

Board of Directors Meeting

Friends of the Latimore Tourist Home, Inc.

August 8, 2023
MINUTES

The monthly meeting of the Friends of the Latimore Tourist Home Board of Directors met at 203 S. Commerce Avenue, Russellville City Hall, First Floor Conference Room, on August 8, 2023, at 12:00 p.m. President Randy Hendrix called the meeting to order.

Board Members present:

Suzanne Alford
Steve Bennett
Margaret Bagby
Randy Hendrix
Betsy McGuire
Marshall Morris
Jane Pittman
Julie Paladino Vaughn

Also in Attendance:

Mary Cohoon
Carolyne Creel
Deb DeJohnette
Toi Drummer
Array Gilkey
Debi Headley
Irma Jackson
Sara Jondahl
Charity Park

Call to Order & Welcome Directors and Guests – President Randy Hendrix called the meeting to order.

Roll Call – Board Secretary, Ms. Julie Paladino Vaughn announced roll call. Mr. Bob Hiegel was absent.

Finding of Quorum – Mr. Hendrix found a quorum.

Approval of Minutes – Ms. Betsy McGuire made a motion to approve the July 2023 Board minutes as presented with correction. Ms. Jane Pittman seconded the motion. Motion carried.

Financial Report – Treasurer Margaret Bagby

Ms. Margaret Bagby stated the current balance to be \$74,666.19. A copy of the bank statement ending in July is attached to these minutes. Ms. Betsy McGuire added that she received an email from CPA, Mr. Daniel Shoptaw. We have contracted with Mr. Shoptaw to do a monthly

financial report, and he sent the most current report for the month. Mr. Steve Bennett recommended sitting down with Mr. Shoptaw periodically to go over categorized expenses.

City Planner Report – Sara Jondahl

No report.

Sub Committee Reports:

Design/Planning – Bob Hiegel, Chair

Mr. Bennett reported for Mr. Hiegel who was absent. Phase 1 is almost complete. Ford Engineering is working on the last steps of the foundation. A copy of the foundation plan is attached to these minutes. Eminent domain of lots 9 and 10 are owned by the City of Russellville, but there are still some items that City Attorney Trey Smith is working on. Mr. Bennett discussed the draft of the budget for Phase 2. The Arkansas Historic Preservation Program (AHPP) recommended that the siding and roof need to be replaced first with the grant money received, since those are higher expenses. Ms. McGuire added that she has a copy of the contract with AHPP, and the last grant received. Please find a copy of the contract, as well as a copy of the phase 1 and 2 budget drafts, foundation plans, and the minutes of the Design/Planning Committee meeting for August attached to these minutes.

Fundraising – Suzanne Alford, Chair

Ms. Suzanne Alford stated they will be starting to call and contact businesses regarding funding. Ms. Pittman reported that Joshua's Jewelry store donated a \$500 gift certificate for the next raffle that the committee will pursue this fall. Raffle tickets will be \$5.00 each or five tickets for \$20.00. She plans to visit Tractor Supply next for a kayak. Ms. Sara Jondahl added that Mr. Richard Setian might be interested in doing a concert for a fundraising event for the home. Ms. McGuire added that we need to look closely at future events and the number of volunteers who would be able to help with the events. Mr. Bennett added we also must look at expenses that go with events. Ms. Jondahl added that another opportunity is to help with a neighborhood cleanup in September. Mr. Bennett added that Ms. Alford has a great list of potential donors that can help us with our funding. Mr. Hendrix thanked Mr. Bennett for his work and appreciates all that he has done. Please find a copy of the latest version of the Frequently Asked Questions document attached to these minutes.

Operation – Julie Paladino Vaughn, Chair

Ms. Debi Headley and Ms. Paladino Vaughn revealed the logo options for the Latimore Tourist Home. Ms. Victoria Marchant was absent but was also involved with the design of the logo. Ms. Headley stated that the Communication committee spent three months on deciding on the logo for the home. Fonts and colors were heavily discussed throughout the entire process, as well as hundreds of different logo options. Two different logos were revealed. Ms. Headley explained details with each logo, such as why colors and fonts were used. Green and blue were the main colors used. Color psychology was researched, blue meaning trust, reliability, stability, and security, with the green color meaning renewal, rebirth, generosity, healing, and welcoming. Many different types of greens were looked at during the process. The committee was strategic in deciding the colors. Mockups of signs were also shared to help give examples of what the logo would look like on a sign and advertising items such as pens, hats, mugs, and stationery. The colors and fonts are what brands the logo. A monogram was also shared with each of the two

logos. Ms. Headley added that Ms. Madison McKinley with Mayco Branding was a joy to work with. Ms. McGuire added that this branding element is in preparation for the home becoming public and the way the Latimore will be recognized in the future. Ms. Headley stated a lot of thought and intention was put into the logo design. Ms. McGuire asked for any comment from the audience. Many liked the bold logo over the clean logo. Ms. Alford made a motion that we move on the preliminary bold logo option. Ms. Bagby seconded the motion. Motion carried. Please find the approved final bold option logo and monogram attached to these minutes.

Outreach – Betsy McGuire, Chair

Ms. McGuire reported on the Russellville Memory Project, a professional archival project. Friends of the Depot, Pope County Library System, Arkansas Tech University, and Russellville Collected Voices are all involved with the project. Ms. McGuire is applying for a grant that if awarded would help with equipment needed for the project. It would be good if this could be seen as a yearly event. The event will be at the Pope County Library on Saturday, October 7th. Those who participate will be given a flash drive of the items that they bring in to be scanned and documented. Please find a copy of the latest Russellville Memory Project meeting minutes, brochure draft, and project contacts attached to these minutes. Ms. Charity Park added that there is an Involvement Fair at Arkansas Tech University. This is a fair focused on welcoming the students. Ms. McGuire stated that we need to really look closely at investing our time and commitment in events. It was decided to pass on the event this time around due to planned projects ahead that need to have commitment. Ms. McGuire discussed Mr. Jay Jones visiting that will be held on Wednesday, September 6th. A draft of the itinerary for the day is attached to these minutes. We have acquired a dining table and chairs for the house that can serve as a board table in the Latimore Home. Ms. Patty Whiteside assisted in finding the set. Representatives of the Latimore Tourist Home Board and committees are scheduled to be interviewed on the radio on the second Thursday of every month. Ms. Toi Drummer and Ms. Park are scheduled for the September interview to discuss the Russellville Memory Project. Please find a copy of the Outreach Committee meeting of July attached to these minutes.

Old Business:

New Business:

Announcements:

The next Committee Meetings will be held on Tuesday, September 5th. The September Board Meeting will be on Tuesday, September 12th at 12:00 p.m. in the First Floor Conference Room, City Hall.

Adjournment – Mr. Hendrix asked for a motion to adjourn. Ms. McGuire made a motion to adjourn. Ms. Pittman seconded the motion. Motion carried.