



## **Trustee Meeting Minutes**

**Date:** April 18, 2023

**Time:** 7:00 PM

**In Attendance:** Betty Dunn, Chair; Peter Griffin, Vice Chair; Michael Mazalewski, Trustee; Lisa Thornton, Secretary; Elizabeth Gill, Trustee; Rich Parow, Trustee; Neil Fallon Trustee; Frank Merchel, Trustee; Cheryl Haas (Searles Coordinator)

**Excused:** BoS Representative

**Agenda:**

1. Marketing
2. Approval of Minutes – January 17, 203, February 21, 2023, March 21, 2023
3. Coordinator/Financial Report
4. Tower repair status
5. Other repair issues – back door damage, to tile roof, etc.
6. Report on work done by St. Matthew volunteers
7. Board elections 2023 - 2024
8. Other business

Meeting was called to order at 7:05 PM

**Meeting Minutes:**

The following meetings were reviewed by the board:

Meeting Min. Date	Motion to Accept	Seconded By	Discussion/Comments	All in Favor
January 17, 2023	Peter Griffin	Neil Fallon	none	all
February 21, 2023	Peter Griffin	Lisa Thornton	none	3 abstain as not in attendance
March 21, 2023	Elizabeth Gill	Mike Mazalewski	none	3 abstain as not in attendance

**Marketing:**

- Neil provided trustees with a copy of Guide To Creating The Perfect Venue Marketing Strategy
- Several talking points ensued:
  - What is our marketing goal?
  - What financing do we need for an effective marketing campaign...6K?
  - What is the uniqueness of this venue which we will showcase?



- All agreed that the rate fees are too low. Betty emphasized the importance of maintaining our objective to provide Windham residents access to an affordable venue.
- Neil suggested tackling a marketing plan in phases with the initial phase directed toward appealing to Windham residents.
- Need to develop a “hook” to appeal to non-residents.
  - Staged photo shoot vs. use photos from events which have taken place.
- Do we become a more full-service venue e.g. provide linens, service of an event coordinator, an updated kitchen facility, etc.
- Cheryl and Elizabeth will analyze rental demographics (resident vs. non-resident), as well as how renters became aware of Searles venue.
- Neil suggested initially market to residents by posting photos on Windham Residents page, Windham Parent site, Neighborly Connection, Salem Page, etc.
- Post pictures of the repairs done to the building

### **Coordinator Report:**

- Searles Reserve Fund currently \$33,170.00
- Cheryl shared that it is getting busy with increased showings
- Discussion ensued regarding on-going concerns with NH Guitar events using Searles parking lot. Cheryl will touch base with Delahunty.

### **Tower Repair Status:**

Mike reported the following:

- Rough framing is complete
- Still waiting for Martel to visit site to review
- Deadline will not be met
- Electric work has started

### **Other Repair Issues:**

1. Back door damage-
  - Cause of damage undetermined but the door had significant rot.
  - Recommended to replace with a fiberglass door due to impact of moisture on wood
  - Dennis S will look for a single fiberglass door
  - Betty and Mike will review options /approve selection before ordered
2. Women’s bathroom middle stall door latch in need of repair.



**Work done by St. Matthew volunteers:**

Lisa reported the following:

- 10 volunteers from St. Matthew’s Mercy Works project completed the following tasks:
  - 100 upholstered chairs were vacuumed and spot cleaned. Chairs are still showing considerable wear. At a minimum they should be vacuumed periodically.
  - 100 black chairs were cleaned
  - All tables were washed
  - Extensive yard work was completed as well as work on the English garden path.
  - Betty will send a thank you note to Sandy Gibbons @ St. Matthew Church

**Trustee Board Elections 2023-2024:**

Chair: Peter Griffin

Vice Chair: Lisa Thornton

Secretary: Michael Mazalewski

Moved by Rich Parow, seconded by Elizabeth Gill, with all in favor

**Next Meeting:** June 20, 2023 @ 7:00 PM.

Meeting was adjourned at 8:40 PM. Moved by Peter Griffin, seconded by Neil Fallon, all in favor.

Respectfully Submitted

Lisa Thornton

Lisa Thornton,

Searles School & Chapel Board of Trustees Secretary