

Harpers Ferry Park Association Annual Membership Meeting

September 7, 2019, 3:00p

Upper Classroom, Mather Training Center

Annual Meeting Attendees

Board members in attendance: Mark Elrod, Cynthia Gayton, Dave Gilbert, Doug Perks, Jim Silvia, Wayne Welty, Ed Wheelless.

Staff members in attendance: Cathy Baldau, Catherine Mägi, Katlyn Simmons.

Park staff in attendance: Tyrone Brandyburg, Scott Pardue

Welcome and Introduction (Jim Silvia)

- President Jim Silvia started off the meeting with a welcome and introduction of board members
- Secretary David Gilbert reviewed the highlights of our May 27, 2019 Board Meeting, which were approved by unanimous voice vote.

Report from the Park (Superintendent Tyrone Brandyburg)

Park Superintendent Tyrone Brandyburg welcomed Association members and friends, and reviewed the Park's current state of operations:

- Provided overview of park staffing updates and facility management
- Discussed landscape management projects including landslide remediation along Canal Road/Maryland Heights and along U.S. 340; tree removal on Maryland Heights; planning and design for accessibility to The Point, with work to commence during the Winter of 2019-2020.
- Park is coordinating a computer network upgrade to fiber optic cabling with HFC and STMA.
- Working on integrating Allstadt property acquisition into the park's interpretive programs.
- Among priorities for 2020 are health and safety, energy conservation, and workforce enhancement

Introduction and Remarks (Chief of Interpretation Scott Pardue)

- The park's new Chief of Interpretation announced hiring of two new full-time interpretive staff
- Discussed his background in exhibit design and fabrication with HFC
- Looks forward to working with the HFPA

Association Activities Report (Cathy Baldau)

- Sponsored Activities & Aid to Harpers Ferry National Historical Park
 - 2018:
 - Ebony Doughboys WWI storyteller Algernon Ward
 - Day in the Park & Upper Porch Sale
 - Don Redman Jazz Academy and Heritage Awards & Concert
 - Naturalization Ceremony reception
 - Thomas Jefferson dramatic presentation with Bill Barker
 - Living History Weekends & Historic Trades Workshops
 - Offsite events with Shenandoah Valley Battlefield Foundation and McCormick Civil War Institute

- Olde Tyme Christmas
 - 2019:
 - 75th Anniversary Speaker Series
 - Don Redman Jazz Academy and Heritage Awards & Concert
 - 75th Anniversary Weekend
 - Allstadt Dedication Ceremony
 - Slave Dwelling Project Fireside Chat & Overnight Experience
 - Living History Weekends & Historic Trades Workshops
 - Trivia Night at the Barn
 - Flip Flop Festival
 - Historic Cocktails Workshop
 - Offsite events with Shenandoah Valley Battlefield Foundation and McCormick Civil War Institute
- Other Aid
 - 2018:
 - Event Brochures
 - Volunteer Dinners
 - Museum Management Intern
 - Junior Ranger badges & pencils
 - Youth Giveaways
 - Repaired historic beehive oven
 - New education program guns & kepis
 - Display items for Storer exhibit
 - 2019:
 - Event Brochures
 - Shared Communications Intern
 - Naturalization Ceremony Reception
 - Olde Tyme Christmas
 - In-kind hours
- Other News
 - Shepherd University Collaboration including:
 - HFMA Shepherd University Tourism Major - Academic Initiative Field Placement Pilot
 - School of Business Capstone Projects
- Certified Guide Program
 - 2018 = 225 total tours with 2,088 visitors
 - 2018 total revenue = \$23,065 (42% increase over 2016)
 - 2019: 7 total Certified Park Guides
 - YTD 2019 = 153 total tours with 2,271 visitors
 - YTD 2019 = \$16,980 (13% increase over YTD 2018)
- Lockwood House Update
 - Volunteers cleaned and prepped interior May 2018
 - Government shutdown and HPTC personnel changes pushed start to fall 2019
 - Volunteer for the Hammercorps!

- Staffing Update
 - Hired Lea McDowell as Sales & Visitor Experience Specialist

Communications Report (Katlyn Simmons)

- Facebook:
 - 2018 : 4,506 Followers,
 - 2019: 6,092 Followers, 5,852 Likes
- Instagram:
 - 2018: 304 Followers
 - 2019: 900 Followers
- Twitter:
 - 2018: 79 Followers
 - 2019: 107 Followers
- Facebook Followers:
 - 2018 to 2019 : 2,038; Follower Increase; 68.87%
 - 2019 to Now: 1,095; Follower Increase; 21.91%
- Facebook Likes:
 - 2018 to 2019: 1,792; Like Increase; 59.87%
 - 2019 to Now: 1,067; Like Increase; 22.3%
- Instagram Followers:
 - 2018 to 2019 : 304 Follower Increase; 148.29%
 - 2019 to Now: 391 Follower Increase; 76.82%
- Twitter Followers:
 - 2018 to 2019: 13 Follower Increase; 18.06%
 - 2019 to Now: 22 Follower Increase; 25.88%
- Most popular post: 1936 OTD Flood Post; March 18, 2019
 - 2,322 Reactions
 - 1.450 Likes
 - 34 Loves
 - 12 Haha
 - 761 Wow
 - 64 Sad
 - 1 Angry
 - 226 Comments
 - 757 Shares
 - 71,634 people reached
 - 21,829 Engagements
 - 90 New page Likes within a day; 187 within a week
- E-Newsletter: 30,159 Emails Delivered
 - Annual E-Newsletter Engagement: 17.1% opened; 82.9% unopened
 - August E-Newsletter Engagement: 16.2% opened; 83.8% unopened
- “The View” Newsletter: 450 (600/year) hardcopy + 1,275 emailed

Report of Membership & Publications (Cathrine Mägi)

- 2019 Release: *Confluence: Harpers Ferry as Destiny*
 - Pre-orders opened June 15th
 - Official launch: June 29th
 - New HFPA record for launch period sales!
- 2018 Members = 233
- 2018 Membership Revenue = \$10,970 (4% decrease from 2017)
- YTD August 2019 Members = 210
- YTD August 2019 Membership Revenue = \$5,000 (29% decrease from YTD 2018)
- Strategies to increase membership retention and growth:
 - Capstone students
 - Membership survey
 - Membership committee
- Proposed membership events:
 - Book club
 - Hiking club
 - Cocktail workshop
 - *Bill of Fare* dinner
 - *Sips & Stories*
 - Puzzlemania
 - What's In Your Attic
 - Members-only tours
 - Members-only dinner, tour, meet and greet

Financial Report (Cathy Baldau)

- 2018 Bookshop revenue = \$415,938 (down 17% from 2017)
- Net Assets, End of Year = \$620,599 (includes \$125K Lockwood House Grant)
- YTD August 2019 Bookshop revenue = \$225,678 (up 8% from YTD 2018)
- YTD August 2019 Net Assets = \$582,749
- Top ten bestsellers are all under \$5
- Aid to Harpers Ferry NHP since 1978: \$3,617,728

Volunteer of the Year Recognition

- Cathy Baldau recognized Hugh Clayton as 2018-2019 HFPA Volunteer of the Year

Election of Board Members (Jim Silvia)

Incumbent board members Cynthia Gayton and Ed Wheelless were each re-elected to another 3-year term. New board members Chris Craig, Laura Clark, and Sarah Shafer were elected to new 3-year terms.

The Annual Membership Meeting adjourned at about 4:25p so that members could enjoy the picnic.

HFPA Board of Directors Meeting

- The new HFPA Board of Directors formally convened following the Annual Membership Meeting to elect new officers:
 - Jim Silvia – Interim President, pending discussion at the next board meeting since potential new candidates for this position were not present at the meeting
 - Cynthia Gayton – Vice President
 - Laura Clark – Treasurer
 - David Gilbert – Secretary, with Ed Wheelless volunteering to shadow David as “Secretary in Training”
- New Board members were very interested in discussing current membership trends and ideas for improving membership recruitment and retention. This subject will be placed high on the agenda of our next board meeting.
- All Board members were interested in creating an online group collaboration website to manage HFPA documents and provide an effective forum for online collaboration.
 - Cynthia Gayton recommended Slack (<https://slack.com/>) and offered to set up a demo site for the Board to explore
 - The Board also asked Cathy Baldau to explore using the Association’s existing G-Suite for Non-Profits as a collaboration website.

The Board Meeting adjourned at approximately 4:55p.

– 9/8/2019 by David T. Gilbert