

***Harpers Ferry Park Association
Annual Membership Meeting***

Saturday, September 12 at 4:00 pm
Via Zoom (RSVP required)

Welcome and Introduction of Board Members

Jim Beckman, President

Approval of Minutes from Previous Meeting

Jim Beckman, President

Report from the Park

Tyrone Brandyburg, Park Superintendent

Association Activities Report

Cathy Baldau, Executive Director

Election of Board Members

Jim Beckman, President

Incumbents – New Three-Year Term

Jim Beckman

New Members – Three-Year Terms

Michael Zeleke

Susan Journell

Michael Lynch (Associate Member)

Communications Report

Katlyn Simmons, Communications Specialist

Financial Report

Laura Clark, Treasurer

Membership Report

Cathy Baldau, Executive Director

Vote on Proposed New Membership Tiers

Cathy Baldau, Executive Director & Jim Beckman, President

Looking Ahead & Volunteer Recognition

Cathy Baldau, Executive Director

Adjourn for Informal Part of Meeting; Virtual Happy Hour with Trivia Questions and Virtual Conversation/Fellowship

Harpers Ferry Park Association Annual Membership Meeting

September 12, 2020, 4:00p

Zoom teleconference

Annual Meeting Attendees

Board members in attendance: Jim Beckman, Laura Clark, Chris Craig, Cynthia Gayton, Dave Gilbert, Sarah Shafer, Jim Silvia, and Ed Wheelless.

Staff members in attendance: Cathy Baldau and Katlyn Simmons.

Park staff in attendance: Tyrone Brandyburg

Welcome and Introduction (Jim Beckman)

- President Jim Beckman started off the meeting with a welcome and introduction of board members. Jim notes that this is the first Annual Meeting held by teleconference (Zoom) in the 50-year history of the Association. He also announced that several documents would be screen-shared during the teleconference.
- Minutes of the September 7, 2019 Annual Membership Meeting were approved by 100% of the meeting participants (vote conducted via Zoom poll).

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:

- The Park has been focused on new staff hires and public safety during the COVID pandemic. The Park is still working through their adaptive reopening plan, which is currently in Phase 3. This phase entails opening restrooms and re-starting interpretive operations in the tent on The Green.
- The transportation system is still awaiting approval. The bus system will be operated by a new contractor with re-start estimated in October or November. The re-start will include social distancing signage and implementation of safe fee collection.
- Park has added new staff, including six new employees in the facilities group including a new facilities chief, HVAC/electrician, grounds crew, building maintenance, and preservation team members. A new administrative officer has been hired, and the Park will advertise for a new budget analyst.
- The Park has received approval for an ADA walkway to The Point. Next step is to hire a contractor to perform the work.
- The Byron Bridge walkway was reopened earlier this summer.
- The Park is proceeding with Maryland Heights rockslide mitigation, with plans to install a new barrier.
- Installation of fiber optic cable in Park buildings on Camp Hill is nearly complete. The next phase will be installing cable in the Lower Town.
- HPTC is working on the Lockwood House, where stabilization of the first and second floors is progressing.

Association Activities Report (Cathy Baldau)

- 2019 Sponsored Activities & Aid to Harpers Ferry NHP:
 - 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 & McCormick Civil War Institute
- Other 2019 Aid:
 - Event Brochures
 - Shared Communications Intern
 - Naturalization Ceremony Reception
 - Olde Tyme Christmas
 - In-kind hours
- 2020 Sponsored Activities & Aid to Harpers Ferry NHP:
 - Langston Hughes poetry and workshop with David Mills
 - Vintage Cocktail Workshop
- General 2020 News:
 - Attended Public Lands Alliance (PLA) Convention and Trade Show on March 1 - 5
 - Bookshop closed March 17; staff begins to work remotely
 - PPP (Payroll Protection Program) Loan received April 23
 - PPP Loan exhausted July 18
 - Staff layoffs August 3
 - SBA (Small Business Administration) EIDL loan secured August 7
 - HF Woman's Club pop-up sales commenced August 14
 - Lower Town tent sales commenced Sept. 3
- Certified Guide Program
 - 2019 = 223 total tours with 2,857 visitors
 - 2019 total revenue = \$23,725
 - YTD 2020* = 6 total tours with 17 visitors
 - YTD 2020* = \$400
 - *Suspended end of April; resumed with modifications end of August. Providing walk-up tours by donation in Lower Town until ranger programs resume.
- Publications
 - 2020 Release: "Color Harpers Ferry"
 - Printing made possible by anonymous donation
 - Free crayons with each purchase also donated to HFPA
 - 2021 Works in Progress:
 - James Burton Drawings
 - Virginius Island guidebook
 - Researching Print-on-demand sources

- Lockwood House Update
 - Stabilization and plaster conservation work began June 15

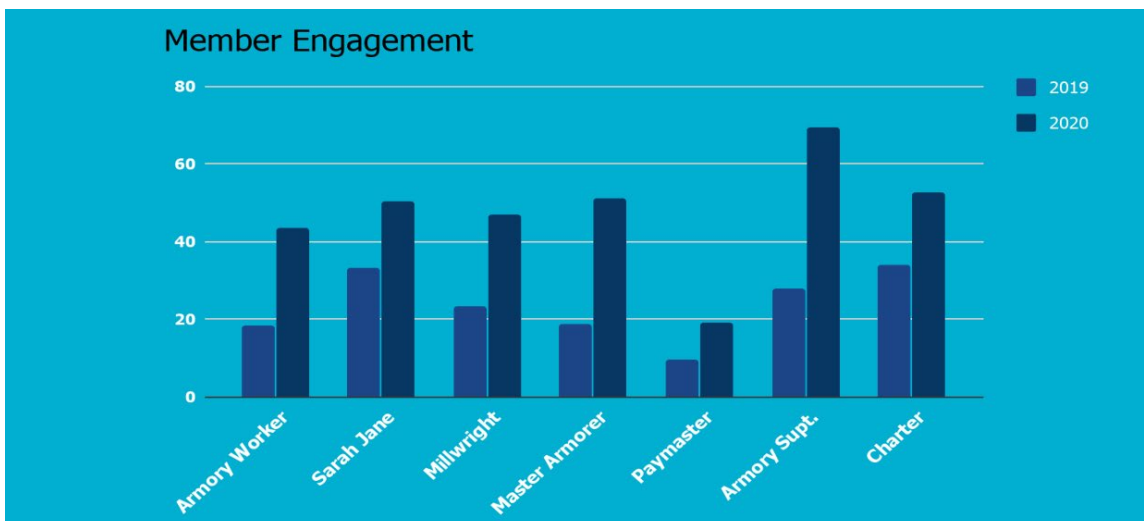
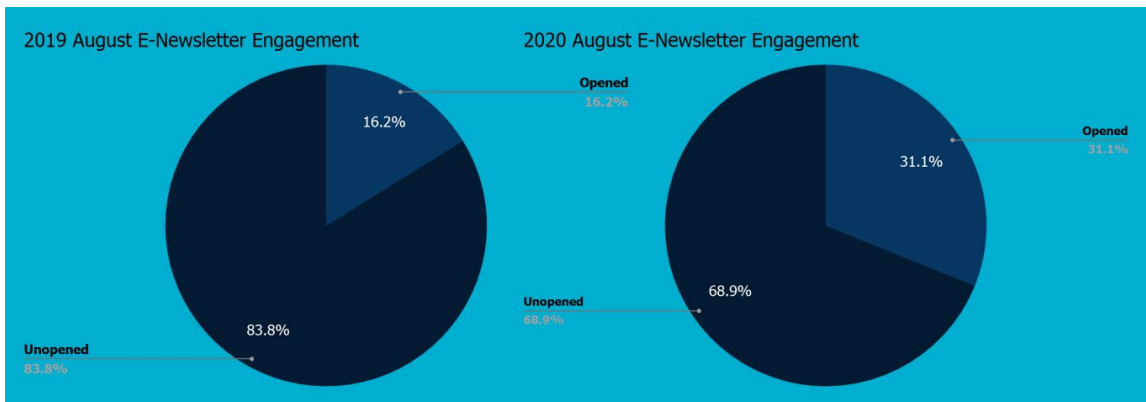
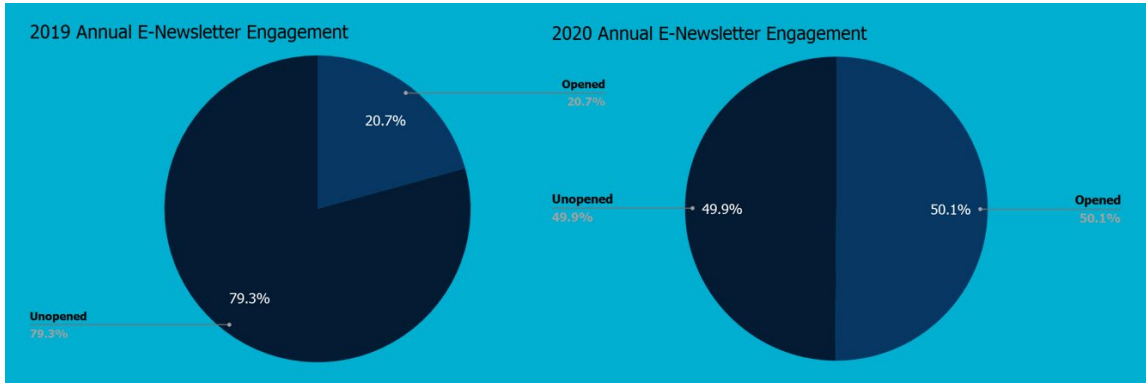
Election of Board Members (Jim Beckman)

- Incumbents – New Three-Year Term:
 - Jim Beckman
- New Members – Three-Year Terms:
 - Michael Zeleke
 - Susan Journell
 - Michael Lynch (Associate Member)
- Jim Beckman was re-elected and Michael Zeleke and Susan Journell were elected to new 3-year terms with 100% of the vote (via Zoom poll). Michael Lynch was elected to a new 1-year Associate Member term.

Communications Report (Katlyn Simmons)

- Facebook:
 - 2019 : 6,202 Followers, 4,977 Likes
 - 2020: 6,202 Followers, 4,785 Likes
- Instagram:
 - 2019: 509 Followers
 - 2020: 1,019 Followers
- Twitter:
 - 2019: 85 Followers
 - 2020: 119 Followers
- Facebook Followers:
 - 2019 to 2020 : 1,225 Follower Increase; 24.6%
 - 2020 to Now: 415 Follower Increase; 6.69%
- Facebook Likes:
 - 2019 to 2020: 1,263 Like Increase; 26.4%
 - 2020 to Now: 391 Like Increase; 6.46%
- Instagram Followers:
 - 2019 to 2020 : 510 Follower Increase; 100.2%
 - 2020 to Now: 277 Follower Increase; 27.18%
- Twitter Followers:
 - 2019 to 2020: 34 Follower Increase; 40%
 - 2020 to Now: 22 Follower Increase; 11.76%
- Most popular Facebook post: 1936 OTD Flood Post; March 18, 2020
 - 2,322 Reactions
 - 377 Likes
 - 9 Loves
 - 4 Haha
 - 170 Wow
 - 8 Sad
 - 43 Comments
 - 113 Shares
 - 13,004 people reached

- 1,912 Engagements
 - 12 New Pages Likes Within a Day; 22 Within a Week
 - Most popular Instagram post: May Photo Contest voting; May 22, 2020
 - Engagement: 178
 - 100 Likes
 - 78 Comments
 - 630 people reached
 - E-Newsletter: 21,869 Emails Delivered
 - “The View” newsletter: 450 (600/year) hardcopy + 306 (600/year) emailed
 - Charts:



Financial Report (Cathy Baldau)

- 2019 Bookshop revenue = \$415,614 (up 11% from 2018)
- Net Assets, December 2019 = \$541,486
- YTD August 2020 Bookshop revenue = \$33,000
- YTD July 2020 Net Assets = \$482,000
 - includes \$70,000 in restricted funds
 - \$84,000 cash (\$171,000 July 2019)
 - \$85,000 CD
 - \$224,000 inventory

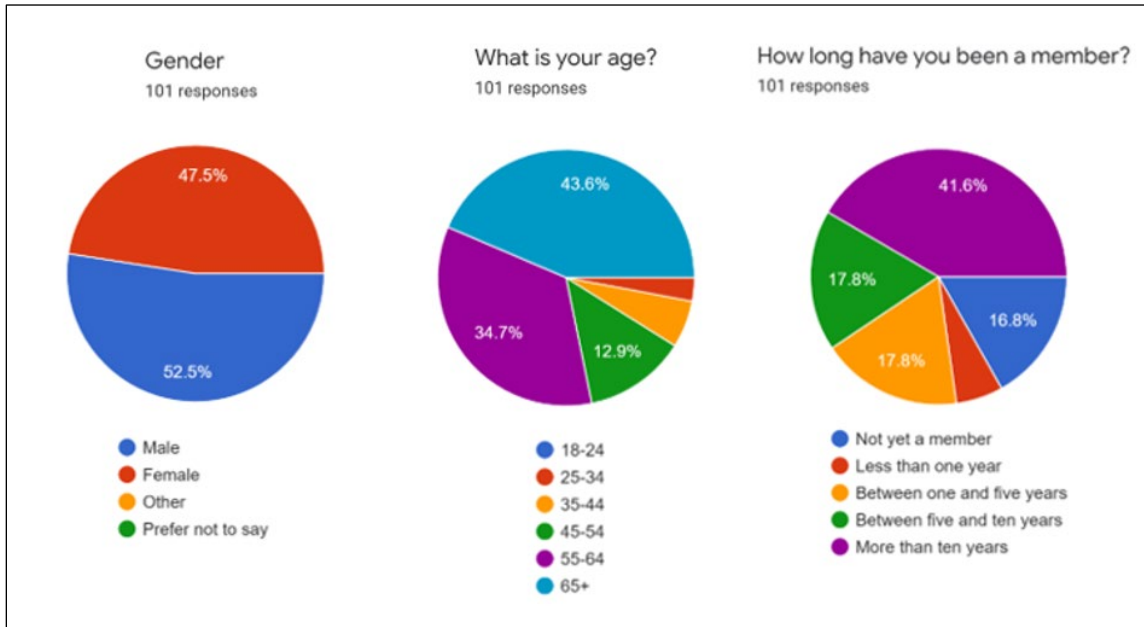
Treasurer's Report (Laura Clark)

- 2019 summary
 - Aid to park \$65K
 - 75th Anniversary – managed \$60K in grants and donations
- COVID-19 recovery
- Philanthropic Partnership Agreement
- Laura is particularly grateful for support the Association has received from our members and the community as we navigate the COVID shutdown

Membership Report (Cathy Baldau)

- Master Armorer Members
 - Joseph Andrews
 - John Barton
 - Scot Faulkner
 - Mike Keller
 - Bruce Kramer
 - Mark McDonough
 - David and Karen Petr
 - Jim Prentice
- Paymaster Members
 - James Beckman
 - Sarah Shafer & Dan Jimeno
- Armory Superintendent Members
 - Christopher Craig & Ed Wheeless
 - Storm DiConstanzo & Gillian McPhee
 - Rebecca Harriett
 - James Silvia
- Charter Members
 - Paula Degen
 - Mark Elrod
 - Dennis Frye
 - Susan Journell
 - Doug Perks
- Membership
 - 2019 Members =199

- 2019 Membership Revenue = \$8,845
- YTD August 2020* Members = 178
- YTD August 2020 Membership Revenue = \$5,780
 - *Remote work and mail interruption may have delayed renewal notices and renewal thank you's. Please email info@hfpawv.org if you are unsure of your membership status.
- 2020 Visitor Survey:



- How can we improve your overall experience when visiting Harpers Ferry?
 - Parking
 - Trash cans
 - Maintain public restrooms
 - Mobility

Vote on Proposed New Membership Tiers (Cathy Baldau and Jim Beckman)

- Current Membership Tiers (ca. 1994):
 - \$25 Armory Worker
 - \$25 Sarah Jane Foster
 - \$55 Millwright.
 - \$100 Master Armorer
 - \$250 Paymaster
 - \$500 Armory Superintendent
- Proposed New Membership Tiers:
 - \$35 PEREGRINE. Basic Membership for those who wish to support Harpers Ferry National Historical Park and the mission of the Park Association.
 - \$55 WAYFARER. Best Value! For frequent visitors to the park trails and museums.
 - \$75 MARMION. Family Membership for those who frequently explore the park with their children or furbabies.

- \$100 LOCKWOOD. Patron membership in support of the preservation of Harpers Ferry’s history, architecture, culture, and natural resources.
- \$250 SHENANDOAH. Contributing Membership for individuals in support of the preservation of Harpers Ferry’s history, architecture, culture, and natural resources.
- \$500 POTOMAC. Sustaining Membership for individuals or businesses in support of the preservation of Harpers Ferry’s history, architecture, culture, and natural resources.
- \$1,000 GOLDEN ANNIVERSARY BENEFACTOR. Legacy Membership to champion the Association’s past and future mission to enhance the visitor experience at Harpers Ferry National Historical Park by supporting the park’s interpretive and educational programs and providing aid to conservation and preservation projects (only available in 2021).
- Chart:

Proposed Membership Benefits	Peregrine \$35	Wayfayer \$55	Marmion \$75	Lockwood \$100	Shenandoah \$250	Potomac \$500
15% Discount, Newsletter, Pin & Decal for new members	◆	◆	◆	◆	◆	◆
Discounted tickets and early registration for workshops and programs	◆	◆	◆	◆	◆	◆
Invitation to annual meeting and picnic	◆	◆	◆	◆	◆	◆
Member-only sales and events	◆	◆	◆	◆	◆	◆
Monthly e-newsletter	◆	◆	◆	◆	◆	◆
Annual HF pass (\$35 value)		◆	◆	◆	◆	◆
NPS-themed game or BARK Ranger gear			◆	◆	◆	◆
Special Harpers Ferry gift, recognition in newsletter and annual meeting				◆	◆	◆
Private guided tour for up to 7 people					◆	◆
Extra member card					◆	◆
National Annual pass (\$80 value)						◆
Plaque for businesses						◆

- Alternative (generic) Membership Tier Names:
 - \$35 INDIVIDUAL
 - \$55 SUPPORTING
 - \$75 FAMILY
 - \$100 STEWARD
 - \$250 CONTRIBUTING
 - \$500 SUSTAINING
- There were some questions about what portion of new membership fees will be tax deductible, and what is the cost to the Association for each membership sold.
- Another suggestion was to include a book or other pertinent sales item with each membership sold based on the category of membership.
- **The membership then voted on the proposed membership tiers via Zoom poll:**
 - **14 votes/73%** – New tiered membership levels with all tiers named with new Harpers Ferry specific names for all tiers.
 - **2 votes/13%** – New tiered membership levels with all tiers named functionally (e.g. supporting, contributing, family, etc.)

- **1 vote/7%** – No changes (i.e. no new membership levels and no name changes to existing levels).
- **1 vote/7%** – Abstain
- **By majority vote, the new membership tier names and fees were adopted.**

Looking Ahead & Volunteer Recognition (Cathy Baldau)

- 2021: 50th Anniversary
 - Planned events:
 - “Trail Less Taken” hiking series
 - Gala fundraising dinner
 - Bookshop Open House
 - Membership Weekend
 - Anniversary “Bling”
- Volunteer for the planning committee at info@hfpawv.org
- Debbie Piscitelli has been named 2019 Volunteer of the Year. Congratulations to Debbie for her continued dedication to and support of the HFPA!
- Total volunteer hours for 2019 were 473

The formal Annual Membership Meeting adjourned at about 5:45p so that members could take part in a short trivia quiz via Zoom on the history of Harpers Ferry.

– 9/14/2020 by David T. Gilbert