

Brookside Farm Museum
Formerly Smith-Harris House Commission
Regular Meeting Minutes
August 22, 2018

FILED

Present: Robert Seifel, Chairman
Maggi Prokop
Robert Patterson
Gary Lakowsky
Cheri Meier
Richard MacDonald

Aug 27 2018 AT 2:35 AM/PM
Kenneth Kuhn
EAST LYME TOWN CLERK

Also Present: Daniel Cunningham, Ex officio, Board of Selectmen
Donna Massung, Friends of the Smith-Harris President
Chuck Massung
Kathleen Patterson, Collections Committee Chairlady
Kathleen Sasso

I. CALL TO ORDER

Chairman Seifel called the meeting to order at 7:00 p.m.

II. APPROVAL OF MINUTES

Mr. Seifel asked for additions, deletions or corrections to the July 25, 2018 Minutes.

The following correction was noted: On page 4, the third sentence to be rewritten as follows: "Mr. Massung reported one person from each house will do a radio broadcast in Westerly."

MOTION (1): Mr. Lakowsky moved to accept the July 25, 2018 Regular Meeting Minutes, as amended. Seconded by Ms. Prokop. Mr. MacDonald abstained from voting. (4-0-1) Motion carried.

III. REPORTS

A. Agenda Additions.

MOTION (2): Mr. Lakowsky moved to add under Museum Development, Report from Kathleen Sasso to this evening's Agenda. Seconded by Ms. Prokop. (5-0) Unanimous.

B. Public Delegations.

Ms. Massung reported she, Mr. Massung, Mr. Patterson and Ms. Prokop attended a CLHO presentation on sharing information on the house's collection. After hearing the presentation, it was felt that this Commission will not be ready until our collection is cataloged.

C. Ex officio Report.

Mr. Cunningham reported Mr. Newton, Superintendent of Schools, gave a presentation on the renovation of the three elementary schools and gave an update on its progress. The project is ahead of schedule. The biggest problems they have encountered was asbestos remediation.

Commission member Ms. Meier arrived.

Mr. Cunningham stated he was impressed with how they will maneuver the classrooms.

For a few months the school busses will need a place to back into. This may impact the Brookside Farm Museum.

D. Directors Report. There was no report.

E. Chairman's Report. Mr. Seifel reported we need coverage for the house on Friday and Saturday. No one was available. Mr. Lakowsky agreed to prepare a sign informing any visitor that no one is available to give tours on Friday and Saturday, but the house will be open on Sunday from 12 noon to 4 p.m. Ms. Sasso will post this information on the website. Ms. Patterson suggested that each of the historical homes in East Lyme be open on the same day and time.

F. Financial Report.

1. Status Update. Mr. MacDonald reported the remaining balance is \$10,604.12.

2. Presentation of Bills. Ms. Sasso requested reimbursement for the following expenditures: \$18 to change the domain and \$99 for renewal of the website.

MOTION (3): Mr. Lakowsky moved to reimburse Ms. Sasso \$117 to be taken out of Museum Programs. Seconded by Ms. Prokop. (6-0) Unanimous.

3. Barn Rental. Ms. Prokop reported the barn is rented on September 15, and it needs to be cleaned up prior to that date. Messrs. Lakowsky and Patterson agreed to clean up the barn next week. Ms. Sasso asked if there is an approved barn Rental Agreement? Ms. Prokop replied the Selectmen have to approve it. Ms. Sasso agreed to put the Rental Agreement on the house website after it has been approved by the Selectmen.

4. Budget Planning Committee

a. Review Budget and Planned Expenses. The Budget Planning Committee will meet in September.

G. Collections Committee. Ms. Patterson, Ms. Sasso and Ms. Massung met with Diane Munger and saw old photos of the farm. The Munger Family has agreed to allow us to copy the photos. Ms. Patterson informed the Commission the oral history they gave will become part of our collection. Past Perfect will be used to input our collection.

H. Correspondence. Ms. Prokop received a letter from Ms. DiMartino thanking the Commission for her going away party.

IV. OLD BUSINESS

A. Property Maintenance.

1. Garden Fence and Maintenance. Mr. Patterson reported the garden needs weeding.

Mr. Lakowsky informed the Commission the chimney needs to be inspected and the Fire Marshall feels it also needs to be cleaned.

B. Museum Development.

1. The Strategic Planning Committee. Mr. Lakowsky reported Ms. Low will give us the name of a consultant for rebranding. As soon as the bids are received we will know the cost. The grant needs to be submitted in November. A Subcommittee needs to be set up.

V. NEW BUSINESS

A. Property Maintenance.

1. Porch Repairs. Mr. Lakowsky has received two bids to repair the porch. After discussion with Diane Munger, Ms. Patterson felt when the porch decking is taken off, there may be a well. Ms. Munger stated the porch extended to the end of the house.

2. Strategic Fiscal Planning. Mr. Lakowsky felt we need to work on fiscal planning in April.

3. Technology-Internet. Mr. Lakowsky agreed to have discussion with Ms. Ames tomorrow.

B. Museum Development.

1. Committee to Search for a Curator. Ms. Massung reported the Search Committee has made some revisions to the Job Description for the Curator.

2. Committee to Search for a Rebranding Firm. Ms. Massung informed the Commission she will meet an individual at the house at 10 a.m. to obtain more information on a rebranding firm.

3. Report from Kathleen Sasso. (See attached).

MOTION (4): Mr. Lakowsky moved to pay an amount not to exceed \$350 to be taken out of Museum Programs for the Constant Contact email plan. Seconded by Ms. Prokop. (6-0) Unanimous.

C. Upcoming Events.

1. Bike & BBQ 2018. The Bike & BBQ has been planned.
2. Walk of Horror. Ms. Prokop reported the Walk of Horror is all set.

VI. ADJOURNMENT

MOTION (5): Mr. Lakowsky moved to adjourn the August 22, 2018 Brookside Farm Museum Regular Meeting at 8:10 p.m. Seconded by Ms. Prokop. (6-0) Unanimous.

Respectfully submitted,

Frances Gheri, Recording Secretary

**Notes for Board
August 18, 2018**

Upcoming Events:

SECT Cultural Coalition - Culture Connects -- Tuesday, September 25th 5:30 – 7:00 Jonathan Edwards Winery

<http://culturesect.org/culture-connects-an-exclusive-event-for-our-partners/>

New Contact Information:

Email - brooksidefarmmuseum@gmail.com

Website - <http://brooksidefarmmuseum.org>

Facebook - <https://www.facebook.com/brooksidefarmmuseum/>

The website should be our primary form of contact and the Facebook page for promotions of programs. We can also add a Barn Rental section and upload the agreement when it is approved. We can also send out a request for volunteers via Facebook or the website. I have changed passwords on all accounts.

Constant Contact

We currently have 186 Active Contacts

We are paying \$31.81 a month for an Email Plus plan and have a balance of \$52.03, next invoice date is August 28th.

My Account > Plans & Pricing

	Email	Email Plus
	Everything you need to create professional emails that drive real results for your business.	Everything in Email-PLUS plus powerful features to grow your business, increase email engagement and a personal touch to get started fast.
	\$20.00 /mo	\$45.00 /mo
Contacts per month	Unlimited	Unlimited
Customizable templates	•	•
Marketing Calendar	•	•
Contact list import	•	•
List Segmentation	•	•
Tracking & Reporting	•	•
Mobile App	•	•
Email Automation	Welcome email	Welcome email Birthday email Anniversary email Abandoned cart
List-building tools	•	•
Pop-up Forms	•	•
Dynamic Forms	•	•
A/B Testing	•	•
Multiple users	1 User	10 Users 20 Campaigns Allowed
Award-winning Support	•	•
Learning Resources	•	•
Social sharing	•	•
E-commerce	•	•
Event Marketing	•	•
Surveys & Polls	•	•
Online Donations	•	•
Comps	•	•
New Customer Conversion	•	•
Custom Template Design Services	Call for pricing	Call for pricing

Website –

I paid \$18.00 for name change and there will be another \$99 in September for annual renewal that is currently being charged to my credit card. I would like that to change by next renewal, so my credit card is no longer attached.

There is a blog that is associated with the website and included in the news section. I am going to use this blog to record historical information. The first post will detail the property transaction over the years. I am almost ready to release it.

Other Web Presences

I have sent a brief description of our site with a link to our new website to both the East Lyme Historical Society and the Town of East Lyme and asked them to update their pages. So far, I don't see that either has made any changes.

Historical Files

Donna and I came across some historical documents at the house and the land deeds. I am going to scan these documents, so we will have a digital record as well. I will then put these documents in sleeves and start organizing them in an archival box. Will need funds to purchase these materials. We also have overseer records for the Nehantic Indians that was donated to us. Should we donate those to the Historical Society?

We could use someone to help us organize files and go through Barbara's items. I thought we could ask Juliet if she was interested as an intern or volunteer or if we have money, pay her.

Nancy Bull at UCONN is working on sending me transcripts of a study Luane Lange was involved with about farming in Southeastern CT.

I have emailed the town hall with a list of residents and asked for cause of death and copies of any deeds we do not have.

Sylvia Jorin (grandfather had a farm adjacent to the Old Stone Cemetery and she writes about it in her book *Sylvia's Farm*)- I telephoned Sylvia and told her this September was not good for us for a book talk and invited her to call me if she is in the area if she wants to visit and we can possibly do a book talk in the spring.

Past Perfect Software

We purchased this software, but I do not believe anything was ever done with it, partially because of the poor internet service at the house, although Internet is not required to input information into the software. It would be easier if the software was loaded onto a laptop so you could move around the house with it and then take it off site to use an internet connection? Is that possible?

Rebranding Consultant

I contacted a friend of mine, Julie Regan to see if she was interested. She can't at this time but recommended Rita Rivera from the Childrens Museum in town. I sent her an email to see if she was interested. Donna also has the name of a person who might be interested.

Tiffany Farm - A dairy farm in Lyme. At some point we might want to contact them to see if they would like to collaborate on a farm display or program.

New Job - I have started a second job that will require me to work Monday and Wednesday evenings and 2 Saturdays a month. This will limit some of my work with Brookside Farm. I have the website and Facebook set up so I can easily update these from home and I will help with the grant in the fall. I may not be available for onsite programs.