Mission Statement: The purpose of the Friends of Mount Hope Cemetery is to optimize the cemetery's potential as a cultural resource through education, preservation, and promotion of Mount Hope Cemetery's unique heritage.

Board of Trustees Meeting Minutes – September 6, 2023

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<tr>
<th>In Attendance</th>
<th>Excused</th>
<th>Unexcused</th>
<th>Guests/Members</th>
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<tbody>
<tr>
<td>Dennis Carr</td>
<td>Cam Tran</td>
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<td>Marilyn Colby</td>
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<td>Pat Corcoran</td>
<td>Marjorie Searl</td>
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<td>Lynda Baudanza</td>
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<td>Deb Coffey</td>
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<td>Carina Gassman</td>
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<td>Kristine Klein</td>
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<td>Tom Jones</td>
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<td>Barbara Figura</td>
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<td>Tony Filer</td>
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<td>Robbie Dreeson</td>
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<td>Chris Grooms</td>
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<td>Nancy Uffindell</td>
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<td>Sally Millick</td>
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<td>Monica Gurell</td>
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<td>Chris Petote</td>
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<td>Henry McCartney</td>
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Call to Order: Kristine Klein 7:00 pm

Secretary’s Report: Chris Petote

- Motion to accept July minutes was made by Nancy Uffindell, seconded by Barbara Figura. Minutes accepted by all.

Cemetery Report: Jarod Terrell

- Jarod could not attend tonight's meeting but did send the following: “I wanted to report that we did a transfer of funds to complete the railings at the gatehouse and the 1912 chapel. We are meeting with TY Lin in a few weeks to figure out the next steps to improve the 1912 chapel to have it open and available for use.”

President Report: Kristine Klein

- Kristine thanked all those who attended the ceremony and tree dedication for John Pearsall, former President and many years active member of the FOMH.
• Kristine thanked all for sending in committee reports on time. She reminded everyone to provide hours, reiterating the importance of this information for grant writing and sharing with the City the work done by the Friends.

• Kristine reported that the FOMH was awarded a *Trip Experts’ Choice Award*, which honors the world’s best travel businesses. The * Experts’ Choice* is the only industry accolade based on professional reviews. Sources for this are travel guides, magazines, and newspapers; they rely only on content by people who have traveled extensively in the country they are covering and who can provide reliable and unbiased advice. Since 2022’s awards, more than 300,000 new reviews have been added to their collection. Unlike other content businesses that use more and more AI, *Trip Expert* remains committed to the idea that the best travel choice comes from detailed, thoughtful reviews written by human professionals. This year’s winners were chosen because travel professionals consider them the best. Kristine will add their symbol to our website.

**Financial Report: Henry McCartney**

• Henry emailed all his financial reports ahead of the meeting. FOMH continues to do well financially. Henry reported an increase in general memberships but a slight decrease in new ones; merchandise sales are up, likely because the gatehouse is open after tours. Henry also noted that themed tours are down just a bit, but special tours are up. Income is up, and expenses have been a little higher than usual. We have spent significant money on restoration, mostly from FOMH funds rather than grants and donations.

**Nomination of Carina Gassman for Board of Trustees: Kristine Klein & Henry McCartney**

• Kristine shared a brief biography of Carina. Carina is married. She works as a chemist at Bausch & Lomb. Carina has been a FOMH volunteer receptionist since 2021. In addition, she serves as the Assistant Treasurer, is an active member of the PR Committee, and is one of the primary contributors to Instagram. Her family history and interest in the Find A Grave site led her to MHC and the Friends.

• Henry motioned to add Carina to the Board of Trustees, and Nancy Uffindell seconded, all were in favor of adding Carina Gassman to the Board.

**Square Credit Card Payments**

• Henry and Carina have set up Square as the new way to take credit card payments. It has been in use since the last week of August and has been successful. They initially used their own phones but have since purchased one for general use. Square makes accounting infallible. Carina noted that she has been using QuickBooks, and all transaction information goes directly to the FOMH account. This new method will be cheaper than having a landline. With the plan added to Henry’s personal account, the new phone will only be $17/month, whereas we currently pay $50/month for the landline, which this season seemed not to work more than it did. Henry made a resolution to change from Electronic Merchants System to Square, effective immediately. Patricia Corcoran seconded the motion. All voted in favor of the resolution.
From the Beyond: Deb Coffey
- Deb reported that we are 5-1/2 weeks out from this event, and everything is falling in line. There will be one more meeting and then the practice walk-thru. The historians have their stories, the map is done, and Deb has timed the tour for 90 minutes.
- To ramp up visibility for this event, Deb hoped to get a professional photographer. After sending out an email to volunteers, Jerry Cheplowicz’s wife and son, who are professional photographers, volunteered. Deb is also planning to set up ‘photo booth’ displays so tour guests can take their own pictures to share on various social media platforms.

Holley Event: Pat Corcoran
- The Holley gravesite projects are done, the steps are finished, and the bench is in place. The area has been trimmed and mowed. Monica Gurell will handle refreshments after the ceremony, Kristine Klein will act as MC of the ceremony, Dennis Carr has the bagpiper scheduled, and Robbie Dreeson will invite local DAR chapters. The city will weed-whack the area before the ceremony.

Mourning in the Morning: Kristine Klein and Pat Corcoran
Mourning in the Morning:
“After years of producing videos and sharing our research with the community via Zoom, we will no longer collaborate with the Rochester Public Library in this effort. The library has new topic and time requirements, which are difficult for us to work with as we are a small organization.
We are most grateful for our years of cooperation with the Rochester Public Library, namely with Christine Ridarsky, Michelle Finn, and Brandon Fess. We look forward to future projects with these colleagues.
We are hoping to produce videos sharing our research in other venues. Kristine and Dennis will be exploring such possibilities in upcoming board meetings.”
Pat Corcoran

Committee Reports:
*Full reports were emailed to Board members before the meeting

PR Committee – Currently, Kristine Klein is working on creating a job description for a dedicated PR person, she is also working with MailStar for the ‘From the Beyond.’ postcard.

Restoration Committee – Patricia Corcoran reported that during August, (71) gravestones and (46) foundations were repaired in three Jewish sections on Greentree Avenue in Range 3. Work in this area will be completed in September. Other projects completed are a monument in Section L, which was damaged after that area was finished, and the Holley site’s steps, handrail, and bench have been installed. Colleen Englert has maintained the Spanish-American area as contracted.

Landscape Maintenance Report: Susan Andersen – Susan, a FOMH volunteer, has spent 38 hours in July cutting out invasives: poison ivy, Russian Olive, Tree of Heaven,
grapevines, etc. In August, she had 29.5 hours of volunteer work that included more clearing out of invasives. She also cleared the Holley vistas with Chris McCoy, his Edison Tech students, and Tom Jones.

**Cradle Graves** – Robbie Dreeson reported that the 2023 season is still going strong. She saw new gardeners bring renewed effort to several cradle gardens. Several neglected gardens that had no response to emails were offered to new volunteers. Currently, there are 200+ gardens and 100+ garden volunteers. Robbie weed-whacked throughout the season in those areas that were really overgrown.

**Genealogy Report: Nancy Uffindell** – Nancy reported she had 13 requests for 44 names. One was from the Smithsonian National Portrait Gallery looking for a C.C. Beamon of Gates, NY.

**Tour Committee: Deb Coffey and Dennis Carr** – Dennis reported they have put the schedule out for September, and it is heavy with new guides. Dennis plans to be on the last three Sunday tours in October, which tend to get many attendees. He can act as a second guide as needed. Deb Coffey reported that they have six new people interested in learning to guide, and they may hold a ‘meet & greet’ in November to feel them out further. Deb also noted that as the ensemble tours seem very popular, she is considering adding one next season.

**For the Good of the Board** –
- Barbara Figura mentioned that Ann McCracken did a great job creating an overlay for the sandwich board to cover changes made to the schedule.
- Dennis mentioned that running a cemetery is a rough business everywhere, noting that Forest Lawn in Buffalo had a significant shift in management.
- As a reminder, Chris Grooms and Sarah Johnson are debuting their “Ales From the Crypt” tour on Saturday, September 9th at 4 pm. Joining the tour will be Gino Fanelli from WXXI, and after the tour, all are invited to Swiftwater Brewing for a drink and post-tour talk.

Motion made to adjourn by Dennis Carr, seconded by Chris Grooms.

**Additional Reports:**

Please see the attached individual committee reports

The meeting was adjourned at 8:15 p.m.

**The next board meeting is Wed., October 4, 2023**

**Minutes Submitted by Chris Petote, Board Secretary**