
Cleveland Restoration Society

BOARD OF TRUSTEES

Meeting Minutes

The Union Club
Cleveland, Ohio

Tuesday, January 21, 2014

All exhibits and attachments referenced herein are on file in the CRS office and are available upon request.

Trustees in Attendance

Michael Baruschke	Renee Beaver	Michael Cummins
Kevin Dreyfuss-Wells	Greg Frost	Dale K. Hilton
Anthony W. Hiti	William J. Hubbard	Joseph A. Marinucci
J. Gordon Priemer	Rosemary Reymann	Bill Saltzman
Brian D. Stark	Emily Sullivan	Natoya Walker Minor
Robert A. Weeks	Jan Devereaux	Bracy E. Lewis

I. Call to Order – Mike Cummins, Chair of the Board

- A. Minutes of the November 19, 2013 Board Meeting were approved.
- B. Tony Hiti provided a summary of the historic & architectural significance of the Union Club.
- C. Mike thanked the Trustees who had participated in the Annual Fund and reminded everyone else that there is still additional time to participate.
- D. Reservations for the Community Luncheon have been good, though table sponsorships are still available.

II. Discussion Item: 2013 Year in Review

Kathleen Crowther, President, and staff provided a summary of activities in 2013.

- A. Kerri Broome, Director of Publications and Development, summarized CRS's role in showing the relevance of preservation, including the 40-year anniversary projects, the National Preservation Award, a 46.5% increase in traffic to CRS's Facebook page, and the continued success and reach of Perspectives, Façade, and email alerts.
- B. Mary Ogle, Heritage Home Specialist, provided a summary of the resurgence of the Heritage Home ProgramSM. Mary explained that in the past year, CRS went from 11 cities, 13 wards, and 2 counties participating in the Heritage Home ProgramSM to 35 cities, 15 wards, and 4 counties. Inquiries went from 2,108 to 3,294; instances of technical assistance from 748 to 1,225; and site visits from 373 to 680. Signed loans went from 48 to 76 and the 1,000th loan in the Program's history was signed. Mary also explained the Heritage Home Purchase ProgramSM and CRS's

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partnership with First Federal in Lakewood, which combines the purchase of the house as well as the loan for the rehab work into one program.

- C. Michael Fleenor, Director of Preservation Services, explained various Preservation Services projects, including, the 40th anniversary survey, support to the Cleveland Landmarks Commission, assisting Ward 8 in landmark designations, as well as projects for the Alliance Historical Society, Perry Township, Richfield, Green, and Hudson.
- D. Felicia Hall, Director of Administration, summarized the numerous events that CRS held in 2013, including the Benefit and the Preservation Awards Ceremony, as well as the birthday recognition at City Hall, the presentation by Clement Price, and 4 Snoops. CRS has also undertaken an aggressive marketing campaign with a radio slot on IdeaStream that has aired 65 times and a commercial during the This Old House Hour that has aired 13 times.
- E. Tom Jorgensen, Chief Operating Officer, outlined challenges for 2014, including increasing individual and foundation support, increasing net revenue from the annual budget, freeing up the President's time for development, having a successful Legacy Cities Conference, expanding the Heritage Home ProgramSM, evaluating the Heritage Home ProgramSM's position in Summit County and either phasing it out or getting a local partner to assist with the program; and making our Heritage Home ProgramSM partnership with Mansfield a success.

The Trustees expressed their gratitude for all of the staff's hard work that was evident in the many accomplishments. A short discussion was had with respect to the expansion of the Heritage Home ProgramSM, specifically, that CRS ensure that it has capacity so that quality would be maintained.

III. 2014 Budget Approval Request

Tom Jorgensen and Ann Bish reviewed the 2014 budget. Tony Hiti moved to approve it. Joe Marinucci seconded the motion, and the Board approved the budget unanimously.

IV. Informational Report to the Board regarding potential preservation opportunity

Kathleen explained the condition of a property at 2834 Courtland Boulevard, Shaker Heights and the potential for CRS to become involved in the restoration of that property. The Trustees were invited to tour the home on Friday, January 24, 1:30 – 2:30 pm. A smaller committee will come back to the Board with a suggested strategy forward.

V. Old Business. No old business.

VI. New Business No new business.

VII. Adjourned

The meeting was adjourned. The next Board Meeting is scheduled for March 18th.

Minutes respectfully submitted by Bill Hubbard, Board Secretary.