

Missoula Cemetery Board Meeting  
Thursday, January 6, 2011  
1:30pm  
Ruth Bennett Memorial Chapel  
Missoula Cemetery

**Minutes**

**Present:** Sharee Fraser, Pat McHugh, Doug Waters, Mary Ellen Stubb, Mary Lou Cordis, Ron Regan  
**Absent:** Marjorie Jacobs, Carol Gordon

1. Approval of board minutes: October 2010. Approved unanimously as submitted. Mr. Waters noted: Facebook is no longer available through city computers. A formal policy is being written by the city before allowing city employees to use it. At this time Mrs. Stubb is monitoring the cemetery site from her home as a private citizen.
2. Items involving guests: None.
3. Public comment: None.
4. Financials:
  - a. Revenues: FY11 - Mr. Waters noted that no interest had been placed in accounts yet but it will be coming. The Finance Dept. has not had the resources to post interest yet. All interest will go into individual cemetery accounts and not into general revenue. The budget is anticipated to be done quickly with Finance asking departments for no increases. Mr. McHugh asked what comes into the memorial fund? Mr. Waters said donations. This fund was approved to help pay for Stories and Stones along with miscellaneous needs of the cemetery and he had a memo from city administration documenting that. Mrs. Stubb clarified the June 30<sup>th</sup> balances in the three cemetery funds and noted the memorial fund was the only fund that will receive revenue deposits as agreed upon between the board and city administration.
  - b. Expenditures: FY11 - Mr. Waters noted line item 360 was overspent due to the purchase of a time clock. He would be balancing out this account with other 300 accounts. Mr. Waters said he did not know if any money would be leftover at the end of the year. He said he reviewed the question of who's paying for cost fee study that it was never really answered.
5. Motions needed: (*Full board attendance is needed*) None.
6. New or Continuing Items for Discussion:
  - a. New Receptionist: Christene Watson was introduced to the board members.
  - b. Stories and Stones / Historical Museum collaboration: (see attached information) Mrs. Fraser doesn't want the museum to take control. Mrs. Stubb explained this project would remain the cemetery's but have access to resources, assistance in fundraising, and support as needed from the museum. The museum was not interested in taking over this project. Mr. Regan voiced concern over tying into something that the cemetery couldn't get out of in the future.

If cemetery staff changes and no longer wants to do this tour will this partnership lock the cemetery into doing it or will the museum take it over? He said the board should think about that and ask those questions. Mr. Waters agreed and said he would have to involve city administration, city council, county commissioners, and the finance departments. He voiced concern that if we begin charging vendors we might have to then have a competitive bid process and he wasn't sure how any of this would work. Mr. Waters stated he was willing to help make the program live but not be a burden for future board or staff. Mr. McHugh said he sees the program only going to continue to be successful based on board and administrative staff enthusiasm for the project. He felt this would be a good partnership and collaborative effort. He said the museum's interest is based on our good work. Mr. Regan pointed out that it was Mrs. Stubb's work and she was the driving force behind this tour. If she should leave there may not be the interest in the program. Mr. McHugh said this tour was the best advertising for the cemetery and interest in the cemetery may not be noticeable if it were not for this program. Mr. Waters would like any revenue made from this partnership to be iron clad cemetery money not general revenue. Mr. Regan asked where funding for the tour would come from? Mr. McHugh said the cemetery is now covering costs, is it not? Mr. Waters said yes. Mrs. Stubb explained the tour is really not all that expensive to do, it is simply time consuming. Mr. Regan noted liability issues have hampered the project such as having to use city employees instead of volunteers and doing away with the hayride. He would be remiss not to bring up these issues. Mrs. Stubb noted this was not a proposal to combine two governmental departments. This is a simple proposal to establish a collaboration of two government entities on an individual event which is commonly done and is far less complicated than perceived to be. The board would like to have Mr. Brown come to the February meeting to give more information and answer any further questions they may have.

c. Cremations in monuments: Garden City Monument Services has new niche walls that would be set on individual graves and hold two cremations. Mr. Regan handed out photos and gave descriptions of the monuments. He said these would need a larger foundation of six inches on all sides. Mr. Regan said these could go anywhere in the cemetery as no other burials would be allowed in the grave per our current ordinance. He was not sure where the board would like to see them. Mrs. Fraser asked if these would be protected from mowers. Mr. Regan said they would require a six inch foundation all the way around so they should be okay. Mr. Waters said if no caskets were going into the ground then it doesn't matter if the foundation is larger. Mr. McHugh asked if each stone would use one grave? Mr. Regan said yes. The monument company does have double niche monuments but they would have to be centered on two graves like any other monument. Mrs. Fraser asked about fees for placing the ashes? Mr. Regan said an opening and closing fee would be charged. He discussed with the monument company how the locking system worked. The cemetery would be responsible for doing this so a fee will be charged. Mrs. Fraser said the uniqueness of these may bring in more to the cemetery. Mrs. Cordis asked if they would be placed in the new family cremation section? Mr. Regan deferred to Mrs. Stubb for her opinion. Mrs. Stubb stated the cemetery staff had discussed in length various options for where these monuments could be placed. Mrs. Stubb said she believed the new family cremation section should not be considered. The family cremation section was set up to present a more uniform look and

she would hate to see that be derailed. As long as Mr. Regan is okay with a larger foundation then she would like to see them be placed in the current open section of the cemetery. She stated part of the draw for people to be buried here is the uniqueness and variety of stones throughout the grounds. Each stone tells something about the individual and these new niche monuments would only add to that. Mr. Regan said placing these into the new family cremation section would mean the ordinance would need adjusted to prevent sticky gray areas for the number of cremations allowed in each site. However, placing them into the current open section of the cemetery would fall under the current ordinance. The opening and closing fee would need to be addressed in a board meeting but also could fit into the current fee structure. Mrs. Cordis agreed with Mrs. Stubb that these monuments would add to the variety already in the cemetery. Mr. Regan said flower beds would be allowed following current rules. Mr. Jordan from Garden City Monument Services will be placed onto next month's agenda to present a formal request. The board will be asked to vote on the idea and pass a policy for placement and fees at that time.

7. Informational Items *(These items require NO immediate board action but are strictly informational item)*

- a. Fee cost study: Mr. Waters said he contacted the consultant through email. The cemetery should be receiving spreadsheets for data input sometime after week. Mrs. Fraser asked if there would be additional money to pay for the fee study? Mr. Waters said he did not know but that it was never decided who was paying for this, it was only discussed.

8. Adjournment: 2:27pm. The next meeting will be February 3, 2011.

**\*\*To conserve costs, please bring your agenda and any pertinent documents with you to meetings.**

## Stories and Stones / Historical Museum Collaboration Proposal

	<u>2008</u>	<u>2009</u>	<u>2010</u>
Attendance (approx.)	2,000	1,500	3,000
Donations	\$1295.23	\$840.20	\$1353.69
Storytellers (presentations)	29	26	40

Stories and Stones had another highly successful year. Attendance this year was estimated at approx. 3,000. With the constant growth and popularity of the tour, the brainstorming of ideas never ends.

I think we've done a great job in community outreach and publicity as demonstrated by the growth in attendance over the past years. On the other hand, conversation in the cemetery and at board meetings always turns back to funding, revenue, and workload. I'd like to present a proposal for your consideration that would directly address these areas.

I have met on multiple occasions with the Historical Museum to brainstorm options for the future of S&S - growth, funding, revenue, ideas. Dr. Robert Brown is totally supportive of the tour and believes that it has grown to become an invaluable tool in educating the public about local history. The Historical Museum would like to throw their support and resources behind S&S by joining forces with Missoula Cemetery in the production of this event. The goal would be to enable this event to continue to grow while generating revenue to cover its costs.

What does that mean?

What would not change:

- Free admission. S&S has been established as a free community event. That would not change.
- Free guidebook. All public receives a free guidebook with biographies. That would not change.
- Cemetery tour. Missoula Cemetery remains the driving force with creative control of the tour.

What would change:

- Shared sponsorship. The tour would be advertised as presented by Missoula Cemetery and Historical Museum.
- All monies raised (fundraising, sponsorship, sales, etc.) would be split 50/50.

What we would gain:

- Fundraising. The museum has successful fundraising processes in place which would extend to S&S. This could include business and/or individual paid sponsorships.
- Advertisement. The museum has established community connections with businesses for selling advertisement sponsorship for events and/or programs.
- Resources. The museum has an education director, marketing director, community resources, proven processes, and a history of public support that would all be at our disposal.

- Grant money. Grant money is available for one-time projects such as binding and printing the guidebook in a sellable format or formatting copies of the MCAT tour videos for sale, etc.

Ideas new and old:

- Charge vendors a small %age of sales
- Bind and print a copy of the guidebook to sell throughout Missoula at area history sites
- Sell copies of MCAT's tour videos
- Sell advertising areas for the free guidebook distributed at the tour
- Incorporate a tour of student presenters for their student peers

I would like you to consider this proposal. I whole-heartedly believe in this program and want it to become self supporting as it grows. I also want to ensure that as staff changes over the years, there will be a foundation for continuance of this event.

What happens next:

- First, you need to let me know if you are supportive of this idea and want further information.
- Then, I will contact Mr. Brown and provide him with a detailed report on S&S with all costs, donations, attendance, etc.
- Next, Mr. Brown would come to February's board meeting to answer your questions and give you a more in-depth explanation of what a partnership would look like.
- Finally, Mr. Brown would make a formal proposal to the museum's board of directors for their support.

Submitted by Mary Ellen Stubb