



Kernersville Museum Board of Directors Meeting
January 16, 2024 4.00 pm
Kernersville Depot

Note: The Kernersville Museum (Bellamy House) has been closed to the public due to structural concerns since May 2022.

Agenda

- Approve November 2023 meeting minutes
- Treasury Report
- Website & Social media
- Hometown Christmas & Holiday events
- TOK proposal & Morris House
- Old Business
- New Business

Attendance

Rick Pierce	Kim Herman	Chandra Parker	Charlene Caudill
Clay Flynt	Wes O'Brien	Monte Long	Diane Harper-Long
Kevin Masten	William Hairston	JG Wolfe	

Excused

Deanna Mabe	Ray Thomas
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Meeting called to order by Rick P at 4.05 pm.

Minutes Approval

Minutes from the November 14, 2023 meeting were approved.

Treasury Report

Monte L. presented a P&L statement of 2024 vs 2023 (January 15), a Balance sheet as of December 31, 2023, and Balance Sheet LY vs YTD as of January 15, 2024.



Highlights

- Generous gift received from Don Stanley and family. Rick P. will take the lead in sharing with the Stanley family the future direction of the Museum with the TOK.
- First Horizon Money market funds will end in March. Interest through 12/31/2023 \$2272. Wes O. will take the lead in the investigation of best options for the Museum funds.
- Donor Database has been created and includes emails. The Finance committee is preparing the 2023 Tax documents for applicable donors.
- Total Cash assets \$192,138. (Jan 16, 2024)
- Net Income for December \$16,827.

Actions

2023 Tax documents for donors	resp. Finance Committee
Update to Stanley family	Rick P.
Money Market options	Wes O.

Website & Social Media

A big thank you to JG W. and Kim H. for their work on our website.

In short, the website was an absolute mess.

Website was scrubbed of all non current information.

Updated the content to highlight current activities, including Hometown Christmas sponsors.

Several 'connected' websites were also identified, ie. the skate rink, Historic Village

The Board was updated on the use of the website and social media, which was a huge and pleasant surprise to everyone. (November 30 - YTD)

Highlight

- 27,000 Facebook & 400 Instagram reaches
- 54 new likes
- Top performing post was the Skating Rink
- Visitor audience is 91% female

Actions

Need new content and especially photos	resp. Everyone
Board of Directors info to be updated	Clay F & JG W
Email associated with Museum to be investigated	Kim H & JG W
Phone numbers associated with Museum investigated	Rick P



Hometown Christmas & Holiday events

A big thank you to Rick P for his leadership in securing a very successful 2023 Christmas event. Rick P was very appreciative to all the volunteers that supported the effort. Two new activities were added for 2023, the Christmas trees were expanded to Founders and Harmon Park, and the Depot was decorated and included visitors in coordination with the tree lighting. The solar lights on the Christmas trees need to be evaluated for the future, as some tree lights were problematic. The Skating Rink had a very successful season. Special thanks to Wes O and the Scout troops he organized. The Skating Rink mission has shifted from its inception from fundraising event to a community support event, and the Board was very supportive of this shift. This year's event included a food (ice cream & hot chocolate) truck. The skate sharpener has a timer on the sharpening wheels, and new ones were purchased. (lesson learned). Weather was good and only one day closed due to rain. Wes O reported next year the rink should be opened in coordination with the local schools and the Kernersville parade. JG W. made the motion to split the \$ proceeds 75% rounded to the Scout troops and 25% to the Museum. Motion as approved by William H. and seconded by Wes O. Values highlighted below are approximate. Wes O will secure the values to secure the \$85 for the scouts account.

Highlights

- Revenue from the Skating rink \$2806
- Scouts to receive approx. \$2118
- Museum to receive approx. \$ 702
- Scouts will receive a contribution of \$ 85. To each scout volunteers account.

TOK proposal & Morris House

Rick P had sent a document he would like to share with the TOK summarizing all our previous questions and concerns regarding the TOK merger we are attempting to finalize. The feedback from the meeting centered around the number of events the museum could potentially be locked into for a year and how fundraising events happen between the TOK and museum. Rick P. agreed to take the input and focus on asking the town what is the process for the aforementioned. Rick P to meet with Curtis this week.

The Morris house has two storage pods located on the property. TOK is paying for the pods.



We need to begin the process of cleaning out the Morris house.
Wes O agreed to prepare a work schedule for volunteers to support. Kevin M. agreed to support the efforts with labor.

New Business

A renewal letter from NC Historical Society was received asking for a \$25 annual subscription. The society is a division of NC Dept of Cultural Resources. It was decided to postpone the payment until we have the museum closer to open and functioning.

Old Business

Status on the Historic Park barn repairs were raised. Rick P. to ask for an update from the TOK.

Meeting adjourned at 5.22 pm.

Submitted by Clay Flynt, Secretary January 18, 2024