

**Rockcastle Karst Conservancy
General Meeting – 10/07/2012
Approved Minutes**

In Attendance:

Directors: Mary Gratsch, Werner Jud, Pete Stow, Tammy Otten, and Gary Bush

Others:

Howard Kalnitz
Bob Dobbs
Ron Hager

Neena Jud
Mike Wuerth

Pam Duncan
Bob Yuellig

Ralph Mann
Beau Gergel

28th Meeting of the RKC was held at the Main Branch Boone County Library, Burlington, KY.
Called to Order by Chair Mary Gratsch at about 2:04PM.



RKC

Agenda-2012-10-07.i

Meeting Agenda is attached:

Announcements: To be done later in the agenda, per Chair Gratsch.

Secretary's Report: (Bush) Read summary of Minutes of Meeting of 03/11//2012.

Otten moved to accept the minutes. Seconded by Stow. Approved unanimously (5 votes For).
The final Minutes can now be posted on the website.

Treasurer's Report: (Jud)

Current Fiscal Year details are in the Year-To-Date Revenue & Expense and Balance Sheets below:



RKC-RevExp-2012-1
0.pdf

2012 YTD Rev&Exp:



RKC-Bal-2012-10.pdf

2012 Oct. Bal. Sheet:

Summary of reports (Mar. 11 – Oct. 7):

Gross Profit = \$ 9,526.03
- Total Expense = (\$ 7,289.42)
Net Income = \$ 2,236.61

Total Current Assets = \$ 27,445.65
Total Fixed Assets = \$368,000.00
Total Liabilities & Equity = \$395,445.65

The Life Fund Allocation is currently \$9,853.12.

Discussion ensued about the recording and tracking of donations from item sales.

Bush moved: "Vote to accept the Treasurer's Reports, as provided." Otten seconded.
Vote: Unanimously Accepted (5 votes For).

Committee Reports

(A) Membership Committee: (Pete Stow)

1. Total current membership = 75 (36 Regular, 37 Life, and 3 Sustaining members) *****
2. Sustaining memberships = 3 currently (2 dropped due to CC date changes – to be contacted).

(B) GSP Committee: (Richard Duncan) (RD not present; no report provided)

(Oral report from Neena Jud)

1. Financials: \$4,780 received from KOR and scouts.
2. Scout shelter construction is progressing, paid for by scout camping donation upcharges.
3. Camille Westmont proposed an archeological dig in GSP. Is a GSP Committee decision.
4. Vascular Plant Study by Ralph Thompson (Biology Professor at Berea College.)

(C) Message Committee: (Otten/Coomer)

1. We have 'messages' completed for members, non-member cavers, and the general public. These have become the tri-folds, the black & white cards, and the craft cards.
2. We have a newsletter, published in the Spring, 2012. The recommendation is to publish at least once a year.
3. The message committee will be working with Pam Duncan on the Membership Drive.

(D) Misty Cave Committee: (Stow)

1. Property is generally OK.

(E) Cornhole Cave Committee: (Gratsch)

1. Property Taxes to be paid by Mary.
2. Survey is still underway. Data from two surveys didn't match. May have to start over.

(F) Fundraising Committee: (Gratsch/Duncan)

1. Music in the Mountain (Dobbs)
 - a. We had some additional expenses we didn't have last year.
 - b. We had only half the number of guests:
 - Woody Pines attendance was about 170.
 - Evening tickets were about twice that.
 - c. We had good promotions for the event this year.
 - d. We need larger print ads ... ¼ page, at least.
 - e. Shuttle and Golf Carts are nice, but aren't necessary.
 - f. Some outstanding bills are preventing closing the books for a final accounting.
 - g. Decisions to be made:
 - Will we do MIM in 2013?
 - Should we do MIM the evening of Open House instead?
 - Would have to have clear lines to settle costs between GCG and RKC
 - Tammy Otten will set up a meeting to discuss options.



MIM Report to RKC -
2012-10-07.pdf

Full MIM Report:

2. Report of Convention/KOR funds raised (Duncan)
 - Pam Duncan has a \$70 check, probably for vests at Consignment Sales.
 - Mary Gratsch to follow-up
3. KOR Raffle (WJud) - brought in \$303.00.
4. Convention Sale of Jack Hissong's Items was \$58.20

(G) Acquisition Committee: (Stow/Jud)

A discussion ensued on a potential property with caves. There are mineral rights issues to consider with this property.

Old Business:

(A) Rockcastle Industrial Development Committee: - Nothing to report.

(B) Life Membership Annuity: (Bush)

Treasurer reported \$9,853.12 is set aside for this fund. With 37 Life members, we need \$11,100 to invest in an annuity with the NSF.

(C) Bank without charges: (Jud)

Treasurer will check back with our banks every 6 months to ensure no fees are charged.

(D) Tri-fold printing: (Otten)

Have tri-folds, craft cards, B&W postcards. New items are being discussed

(E) Bill Carr's concrete pad: (24'x24', about 30' from the road)

GCG and GSP approved the pad. Bill Carr hasn't moved on it yet.

(F) Membership Recovery Ideas: (Stow, Otten)

Project details are still under discussion.

(G) Registered Agent Decision:

Shane Mullins has agreed to be the RA. The assignment has been changed in the state application.

New Business

(A) Election Committee Membership:

Howard Kalnitz, Neena Jud, and Gary Bush have volunteered for the Election Committee.

(B) Opening of Nominations for Director Election: [One (1) position is available for 2013 (Stow)]

Pete Stow agreed to run again and was nominated.

Nominations will remain open until the December meeting.

Next Meeting:

December 9, 2012 at 2:00PM. Will try to get this library room ... to be announced.

Adjournment: Motion to adjourn made by Bush, seconded by Otten, at 4:25 PM.

Vote: Passed unanimously (5 votes For)

Meeting Minutes prepared by W. Gary Bush, Secretary

RKC Agenda

Oct 7th, 2012

Boone County Main Library (Burlington)

General:

- 1) Announcements
- 2) Secretary reading of previous meeting Minutes
- 3) Treasurers Report

Committee Reports:

- 1) Membership committee (stow)
 - a. Total current membership
 - b. Sustaining memberships
- 2) Great Saltpeter Cave Committee (Jud)
- 3) Message Committee (Otten/Coomer)
- 4) Misty Cave Committee (Stow)
- 5) Cornhole Cave Committee (Gratsch)
- 6) Fundraising Committee (Gratsch)
 - a. Report of funds raised (Duncan)
 - b. Music in the mountain (Dobbs)
- 7) Acquisition Committee (Stow/Jud)

Old Business:

- 1) Rockcastle Industrial Development Committee
- 2) Life membership savings (Bush) – WJ with status of fund
- 3) Bank without charges (Jud) – update from banks
- 4) Trifold printing (Otten) – other options
- 5) Bill Carr's Concrete Pad – GCG Decision status
- 6) Membership Recovery Status (Otten) - Newsletter?
- 7) Registered Agent Decision (Jud)

New Business:

1. Election Committee Membership
2. Open Nominations for Director (1 Position Available (Stow))

Next Meeting Date:

Adjournment:

October 16, 2012
Cash Basis

Rockcastle Karst Conservancy, Inc.

Revenue & Expenditures

March 12 through October 7, 2012

	<u>Mar 12 - Oct 7,...</u>
Ordinary Income/Expense	
Income	
4 · Contributed support	
4010 · Individual contribution	779.50
4210 · Organizations, Businesses	508.40
Total 4 · Contributed support	<u>1,287.90</u>
5 · Petitioned revenues	
5210 · Membership dues	610.00
5220 · Promotion	1,769.50
5250 · RKC Merchandise	543.20
5310 · Interest short-term inv	12.28
5500 · Special events	5,732.50
Total 5 · Petitioned revenues	<u>8,667.48</u>
Total Income	9,955.38
Cost of Goods Sold	
5000 · Cost of Goods Sold	429.35
Total COGS	<u>429.35</u>
Gross Profit	9,526.03
Expense	
6980 · Uncategorized Expenses	0.00
7010 · Special event related expenses	6,416.72
8100 · General Operating expenses	
8110 · Supplies	29.54
8140 · Postage, shipping, delivery	18.00
Total 8100 · General Operating expenses	<u>47.54</u>
8500 · Misc expenses	
8570 · Advertising expenses	285.56
8500 · Misc expenses - Other	0.00
Total 8500 · Misc expenses	<u>285.56</u>
8600 · Business expenses	
8680 · Transaction fees	514.60
8690 · Recording fees	25.00
Total 8600 · Business expenses	<u>539.60</u>
Total Expense	<u>7,289.42</u>
Net Ordinary Income	<u>2,236.61</u>
Net Income	<u><u>2,236.61</u></u>

Rockcastle Karst Conservancy, Inc.

Balance Sheet

As of October 7, 2012

	<u>Oct 7, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · Chase JPM	
0100 · Life member Invst fund	9,853.12
1000 · Chase JPM - Other	9,362.27
Total 1000 · Chase JPM	<u>19,215.39</u>
1002 · Community Trust	
1003 · Misty Funds	288.10
1002 · Community Trust - Other	7,395.59
Total 1002 · Community Trust	<u>7,683.69</u>
1010 · Petty cash	3.05
Total Checking/Savings	<u>26,902.13</u>
Other Current Assets	
1120 · Inventory Asset	339.70
1299 · Undeposited Funds	203.82
Total Other Current Assets	<u>543.52</u>
Total Current Assets	27,445.65
Fixed Assets	
1140 · Real Estate Asset(GSP)	350,000.00
1141 · Real Estate Asset (Misty)	18,000.00
Total Fixed Assets	<u>368,000.00</u>
TOTAL ASSETS	<u>395,445.65</u>
LIABILITIES & EQUITY	
Equity	
3001 · Opening Bal Equity	368,000.00
3010 · Unrestrict (retained earnings)	24,181.01
Net Income	3,264.64
Total Equity	<u>395,445.65</u>
TOTAL LIABILITIES & EQUITY	<u>395,445.65</u>

Music in the Mountain Committee Report to RKC

Oct. 7, 2012

I want to thank all of you for your hard work and support in planning and implementing MIM 2012. Also thanks to Joetta Hutson for contacting sponsors and getting donations.

In spite of a few set-backs and surprises; (1) Golf carts cost \$180 more than budgeted, (2) R-TEC (shuttle) changed management and wanted a donation, (3) Four food vendors canceling out, (4) And the biggie-\$750 liability insurance, we managed to pull it off.

Our guests were well taken care of--parked, shuttled, hauled, fed, and entertained. Our on-site ticketing went very well also, thanks to Pete Stow and Tammy Otten.

Other added expenses were ticketing (wristbands, WiFi), the program, and media advertising, which was increased by over \$600, but got offset by \$450 in sponsor money.

Only one big drawback, we had only about half the amount of guests we needed to make a profit, considering our extra expenses this year.

Music in the Mountain was advertised in four newspapers and four radio stations, plus lots of posters and fliers. WRVK radio (Mt Vernon) did the live broadcast and started promoting MIM three weeks before the event. Peoples bank sent out 20,000 flyers in their bank statements. Rockcastle County tourism Commission advertised it on their web site and mailings.

The first show drew about 170 and the second show about twice that amount. There are many things that can affect attendance; ticket prices; other bluegrass concerts close by or near the same date; or, as happened this year, one of the 6:00 bands was doing two other shows locally that same weekend.

Having two different shows sounded like a good idea, but the different ticket prices and combinations make it hard to predict what people would do as far as buying tickets. No matter how neat we think it is, it appears there may be a limited number of people who are interested in seeing a concert in a cave. We may never draw more than 400 or so to a concert. Suggestions for future MIM events:

- (1) Get a band that will donate their time, or do it for travel and hotel expenses only.
- (2) Set the date a year ahead of time and book the band. (a lot of advertising material is laid out and sent to print in November for the following year)
- (3) Keep ticketing simple.
- (4) Don't be afraid to advertise big—a quarter page newspaper ad is probably four times as effective as a small 2"X3" ad.
- (5) The shuttle and golf-carts are a good touch, but aren't absolutely necessary.

Werner Jud will give the detailed financial report.

Bob Dobbs
Oct 7, 2012