

Arto Monaco Historical Society Annual Meeting 2011

Sunday, July 30, 2011, 1 pm

Tahawus Lodge Center, Au Sable Forks, NY

Attendance: Anne Mackinnon, president; John Kimberly, vice president; Steven Engelhart, treasurer; Derek Muirden, trustee; Cameron Eldred, trustee
Members: Emma Mackinnon, Lynda Denton, Jeri Wright, Warren Gallic, Gary Van Riter ,
Rebecca Kelly, Barbie Kimberly

The meeting was held at Tahawus Lodge Center in Au Sable Forks, in the room behind the Windows Gallery. Meeting attendees were able to see the current Imagining Makebelieve exhibition.

2010-11 UPDATE

1. Exhibition: The Imagining Makebelieve exhibition, which we are cosponsoring with Tahawus Lodge Center, has been very successful. It opened on July 22nd and attracted a great crowd and at least one local reporter. Designed by Karen Davidson and Anne Mackinnon, the exhibit will be on display through Labor Day. We are working with Rebecca to find staffing coverage so the exhibition can be open to the public regular hours each week.
2. Collections: In 2010, we donated collections to Adirondack Museum and Strong/ National Museum of Play. Arto's work is now well-represented in two major institutions with national profiles. Adirondack Museum is planning a major exhibition in 2014.
3. Park planning: With money from a New York State grant, we engaged a Elan Landscape Design, from Saratoga, to help us plan a public park on the former Land of Makebelieve property. In November 2010, we held a well-attended public meeting in Au Sable Forks to hear ideas for the park. After an iterative design process with the board, Elan produced a plan. Jere Tatich, from Elan, attended the opening of the exhibition and presented potential plans, which are now on display for comment. Plans will remain here for the length of an exhibit. We are hoping to post plans on the website, as well.

Website: Our website is being redesigned by Seth Rosenblum, who also does the Jay Community News. Seth will also be maintaining it. New site will have more photos and more information about the organization. New site will be online within the next week. We expect that it will cost about \$500 to create the new site, then 1-2 hours a month to maintain it. Facebook page is online and attracting fans – many very engaged. New website will include sign-up capacity that will ask people about their involvement with Land of Makebelieve (prompt them about whether they went, whether they knew Arto, whether they ever worked there, etc.).

TREASURER'S REPORT

Steven Engelhart presented the 2010 end-of-year balance sheet, as follows:

Annual Financial Report 2010

Income

Contributions	50.00
State grant	2,868.10
Investment income	<u>145.34</u>

Total Income **\$ 3,063.44**

Expenses

Professional fees	4,080.75
Property expenses	1,958.63
Other	<u>50.00</u>

Total Expenses **\$ 6,089.38**

Profit/Loss (\$3,025.94)

Balance Sheet

1/1/2010	12/31/2010
Cash, savings, and investments	
\$35,502.30	\$32,476.36
Land and buildings	
13,000.00	13,000.00
Collections	
<u>110,347.00</u>	<u>110,347.00</u>
Total assets	
\$158,849.30	\$155,823.36
Liabilities	
0	0
Net Assets	
\$158,849.30	\$155,823.36

We ended 2010 with a balance slightly below where we started, mostly because we paid professional fees for the landscape architect. We expect the value of the collections, currently part of balance sheet, to disappear in 2011 when the transfer to the museums is complete. New York State has no reporting requirements for the transfer of the collections because transfer is to another nonprofit with a similar mission, which will allow the assets to remain public.

Expenses this year will include some outstanding professional and other fees associated with the exhibit, some property expenses, and ongoing professional expenses. These will create some fundraising needs in the near future.

REELECTION OF TRUSTEES AND OFFICERS

Staggered board terms means that two people are up for reelection this year: Steven Engelhart as Treasurer and John Kimberly as Vice President. Reelection approved without objection; Steven and John reelected for the next two years. Trustees serve three-year terms; none need to be reelected this year.

2011 PLANS AND DISCUSSION

1. Adirondack Museum exhibition. John Kimberly reported that he has been elected to the board of the Adirondack Museum. At a recent meeting, David Rockwell reported from the board committee on future exhibitions. The museum is planning a special exhibit on Arto and his impact on Adirondack region, to open in 2014 to coincide with 60th anniversary of the Land of Makebelieve. Excitement is high for this. One uncertainty: museum is in the process of hiring a new exec director; we hope whoever takes the position will be enthusiastic about this as well.

Two other points: Since the current exhibit in Au Sable Forks could travel, we might think about using this exhibit and moving it in different places in anticipation of the 2014 exhibit at the museum. John will have chair of committee contact Anne directly about this. Also, Rachel Ellwes, new Adk Museum board member, is interested in helping to get Reiss family behind fundraising effort to support Arto exhibit at Adk Museum. They will want to coordinate.

2. Additional gifts from the collection, including the circus mural: Over the next year or so, we might want to make additional gifts of remaining items in our collections to appropriate local institutions. In particular, it might make sense to offer the circus mural to children's wing of the Glens Falls hospital, which was donated by Charlie Wood. Cam will look into additional things in new barn. Will try to match what we still have with existing institutions. John will take the lead, as well, in inquiring about possible interest in a potential donation to the Smithsonian.

3. Additional public engagement regarding park plan and next steps for Land of Makebelieve site. Anne and Steven will be discussing the park plans with the Town of Jay

Board on Aug 11. Steven reports that there is an opportunity in September to apply for public park project money; ¼ of the cost would have to be raised by us privately (could be through in-kind contributions). Town considering applying to the same program for a different project. Getting the town's endorsement for our park idea is important; town needs assurances that the park will be easy to maintain, sustainable, not a large drain on their budget. We need to coordinate with them, which might mean putting off our proposal until next year. Anne and Steven will update Randy Douglas about our plans and find out what the town anticipates regarding the other proposal.

4. Next steps for Land of Makebelieve site. It seems wise to hold off on further decisions about the site until we know more about the town's interest in the park and the grant proposal. If we hold off on the grant proposal, will need to make some intermediate decisions about site stabilization. Have looked into options for local contractors who might be able to take on the site maintenance. We also agreed to contact the Adirondack Museum to see if they would be interested in taking a façade from the site (former Western Town) for the 2014 exhibition prior to any demolition.

We confirmed that we want to do everything possible to discourage people from trespassing on the site, which is dangerous. Anne will talk with Sandy about our current liability insurance. Lynda says that the police have been quite responsive when she reports trespassers, particularly when the gift shop alarm goes off.

5. Other. Derek reports that November 15th, 2013, would be Arto's 100th birthday. Mountain Lake TV might do something on that day – maybe running the documentary again and having some interviews. Would cross-promote Museum exhibit, in anticipation.

Anne adjourns the meeting at 2:30 with special thanks for Rebecca Kelly and Craig Brashear for their work on Tahawus Lodge Center in Au Sable Forks and for hosting the exhibit.