no asbestos in the home. Led paint was shown on the report, but it is something that is not a stumbling block and that can be handled. An advertisement will be going out soon for request for qualifications for a construction manager for later in the project. A clean up was performed at the previous location of the home, 308 S. Houston. Burn and grading permits are in the process of being completed. Mr. Hiegel is going to visit with the Arkansas Historic Preservation Program (AHPP) on the foundation design soon. A groundbreaking ceremony is being reviewed for scheduling sometime in mid-April. Ms. Sara Jondahl suggested having all the Board Members present at the ceremony, along with the Mayor, an AHPP representative, and someone from Bridge Church and the New Prospect Church. Mr. Hendrix suggested that representatives from the Housing Authority be present as well. Please find a copy of the Design and Planning Committee report attached to these minutes.

Fundraising – Suzanne Alford, Chair

Ms. Suzanne Alford stated we have a big push for fundraising approaching. She suggested the fundraising committee to call on every big corporation and to challenge them. Ms. Alford also suggested sending out a press release as well. Ms. Bagby shared that she spoke with Mr. Orman Peters. He has donated an antique bed that belonged to his wife's grandmother that could be used for staging in the Latimore Tourist Home once operating. The bed is being stored in a storage area within the Public Works Department.

Operation – Julie Paladino Vaughn, Chair

No report.

Outreach – Betsy McGuire, Chair

Ms. Paladino Vaughn started the Outreach report with a sub report from Marketing and Social Media. She stated that Ms. Victoria Marchant, Ms. Debi Headly, and herself had a phone conference with Ms. Madison McKinley with Mayco Branding. Ms. McKinley would help with establishing a logo for the Latimore Tourist Home. This logo would be separate from the Friends of the Latimore Tourist Home and would be used for the sign in front of the home, mailings, informational material, and advertising. Ms. Paladino Vaughn asked for approval of the proposal that was provided to the Board Members. Please see the proposal attached to these minutes. Ms. Headly added we want a very professional logo, it is not just a logo, but a brand. The logo could have a few variations such as a monogram. Ms. Headly added she believes Ms. McKinley is excited for this project who is also originally from the Russellville community. Ms. Pittman made a motion to approve the branding proposal. Ms. Bagby seconded the motion. Ms. McGuire added that before moving forward with payment, to see if we can receive any additional assistance from Russellville Advertising and Promotion (A&P). It was agreed to seek possible funding first before any making any payment towards Mayco Branding in case grant funding cannot be used before spending money on the specific project. Motion carried. Ms. Charity Park gave a sub report for Special Projects. She stated that the scanning and oral history event had been decided to focus on those within the James School Park community. The event is being looked at to possibly be held at the Downtown Depot the first or second Saturday in October. October 7th was discussed to be the target date. It was agreed to speak with Ms. Christie Graham with A&P to make sure no other big events were going on that specific date. The time has not been established yet. We would be asking for old pictures to be brought in and scanned. Ms. Marchant stated that the Ice Cream Social will be held on May 11th from 6:00 pm to 8:00 pm at the Downtown Depot. Ms. McGuire went on to report that the Latimore Tourist Home will be published in the April issue of the Preservation magazine in the transitions section, and in the online issue in May. The group photo that was taken on moving day will be a picture shared in the magazine issue and online version. A representative from the Preservation magazine learned about the Latimore Tourist Home through a post that AHPP had shared on to their social media platform.

Old Business:

Ms. Paladino Vaughn reported on the trademark update. She stated the application fee to submit the trademark logo application is \$50.00. Ms. McGuire made a motion to appropriate the \$50.00 to get that trademark. Mr. Marshall Morris seconded the motion. Motion carried. Ms. McGuire asked Ms. Park if we had secured a Friends of the Latimore Tourist Home domain. Ms. Park stated that will come up again to be due in August. It has been secured going on two years now. Ms. Headly added that we will need a domain for the Latimore Tourist Home as well.

New Business:

Ms. Toi Drummer read aloud a letter that she drafted to be approved by the Board to be sent to news anchors in Arkansas. Please find the letter attached to these minutes. Ms. McGuire suggested adding the Friends of the Latimore Tourist Home Board logo at the top of the letter. Everyone thanked Ms. Drummer for her time in putting the letter together. Ms. Pittman made a motion to approve the letter with the suggested changes. Ms. Bagby seconded the motion.

Motion carried. Ms. Debra DeJohnette also read aloud a letter that she drafted to be sent to Mr. Chris Jones. Please find the letter attached to these minutes. Ms. DeJohnette was thanked for her efforts as well. Ms. Jondahl asked if we could add a logo/signature to the bottom of the letter. Ms. Headly added that she could send something to Ms. Drummer and Ms. DeJohnette that she had previously done for a letter. Ms. McGuire also stated that we need to make sure that within any letter it is differentiated between volunteers writing something and Board Members writing something for legal reasons. Ms. McGuire also wanted to clarify that the Latimore Tourist Home is the only home still in existence, but at one time there were two homes that were actually listed in the Green Book. The Jackson Home was listed for three years. Ms. Headly suggested to place the website address within the letter as well.

Announcements:

April Committee Meetings will be on Tuesday, April 4th. The next Board Meeting is Tuesday, April 11th at 12:00 p.m. in the First Floor Conference Room, City Hall.

Adjournment – Mr. Hendrix