

May 16, 2022 KGMS Board Meeting Minutes

CALL TO ORDER: Dave Haas, President, called the virtual meeting to order via ZOOM. There was a quorum. There were 15 participants.

Treasurer Report: Read and accepted

Secretary Report: Read and accepted with corrections

Committee Reports:

A. 2022 Annual Show Recap:

1. KGMS had 17 people sign up at show to be new members
2. KGMS also received several monetary donations during the show
3. Kate advised with success of show, KGMS will be moving into a new tax bracket since yearly gross revenue was greater than 50K
4. Square worked well for Silent Auction and Geode Cracking area. Kate advised not to use Square for Admission or Specimen Table as these areas have too small of a transaction amount to make it economically feasible. Each Square transaction is charged a 3.5% fee of transaction amount.
5. Suggestion to have a third party organize at least part of the show as it is getting too big for one person. Other suggestions include a Show Liaison to handle vendor questions and a Show Committee to share the workload.
6. Wrifton resigned as show chair for 2023.
7. Discussion on how to handle security at the show since this year KGMS was plagued with a group of shoplifters that visited multiple days.
8. Allison VanNocker asked how KGMS was planning on spending some of the profits from the show. Some suggestions were mineral identification classes, additional speakers at club meetings (perhaps from Cranbrook Institute or Wayne State University)

Vendors

- * Anna stressed the need to have vendor contracts and deposits sent to the KGMS PO Box before contracts are passed to the Show Chairman.

Once received and logged in, the treasurer would pass the information to the Show Chairman. Treasurer's phone number should not be on vendor contracts.

Advertising

*Kate expressed concern over the advertising budget and inconsistency of show times between Facebook and KGMS Website. Wrifton explained inconsistency was due to a last minute decision by Board to open at Noon on Friday which left little time to update both sites. Wrifton explained that it was more effective to advertise on social media than print fliers and postcards. 2022 advertising on Facebook yielded 37,000 views, 10,000 people thinking about attending the show and approximately 2,000 people who said they attended the show. In addition, the mailing list for the postcards is hard to maintain as much of the past attendee data has changed due to a two year hiatus of shows because of COVID. Advertising budget for 2022 show was \$2,000.

*Suggestion to print a limited number of show fliers in the future to provide to schools, libraries and other area shows.

*2023 show dates are May 5-7, with setup on May 4. Dave to send 2023 show dates to Rock and Gem for posting in magazine.

*Dave to check with local radio and TV stations to see if show can be mentioned on community calendars

Hospitality

*Vendors were impressed with selection of food at the show

Displays

No Update

Demonstrators

No update

Silent Auction

*Silent Auction slips available upon request

Specimen Table

*Jim Trail suggested a banner be made for the specimen table as many attendees did not know that this was a KGMS sponsored area and thought it was just another vendor area. The banner would help with club identified areas like Information Booth, Silent Auction

Arts/Crafts and Kids Games

*Donna needs volunteers to help with materials for craft area...Gem trees, Dino craft boards, bag prizes

Gold Panning

No Update

Gold Mine

No Update

Volunteers

No Update

Admission and Tickets

*No update

School Kids/Kids Day

* No update

Speakers/Presentations

*No presentations scheduled

B. Fieldtrip Committee

1. Tentative schedule for 2022

*Upper Peninsula/Keweenaw scheduled for August 4-11; Members to meet on Thursday, August 4 at Jerzi's 41 Sports Bar and Grill. Keweenaw Mineral Week, August 7-11 with Copper Country Rock and Mineral Show August 13-15.

*Cheney Quarry scheduled for September 10

*South Rockwood scheduled for September 24

*Byholt Quarry scheduled for October 1

C. Kids Area Committee

1. Rick Berner reported the Petoskey Polishing Station was a success with steady amount of attendance throughout show.

D. Education/Outreach Committee

1. Discussion on having WMU professors to provide a list of potential scholarship candidates. Option to use the WMU general scholarship application and have either the professors decide who gets the scholarship or have professors provide a list of potential candidates and have KGMS decide awardees. Using the WMU General scholarship application may provide KGMS with greater visibility which could result in more applicants and possibility to give more money to each applicant. Suggestion to open up to KVCC students as well. Cynthia read the current requirements on the KGMS Scholarship application.
2. Anna suggested KGMS buy a Dinosaur for the WMU Dinosaur Park on campus. It would display the KGMS club logo and name. Website: <https://wmich.edu/geology/donateadinosaur>
3. Anna also suggested KGMS could donate money for Earth Science grants to area schools
4. Plainwell Library is asking for a speaker for July 13 or 20. Jim and Dave to give presentation on Michigan Rocks

E. KGMS 2022 Tailgate

1. Tentative 2022 Tailgate Date is September 17

F. Miscellaneous

1. The next general meeting is scheduled for June 7 and next Board meeting will be June 20
2. Dave to check with Bill on July Workbee date and time

Meeting adjourned at 8:45pm.

Cynthia Gauthier
Recording Secretary

Date Approved:
No Vote

Board Title	Elected Person	Attended
President	Dave Haas	Y
Vice-President	Bruce Atherton	Y
Treasurers	Kate Dutrow	Y
	Chet Parrow	N
	Anna-Marie Reese	Y
Secretary	Cynthia Gauthier	Y
Liaison	Bill Mitchell	N
Members at Large	Kim Strawbridge	Y
	Rick Berner	Y
	Jim Traill	Y
Media Editor	Wrifton Graham	Y
QUORUM (need 5)		Y

Additional Attendees

Sue Haas—Silent Auction Lead
Allison and Jerry VanNocker
Dennis Guy
Ed Paslaski—KGMS member
Joe Curry—KGMS Member