

OHIO HISTORY CONNECTION
Board of Trustees Meeting Minutes
Thursday, June 20, 2024 – 1:00 pm
Ohio History Connection – Cardinal Classroom
(3rd floor)

Trustees Present: Charles Moses (President), Melody Young (Treasurer), Alex Hastie (Secretary), Ann Bair (Vice President), Anthony Joseph, Guadalupe Velasquez, Betty Montgomery, Jen Miller, Bob Roach, Rich Hillis, Renu Ramankutty, Chief Billy Friend, Jon Elsasser, Kathleen Russell

Trustees Absent: Greg Simpson, Steve Coon

Trustees on Zoom: JB Hadden

Ex Officios on Zoom: Laura Battocietti (Director, Capitol Square Review and Advisory Board), Violet Johnston Hobbs (Designee for Governor Mike DeWine), Andrew Brenner (Designee for Senate President), Chloe Donovan (behalf of Rep. Joe Miller)

Ex Officios Present: Katelyn Bowling (Designee for Director, Ohio Department of Development), Stephen Dackin (Director for Ohio Department of Education and Workforce), Michael Woytek (President, Ohio Academy of Sciences)

Staff & Others Present: Megan Wood, Kevin Boehner, Wesley Newhouse, (General Counsel), Amy Coleman (attorney), Stacia Kuceyeski, Jeff Ward, Ann Ruege, Jen Aultman, Steve George, Jerry Dannemiller, Brenda Estes, Glenda McGann, Kelly Quilter and Laura McDonald (Benefactor Group) Theresa Hopewood

I. Call to Order

President Charles Moses called the meeting to order at 1:01 pm. Mr. Moses welcomed Kathleen Ellen Russell who will be the newest trustee after today's annual meeting. Everyone went around the room and gave introductions. Trustee Heidi Samuel has resigned from the board due to a lot of traveling conflicts. Her seat is currently open and that will be addressed later.

Ms. Ruege shared that OHC is receiving \$632K in general operating support from GCAC unrestricted, \$65K more than last year.

Mr. Moses shared that Conestoga raised another \$62K this past year for World Heritage, that's a total of \$102K. These are dedicated folks and encouraged trustees to go to one of their fundraisers if they've never been.

Mr. Moses shared as we get the capital bill in the next biennial budget, we may be asking the trustees to make possible visits to the Statehouse, with Kevin's direction.

Mr. Moses asked everyone to refer to the retreat details listed at the bottom of the meeting agenda.

Executive Director's Report

Mrs. Wood thanked everyone for attending. Mrs. Wood shared that a print copy of the strategic plan was provided for everyone in their seats. Mrs. Wood directed everyone to the major projects page that will be updated online due to some major successes. Strategically Great Council Park has been finished. It's the 76th state park from ODNR and we worked on exhibits there. The ribbon cutting took place last week. It's a project that we worked on for a few years. Collections are moving from our current facility into the new Collections Care Center. It's a beautiful facility. This will be checked off our list soon. This is the first completion to the broader Campus 2.0 plan.

Mrs. Wood pointed out the dashboard in the board packet. The dashboard will be included in every packet and will talk about our progress on an annual basis. We are through this fiscal year and will be starting a new fiscal year. We're making specific goals and objectives that are tied to our major strategic objectives, our operational objectives and our major projects. In every board packet, trustees will start to see a dashboard that has each of those items red, yellow, green and then it will talk about the progress. On those initiatives this past year, operational objectives didn't quite align with what's in the strategic plan that all came together, but next time we meet, you will see a dashboard that aligns with the World Heritage, Campus 2.0, the operational objectives and our major projects. Mrs. Wood or someone on her team is an executive sponsor on all the projects.

A couple of other great celebrations, the capital budget has been introduced for the Ohio History Connection, there's \$63.75 million for our projects and the big focus of that is our Campus 2.0 planning, Ohio Village planning for the center and the Hopewell Ceremonial Earthworks. In addition to funding that will help us complete some of our other projects, like Ohio River Museum, Poindexter Village and then a few other statewide requests that help us do things like boilers and roofs and the work of our organization. Thank everyone for the support on that. Recently the Appalachian Community Grant program awards were announced, and we had some projects as part of the Ross County Grant program for the Serpent Mound Tower. To rebuild the tower at Serpent Mound, one of our most visited sites, if not the most visited site, and it is the solstice today. Also, an investment in Georgetown at the grant site. The OHC sites are the Grant Boyhood home, the schoolhouse, and the tannery. The money from this program is going to go for some upgrades there and in the town square. Congrats to Melody and

the Ross County folks for the investment in the World Heritage sites in Chillicothe and the visitor center. This makes a great opportunity for us to have our retreat in August in Chillicothe. The plan for the retreat is to arrive for dinner on the 22nd and meet on the 23rd for our full board meeting from 10:00 to 11:30, and then we'll have time for retreat with the trustees. Calendar notices will be updated once we have the specific details.

Mrs. Wood expressed that she hopes everyone is receiving their Echoes magazine to stay updated on upcoming events and things happening all over the state. Our online calendar is another way to stay in the loop. We will be doing a ribbon at Stowe House for that project on July 19 and will be able to check another one off the list. We're having a Founders Day that celebrates the 50th anniversary of Ohio Village on the 27th of July. The Poindexter Village Drum Circle will take place here in town on August 3rd.

II. Consent Agenda

Mr. Moses asked the trustees if they had a chance to look at the minutes from the February 28th board meeting and the Executive Committee minutes for the meeting held May 17th.

Mr. Moses entertained a motion to approve the entire consent agenda including the marketing, development and organizational goals and projects dashboard that is part of the consent agenda. The motion to approve everything was unanimously approved.

Motion to approve the entire consent agenda.

Development Status Report

Ms. Ruege introduced the Benefactor Group colleagues, Laura McDonald and Kelly Quilter that we've been working with in fundraising. We sent out an RFP for a consultant to help us with our fundraising feasibility study. The Benefactor Group sent a tremendous proposal, and the team has been working with them for several months.

The Benefactor Group gave a presentation about their findings on our fundraising feasibility study.

Mr. Hills inquired; has it been contemplated that they're naming opportunities?

Ms. McDonald responded, one of those preparatory phase activities we would suggest would be to come up with a donor recognition policy. Whether it's a physical asset at one of the sites, a programmatic naming, yes, we would recommend that be included.

Ms. Bair inquired, when I see results like this, do we have any kind of validation? How do we know that the people with whom we were speaking

understand #1 the story, what it is and #2 why we need the amount of money that we're asking for?

Ms. McDonald responded, there is validity in some untapped opportunities. The three-page preliminary case for support that was shared with participants was a general people, place and story. There were a few concrete examples of how dollars would be spent.

Ms. Bair stated that a group of trustees met with some potential donors at an event last week and felt that this story is going to need more explanation. The people she spoke with didn't understand what we were talking about, what we would need to do.

Ms. McDonald responded that the gifts at the top of the gift chart are its own strategy, donor engagement and multiple touches that Ms. Ruege team will help to choreograph. All sorts of things will go into the conversations.

Ms. Bair inquired in terms of the percentage of a campaign funding those top donors, would contribute three-fourths of total? Roughly, what would be the benchmark on that?

Ms. McDonald responded that the new data will come out next week and will probably be close to the old data of 3% of households provide 65% of the charitable dollars.

Mr. Moses inquired about the reference for the building that we're in; we have two priorities. As a strategic plan World Heritage and this building, how do you differentiate that? What are your thoughts on two different stories, parallel tracks.

Ms. McDonald responded parallel tracks would be tough for OHC. The contributed revenue has grown. I would still call this a relatively young fundraising organization, particularly with engaging individual donors. I think providing you're going to confuse the UNESCO message is hard enough to tell. You decide the priorities and the imperatives, we tested this. I think you'd be hard pressed to do this and raise significant private dollars. For this building, at the same time, you need to think sequentially.

Mr. Moses inquired, do we have to develop a different kind of strategy for the village and the center? Maybe it's a public strategy, not a private donation, to deal with this place because we do have two priorities.

Ms. McDonald responded she would suggest it's likely that you need to do that.

Theresa emailed a copy of the presentation to trustees and ex-officio's.

Organizational Goals and Projects Dashboard

III. Finance

Mr. Ward gave an overview of the March year to date financial update that is in the packet. Total support revenue through March \$27 million will be \$25.7, we're ahead by \$1.3 million. Most of that is the state capital. We're using it at a faster pace than what we originally wanted. The state reimburses us as we incur those expenses, which you can see below are \$1.2 million the other direction. So those two will always offset each other. Our operating surplus line the variance is 0.09, we're off \$90K. It's less than half of 1%. Another piece of good news is that our total long-term investments and other income pieces are at \$1.5 million through nine months. Net surplus is \$2.4 million year to date, which is about \$1.6 million. Investments are driving that positive variance.

IV. Committee Reports

Executive Committee – Online Privacy Policy

Mrs. Wood shared the Executive Committee met and has a motion to the board to accept the revised version of the online privacy policy. It has not been updated since 2005. There was a motion from the Executive Committee in front of the board to accept the revised version.

The question was asked how is this monitored and kept up to date?

Mr. Newhouse responded that it is actively monitored. Bill Carey has been very conscientious about not only drafting this policy, but also developing and operating procedures for its implementation. The intent is to update it at least every six months.

Ms. Ramankutty inquired if it needs to be covered in one of the operational dashboard components.

Mrs. Wood responded that we would make that update.

Mrs. Wood entertained a motion to accept the report. The motion to accept the report was unanimously approved.

Finance Committee

Ms. Young shared the finance committee met with our investment advisors from Clearstead a few weeks ago. They recommended a few changes to our portfolio. The committee is proposing that we move forward with their strategies and policies.

The committee also reviewed and recommended the budget for FY25 to the board, with priority still being World Heritage, staff compensation and equity, and site partner stipends.

Mr. Ward shared the FY25 budget overview. Staff is proposing total support and revenue for the operations of \$35.6 million and an additional \$2.8 million for the foundation giving us a total of \$38.4 million budget. This is about a \$3,000,000 increase over the current year's budget. The budget plans for total expenses of \$35.62 and a \$2.5 million out of the foundation for total expenses of \$38.1 million and net surplus of \$335K. The budget includes \$15.5M in GRF, a decline in state funding of about \$1 million. Most of this decline is related to World Heritage funding which was zeroed out in the second year of the biennium. The budget includes \$3 million in contributions, about the same level as we had this year, which includes \$450K for the annual fund. Earnings are being paid out from the foundation to the society operations of about \$114K. \$900K of unrestricted funds are being used out of the foundation and support is at GCAC at \$637K. The stipends to our site partners, one of our priorities, will remain the same as the current year for FY24, which does represent a 27% increase from the previous FY23, and that line item makes up about 7% of our total operating budget. Salary and benefits make up about 70% of total operating costs. This budget includes a 3% cost of living increase, which is the same as the state of Ohio is giving its state employees. There are some adjustments for equity and market compensation adjustments, and healthcare benefits are expected to see a 10% increase in costs this year.

Mr. Moses entertained a motion to accept the finance report. The motion was unanimously approved.

Government Relations Committee

Mr. Boehner referenced two handouts provided to everyone. Mr. Boehner gave a short presentation about our sites and how that fits in with state reps and senators.

Historic Sites & Real Estate Committee

Alex Hastie shared the committee is starting to look at historic site numbers.

Ms. Aultman shared the committee spent time discussing preparing to manage the Octagon Earthworks.

Request to transfer property at Fort Ancient—update and political considerations.

Sustainability of the site system—developing a strategy for our next GRF request to overcome financial challenges for site partners.

Fundraising Committee

Ms. Ruege Ann shared the committee met on May 20. Mr. Coon held a fundraising event at Onesto in Canton on April 17. Mr. Hillis held a fundraising event at the Columbus Club on June 12. Ms. Ruege mentioned and thanked the board for their support and active participation.

Governance Committee

Mr. Elsasser shared the committee secured the four candidates for the member elected positions that were on the June ballot. Other vacancies were discussed along with governance processes.

V. New Business

Mrs. Wood announced that the annual business meeting and speakers starts at 5:00 pm in the auditorium, followed by a party on the Plaza Terrace.

VI. Executive Session

Mr. Moses requested a motion to recess into Executive Session, and the meeting convened into Executive Session at 2:36 p.m.

The Board emerged from Executive Session at 3:00 p.m.

Alex Hastie, Secretary

Date

Charles R. Moses, President

Date

Prepared by Theresa Hopewood