

Log Cabin Heritage Foundation Minutes

4-10-2025

Meeting was held in person and zoom. Members present: Tim Keith, Kayleigh Nava, Rick Selcer, Ruth Karbach, Kevin Dickerson, Amanda Hill, Sheran Keyton (via zoom), and Lynn Geis. Members absent: Cara Kennemer, Susan Pritchett, and Jack Edmondson. Rena Lawrence, Historic Site Supervisor and Shae Nawoj, Assistant Historic Site Supervisor, were also present. Special guests present were Monique Hill (via zoom) and Ryan Noel.

Meeting was called to order at 5:33 by Tim Keith. Meeting was directed by Tim Keith and Rena Lawrence.

- A. Ryan Noel from Sovic Creative gave a presentation, including handouts to the board members regarding aspects of their business and how they are assisting Log Cabin Village.
 - a. Sovic Creative is located close to Log Cabin Village, and they have been working with us for the past year on marketing strategies.
 - b. Attendance is up 12% at Log Cabin Village since engaging Sovic Creative.
 - c. Sovic Creative has professional designers that have provided us with good results with the social media campaign. Our online followers have increased by 38%.
 - d. Log Cabin Village will continue working with Sovic Creative but looking ahead to the future, we may need to apply for grants or fundraising to be cost effective.
- B. Minutes of meeting from 1-16-2025 were presented and approved.
- C. Presentation of Treasurer's Report by Rena Lawrence.
 - a. Beginning Balance: \$6,806.57 (FWCCU Checking)
 - b. Ending Balance: \$13,302.87 (FWCCU Checking)
 - c. Beginning Balance: \$70,030.12 (FWCCU Savings)
 - d. Ending Balance: (\$24,714.62)
 - e. Beginning balance: (\$40,000.00 FWCCU-CD)
 - f. Ending Balance: (\$40,297.52 FWCCU-CD)
 - g. LCV was a little over budget due to replacing the Stopping Stones that were made of brass and deteriorating, and replacing them with new ones made of bronze that will be more durable and more professional looking. The parks trade crews will install them for us.
 - h. Professional Development and Marketing are the bulk of our spending.
 - i. Review of Budget to Actuals by Rena Lawrence.
 - j. Budget was unanimously approved.
- D. New Business
 - a. New Officer Elections:
 - Tim Keith, President
 - Ruth Karbach: Vice President
 - Treasurer: Kevin Dickerson
 - Secretary: Amanda Hill

- b. Slate of new officers was approved.
 - c. Tim will email board members to update them on the new officers.
 - d. Kevin Dickerson will be added to the accounts at FWCCU.
- E. Old Business
- a. No old business
- F. Village News and Updates
- a. Visitation has increased by 6.4%, and our revenue has increased by 6%.
 - b. We will be looking at different vendors to provide products with our logo.
 - c. We sell amazing t-shirts, and Rena designed one!
 - d. Predicting a decline in international visitation this summer and not sure yet what the impact will be. What we see mimics what happens economically.
 - e. Spring Break was good.
 - f. Programming News:
 - Log Cabin Story Time will be the first Wednesday of the month for the next 3 months.
 - Historic Self Care Class last week was well received with the class making face cream and a hair mask.
 - A \$750.00 Grant from Humanities Texas will go towards a Hands-on Adobe Workshop with Shine Trabucco on June 28, 2025.
 - Homemade Ice Cream Class for July 12, 2025 is already full with a waiting list.
 - Murder at the Village: A Log Cabin Village Murder Mystery will be Oct 26, 2025.
 - Butter and Biscuits Class will be Nov. 15, 2025.
 - Holidays at the Hearth on Dec. 6, 2025
 - Check the Log Cabin Village Website to see the latest updates and news.
- G. Future Agenda
- a. Next Meeting will be July 10, 2025 and will be a virtual meeting.
 - b. Future meeting Oct 19, 2025.
- H. Meeting adjourned at 6:45.

Respectfully submitted,

Lynn Geis