Zoar Community Association – Minutes April 2, 2018 Board Meeting

The Meeting of the Zoar Community Association was called to order at 7:00 P.M. at the Zoar School House by President Jon Elsasser. Directors present included: Diane Geis, Scott Keating, Mark Gaynor, Kelsey Snyder, Cindy Lucas, Deb Deal, Libby Moffat, Jon Elsasser, Gail Garbrandt, Maranda Cunningham, Mike Murphy, and Chuck Knaack.

MINUTES-Gail Garbrandt

Copies of the minutes were emailed to Directors prior to the meeting. Seeing no additions or corrections, a motion was made by Scott Keating to accept the Minutes, Mark Gaynor seconded the motion.

FINANCIALS-Diane Geis

Salaries are down and we have one less person on staff. We had more pay days in January last year than in 2018. Rental income is slightly down but can be made up with wedding and event rentals. Advertising and marketing were up significantly compared to the first two months of 2017. Utilities are also less than during the same time period than last year. Some salaries need to be allocated to Fort Laurens.

A motion to accept the financials was made by Mark Gaynor and seconded by Kelsey Snyder.

SITE REPORT-Tammi Mackey Schrum

Tammi distributed the combined monthly reports for Zoar Village and Fort Laurens. We currently have 260 paid members this year compared to 315 in 2017. Membership goal for 2018 is 350. Retail sales are down from the first three months of 2017 for Zoar and up for Fort Laurens.

A Maintenance report was distributed by Rick Geis. A discussion followed about floor valves which let water in to the basement of the Bimiler House but won’t let water flow back out. Rick stated there is about three feet of water in the basement and has been there for about 30 days. He feels this needs immediate attention.

Tammi mentioned that the Tuscarawas County Convention and Visitors Bureau is offering a free ticket to visit Zoar or Fort Laurens. There will be a traveling library during the summer in Zoar on Thursdays. The Bicycle rental station has been installed in Zoar by the Hotel and the opening was posted on FaceBook and reached over 30,000 people. It was suggested that we invite our FaceBook friends to the Zoar Bike Rental—this will reach more people than a paid boost. Kelsey asked if bikes are allowed on sidewalks during festivals.

The Staff will exhibit at the Patriot Rally at New Towne Mall in New Philadelphia.

Zoar received two awards, one from the Eastern Ohio Development Association and the other from the Ohio Museum Association for the Institute of the Year.

Scott Keating suggested we might try an escape room event. Other suggestions included trivia nights for Zoar and Fort Laurens.

Small Projects-work around grounds at the Bimiler Art Museum, install authentic (period appropriate) landscaping; address the bat problem in Zoar.

Kelsey stated it would be worth the investment to set up a rental program for shelters but we will need signage.

Jon mentioned that Zoar Village needs a tree trimmer and that they had been borrowing his. A motion was made to purchase and donate a tree trimmer to the Village by Libby Moffat and second by Mike Murphy

The motion passed

Maefest is May 12 the Saturday before Mothers Day. There will be a plant sale in the garden beginning at 8:00 a.m. The festival is free but there is a $5 fee to go into the buildings. Rotary is doing food. Carol Murphy is guiding a bicycle tour. $15 pp

Scott asked if we want new businesses in Zoar. Kelsey noted we have the Zoar Hotel which is a prime location.

Mark discussed the requirement for a conditional use permit by Zoar Village. Kelsey suggested an ice cream shop, candy shop as well as offering space to artisans.

A discussion was held about Christmas in Zoar. It was suggested we not fix it but start over.

New Business

Strategic Plan

Directors were given a copy of the strategic plan at the last meeting. Jon distributed a handout to review the plan asking for additions, deletions and modifications.

The meeting was adjourned

The next meeting will be Monday June 4, 2018 at 7:00 p.m.

Respectfully submitted,

GAIL GARBRANDT, Trustee

Secretary to the Board