



Ingham County Genealogical Society General Membership Meeting February 8, 2018

The February 08, 2018, general membership meeting of the Ingham County Genealogical Society (ICGS) was held at the Sam Corey Senior Center, Holt, Michigan.

CALL TO ORDER: President Audrey Martini called the meeting to order at 7:03 p.m.

PLEDGE OF ALLEGIANCE: Jim Beckwith led members in reciting the Pledge of Allegiance.

PROGRAM: *Legacy of Black Loyalists* by Gary R. Wilkes

BUSINESS MEETING

CONFIRMATION OF QUORUM: Beverly Bockes confirmed there was a quorum. There were 22 members present at the meeting.

APPROVAL OF AGENDA:

MOTION: Jim Beckwith made a motion to approve the agenda. Bill Carr seconded the motion. The motion carried.

APPROVAL OF MINUTES:

MOTION: Jane Wallin made a motion to accept the minutes of the November 9, 2017, meeting. Jim Beckwith seconded the motion. The motion carried.

OFFICER REPORTS:

President, Audrey Martini: Nothing to Report.

Vice President/Program Chairman, Ricardo Muniz: Ricardo expressed his appreciation to everyone in the society and welcomed the new Facebook Administrator, Sandra Enness. Ricardo also expressed his condolences to Jeff Montgomery on his loss.

Treasurer, Dan Neuman:

As of January 31, the ICGS balance sheet documents:

- Checking Account balance of \$5,199.12.
- Savings Account Balance of \$6,205.65
- Total Asset Balance of \$11,404.77
- \$9,194 is in the General Fund which are unrestricted funds.
- \$2,210 in temporary restricted funds, which include Save the Newspapers, Capital

- Equipment Reserve, and the Donna Hemminger Memorial Foundation
- Changes were made to restricted balances due to the Trustees Audit.
 - Capital Reserve Equipment Fund should have been \$135 higher
 - Save the Newspapers fund should have been \$95 lower
 - \$1445.80 in the Save the Newspapers Fund
 - \$159.68 in the Capital Equipment Fund
 - \$605 in the Donna Hemminger Memorial Foundation Fund
- Income Statement Fiscal Year to Date (October 1-January 31)
 - Total Revenue: \$631.66. That includes membership fee dues primarily and smaller donations
 - Total Expenses: \$499.80
 - Includes donation check to the Sam Corey Center

MOTION: Charles Hagler made a motion that the membership approves a transfer of \$100 to the Sam Corey Senior Center for the use of their building. Jim Beckwith seconded the motion. The motion carried.

Recording Secretary, Jeff Antaya: Nothing to Report

Membership Secretary, Beverley Bockes: There are a total of 70 members in the society.

Librarian, Charles Hagler: ICGS received in the mail brochures to the 2018 NGS Conference in Grand Rapids. The brochures were placed on the table for members to take. There were problems with the copier in the library. The copier was replaced with a brand new copier, free of charge, due to the active warranty on the broken copier.

Trustees, Jane Wallin & Jeff Montgomery:

Jane presented the ICGS Trustee's Audit Report for 2016-2017

- The 2016-2017 Financial Review has been completed. The Financial Review Report detailed many findings and has many recommendations for the Society.
- The Financial report included corrected Treasurer's Reports that were completed based on the income and expenditure documentation. The corrected reports were then reconciled to the bank statements.
- If a member would like to read the full Financial Review Report, ask Trustee Jane Wallin and the report will be emailed

COMMITTEE AND DELEGATE REPORTS:

Computer/Social Media

Web Master, Harry Warner: Nothing to report

Facebook Page, Sandra Enness: There are 370 likes or followers on the Facebook page. If you haven't already followed the ICGS Facebook page, it is helpful to do so. Please repost ICGS Facebook posts to help spread ICGS information.

Facebook Group, Jeff Antaya: The Facebook Group gained members and there are more conversations starting to occur in the group.

Marketing, Sandra Enness: Sandra reported that she will be developing an Integrated Marketing Strategy. An integrated marketing strategy is the process where a group develops messaging that migrates all of the different channels to reach out to your audience. This includes brochures, flyers, Facebook, and websites. Part of an integrated marketing strategy is branding. Branding includes an organization's logo, which can include very specific color schemes. The process includes looking at all of the channels that we use to reach out for marketing the society including education and outreach tools. We'll look at how those tools are being used and what the physical look of them are. We'll look to make sure the logo us being used appropriately, including making sure it is being used with appropriate audiences. The website will be looked at and we will cross populate the website and social media. The Facebook page will be used to promote monthly meetings. We'll look at the society's assets. After all of these items are evaluated, we'll develop a strategy to build and sustain membership. That may include strategies on who to target and how to target those people. Everything we do will drive people to the website. One goal is to start looking at the website, page by page, after Easter. Sandra will be asking people to share with her assets of ICGS such as publication assets and assets at the library.

Historian, Alice Raatz: Alice is working on finishing the 2017 History Book. By April, Alice will have the book done and turned into the library. Everyone will be able to go to the library to look at it.

Program, Ricardo Muniz: March's program will be Top 10 Irish Websites by Cathy Cattone.

Social, Lorie Neuman: Lorie requested volunteers to bring refreshments for the next meeting.

Membership Committee, Cathy Carr:

Cathy shared a copy of the new membership brochure. Cathy presented the new brochure at the Executive Board meeting on January 25, 2018. Cathy made some changes based on feedback. The pictures are owned by ICGS to prevent copyright issues. The brochure was made generic to preserve longevity. The e-mail is intentionally left blank on the front so members handing out brochures can write in their own e-mail address. The brochure can also be placed on the website.

Charles suggested putting a disclaimer in the brochure saying that the ICGS Research Library is not handicapped accessible and that it is closed when Capital Area District Libraries Mason is closed.

MOTION: Cathy Carr made a motion to spend up to \$150 to print the new ICGS membership brochure in black & white with corrections. Jane Wallin seconded the motion. The motion carried.

Newsletter, Martha Marshal & Shelia Truman: Martha requested newsletter articles be

turned in by March 16.

OLD BUSINESS:

Society Night at the NGS Family History Conference, May 2-5, 2018, in Grand Rapids – Jeff Antaya

During the NGS Conference, there will be a society night on May 2 (3-5 p.m.) where genealogical societies can purchase an 8 foot skirted table for \$50 or share a table for \$25. At its January Meeting, the executive board approved a motion to purchase a 4 foot table to promote ICGS. Jeff sought volunteers to help staff the table. We're also going to have the new membership brochure at the table along with an identifier to make the ICGS table visible. If you have any comments or would like to help out at the conference, please e-mail Jeff at Jeffrey.antaya@gmail.com

March 10, 2018 National Genealogy Day: South Lansing CADL Library Open-House Event
March 10, 2018- Jeff Antaya

Capital Area District Libraries is hosting their Family History Open House on National Genealogy Day at their South Lansing Branch on March 10, 10:30 am-5 pm. In the morning there will be several speakers and in the afternoon, Audrey Martini will be hosting a table talk. There will also be a Lunch and Learn session where CADL Librarians will give two short presentations.

Goals, Objectives and Actionable Tasks for the Strategic Plan – Audrey Martini

Audrey Martini invited members to look at the brainstorming board and potentially add ideas to it.

NEW BUSINESS:

ANNOUNCEMENTS & ADJOURNMENT:

- Volunteers are needed to help with ICGS Indexing Project. The first Work Session will be Thursday, March 1, 2018, at the South Lansing CADL Library, 5:30-7:30 p.m.
- Articles or Spring (April) issue are due to Audrey Martini or Marty Marshall by 8 pm, Friday, March 16, 2018
- The next meeting of the Capital Area DNA Interest Group is Saturday, April 7, 2018, downtown Lansing CADL Library

MOTION: Bill Carr made a motion to adjourn the meeting. Jim Beckwith seconded the motion. The motion carried. The meeting was adjourned by Audrey Martini at 8:56 p.m.

Respectively Submitted by
Jeff Antaya, Recording Secretary

Approved by Membership