

1814 Board - Hybrid Meeting
ZOOM & In-Person

in the Second Floor Auditorium, Plattsburgh Public Library (PPL)
19 Oak Street, Plattsburgh, NY 12901

Tuesday, January 23, 2024
5:07pm – 6:11pm

Board Members Present:

Sharon Bell	zoom
Tom Donahue	in person
Mark DuBrey	in person
Forrest Edwards	in person
Russell Feher	in person
Vicki Giroux	zoom
Tim Horn	zoom
Diane Kwarta	zoom
Judy Lefebvre	in person
Nicole Martino	zoom
Chris Ransom	in person
Mary Simmers	zoom

Board Members Not Present:

Wendy Gilchrist
Jim Guinness

Welcome

President, Tom Donahue called the meeting of the Board of Directors of 1814 Inc. to order at 5:07pm and welcomed everyone.

Tom asked if anyone had any changes to the agenda. Judy Lefebvre asked that the Old Post Cemetery flyers be added to the agenda. Following that addition, the agenda was approved as Tom presented it.

Approval of Minutes

Tom stated that the minutes of

- October 26, 2023
- December 20, 2023

were distributed by email. Revisions were emailed back to the Secretary who revised the minutes and emailed the revised minutes to the Board. The Board revised the approved minutes. Tom asked if there were any further discussion or revisions to the minutes. Hearing none, he stated that the revised minutes were approved as distributed.

New Business

Meeting with Commissioner of Social Services

Tom met with Commissioner Christine Peters from Social Services and Wendell Wells. She says that she expects that they can provide us with \$5,000. from Social Services (federal funds) in February or March if approved. Tom will contact the legislators and then they will vote on our request. These funds are supposed to help children under the poverty line. Children's Village, Kids' Games, Cannonball Run fit this focus. We think they do not want to be recognized as a sponsor or recognized for their donation.

Meeting with Community Bank

Tom and Forrest met with Jim Snook from Community Bank. Jim said that Community Bank wants to increase their engagement with 1814 BOP. Tom and Forrest recommended that we move our bank account from Champlain National to Community Bank as Champlain National has not been supportive.

Motion:

Mary Simmers moved that 1814 Commemoration move our funds in Champlain National Bank to Community Bank.

Tim Horn seconded the motion.

There was no further discussion.

All Board Members present approved.

Lake Champlain Maritime Museum (LCMM)

Tom Donahue contacted Chris Sabick at LCMM. They are interested in being more engaged with BOP. It would be nice to have ships or boats from LCMM at BOP Commemoration. We might find speakers for BOP from LCMM.

Hudson River Museum

Another museum to reach out to.

Margaret Tims and James F. Macdonough

Tom received an email from Margaret Tims. Margaret and her father, Jame F. Macdonough are relatives of Macdonough. They plan to attend this year from NJ. James F. Macdonough would like to speak. Tim Horn will contact about being a speaker Riverside Cemetery.

Meeting with SUNY History Department Chair

Tom, Stan, and Chris met on Monday, Jan 22 with the Chair of the SUNY History Department, Ryan Alexander. They felt the meeting was very positive. Ryan suggested ideas like Ideas:

- lecture series by SUNY History Staff prior to the Commemoration Weekend. Maybe April or May?
- Students participating ...maybe in parade, maybe with a float. He suggested engaging the Honor Society first and the others would follow.

Old Post Cemetery

Judy Lefebvre is planning the summer Old Post Cemetery event for around June. Judy said that we need more Old Post Cemetery flyers. The last 300 copies cost \$66. and were paid for by CCHA (Clinton County Historical Association). We probably need to print 500.

Motion:

Chris Ransom moved to approve paying for more flyers.

Vicki Demarse Giroux seconded.

There was no further discussion.

All Board members present approved.

Reenactors

There is a meeting about Reenactors planned for Feb 9 with Samantha Williams, Tom Donahue, and Sharon Bell. Sharon Bell said that invitations will be sent to reenactors following that meeting.

Junior Reenactors

We need guidelines and information to provide to people who ask. Craig Russell worked on in the past.

Issues: parents must be involved. Insurance issues. Safety issues. If a family can find a unit receptive to a family joining, that can work.

Parade Theme & Contest

After discussion it was decided that the Parade theme would be **Ships, Boats, and Buggies**.

There was discussion on prizes: maybe best float... This information needs to be included in the rules. If the parade group/entry is a paid group (a group that we paid to be in the parade), it cannot win a prize.

Prize Ideas:

Fancy ribbon, certificates, money (\$100.),

Judging:

Judges go through the route before the parade begins. Ribbons and prizes are given out when passing the reviewing stand.

Bike decorating

We have had a bike decorating competition as part of the parade in the past.

Plucky Rooster

Jane Claffey who recently died was the creator of the Plucky Rooster contest. If someone would like to take this on, it could be revived.

Plattsburgh Street Team

Nicole Martino described how the Plattsburgh Street Team is willing to help promote 1814 Battle of Plattsburgh Commemoration.

Budget/Treasurer's Report

Forrest Edwards reported. We currently have about \$34,353.35 in our account.

Found some additional button income and received the "Grilled Cheese" payment.

Forrest presented a break-even, preliminary budget for 2024 which totals about \$68,000. to about \$77,000. Forrest asked the Board to review and let him know if there is anything missing. We need to add a line item for the reenactors. Forrest will add. Sharon Bell has information.

Our "carry over" for 2023 was about \$13,863. but we did NOT have Cobourg in 2023.

We still hope to receive \$25,000. that Bill Jones requested of us.

Motion:

Mary Simmers moved to accept the Treasurer's report.

Mark DuBrey seconded.

There was no further discussion.

All Board members present approved.

Old Business

Fundraising Effort

Rich's proposal

Rich's proposal was discussed. It involves targeting large sponsors of underwriters first. There was agreement that the idea was worth trying.

Health Insurers

Empire Blue Cross and EXCELLUS have grant programs. Their focus would be health. Kids Games, running, golf would fit that focus.

Billy Jones

Tom continues to follow up on the \$25,000. which Billy Jones requested for us. The request is now with the Ways and Means Committee.

Golf – Forrest

Brennan Buick – Forrest

Google for Non-Profits – Tom signed us up.

Restaurant fundraising – need someone to organize. Comment: some result in very little income

Blog

Nicole Martino and Mary Simmers have been working on a blog idea. Suggest weekly. There was consensus that it would be a good idea.

Ideas

Donors/sponsors name on tents, connected to activity they which to support.

Sponsor a uniform for a junior reenactor.

What Can be Sponsored?

Need a list of all things that could be sponsored. We have some lists. Need to send to Nicole.

Restaurant Fundraisers

Applebee can do a Flap Jack Breakfast that might be worth looking into. Caution: some restaurant fundraisers are a lot of work with little income Texas Roadhouse netted us only about \$50. in 2023.

Social Media

Nicole Martino is willing to work on our Social Media. Please send photos, video clips and stories about 1814 BOP to Nicole Martino. Reenactors and reenactments are very popular.

Plattsburgh Street Team (Downtown Group)

Nicole Martino has been in contact with the Downtown Group and described how they are willing to help us promote the Battle of Plattsburgh Commemoration.

Title ideas for our version of the Chamber's Daily Dose

- BOP Today
- BOP C Connection
- Battle of Plattsburgh Connection
- BOP Connection

Grants

Linda Masterson Ward may be doing the grants for

- Pomeroy
- Stewarts
- McDonalds

Other grants

- Adirondack Foundation (open until Feb 13)

We need someone to work on grants.

Magazine

After discussion we decided to do a magazine in 2024. We need further discussion on the type of magazine we will do. The magazine costs about \$6,000. Tom Donahue asked Forrest Edwards to include it in our 2024 budget. Forrest said that it is in his preliminary budget. We need the magazine completed and printed by May.

There was much discussion on the type of magazine to produce including the following:

- Size of magazine
- Ads including size of ads
- Sponsorships, Super Sponsorships (Underwriters)
- Levels of sponsorships
- Map and schedule inserts
- Website
- Social Media

Poster Contest for Kids

Linda Masterson Ward is working on the poster contest for kids. Trying to move the contest up to April.

Poster Contest for Adults

Tom Donahue contacted the Arts Coalition about an adult poster contest.

Entertainment

Military Bands

Tim Horn will make the initial contacts for military bands. Tim has contacted the Navy Band, and they want to come, but they cannot give us their decision for about 2 months. Tim will contact the 10th Mountain, 42nd Division from Vermont, Norwood, the Green Mountain Boys. We also want a fly over.

Idea: Offer Royal Marines \$10,000. – \$15,000. and see what they say.

Vendors

We have been charging \$150. for the for-profit vendors for the 3-day weekend. We discussed increasing the fee. We have never charged nonprofits. We discussed charging nonprofits something if they are selling things at the BOP weekend. If they are not selling anything and only distributing information, we might continue to not charge them a fee. Some Scouts table sell things and others do not. The Clinton County Fair charges about \$350.

Tents, Toilets and Washing Stations

Diane Kwarta has been calling for prices for scouts.

Tom Donahue will send Diane Kwarta his information,

Kristin Collins may need another tent in 2024.

Golf

Forrest has been trying unsuccessfully to contact Adirondack.

He has contacted the Barracks and has a meeting Jan 24 with Allen the Manager. He will give Forrest prices with and without a meal. Allen suggested after 12 noon on a weekday. He will give Forrest dates. We are concerned about attendance on a weekday. Forrest is considering marketing to businesses. Forrest will continue to try to contact Adirondack.

Adjournment:

Chris Ransom moved to adjourn the meeting.

Judy Lefebvre seconded.

No further discussion.

All Board Members present approved.

President adjourned the meeting at 6:11pm

Respectfully submitted.

Chris Ransom, Secretary, 1814 Commemoration Inc.

Revised 1-27-2023

Revised 2-15-2024