

The 2016 Meeting of the Chautauqua Trail
July 10-12, 2016 – Monteagle, Tennessee

Attending:

Chautauqua Canada	Mary Lou Gardner, Randell Sonmor
Chautauqua Institution (NY)	Vanessa Weinert
Colorado	Andrea McGimsey
Florida Chautauqua Assembly	Christopher Mitchell, Floria Thibodeau
Innsbrook (MO)	Kathleen Kremer, Rich McFall
Lakeside (OH)	Bob Brucken, Nancy Brucken, Barb & Joe Caner, Nancy & Bill Carlson, Gretchen Curtis, Pat & George McCormick, Kevin Sibbring
Monteagle Sunday School Assembly (TN)	Jim and Judith Humphreys, Bill McIntyre, Pam & Greg Maloof, Scott and Linda Parrish, Stephanie Smith
Mt. Gretna (PA)	Jack and Jane Anderson, Cliff & Kathy Snavely
Muskoka (Ontario)	Gayle Dempsey, Michael Moon, Zsiporah Moon
New Piasa (IL)	Tim Tomlinson
Ocean Park (ME)	Frank Gwaltney, Ted Wade
Wawasee (IN)	Tammy Cotton, Tia Miller, Ann K. Strong, Marlies Selent-West
Media	Patricia Bates

President Frank Gwaltney opened the Tuesday, July 11th meeting at 10am, reading our mission statement:

The Chautauqua Network is a group of organizations and individuals committed to the communication and implementation of the Chautauqua concept of building community by supporting all persons in the development of their full potential intellectually, spiritually, emotionally and physically. The Chautauqua Network facilitates interaction and communication among its members to further their preservation, growth and development.

Frank mentioned the new Chautauqua Atlantic in Halifax, Nova Scotia. Everyone should have a copy of the agenda, a list of the participants in this year's meeting and minutes from last year's meeting. Frank thanked the Maloofs and the whole team in Monteagle for their fine hospitality.

Greg informed us of the password for the wifi at the Pulliam Center, and explained where the snacks and restrooms were located. From 9:30-12:15 and 2:30-5pm the snack Shop is open on the mall, for Monteagle memorabilia. He reminded us to use our dashboard IDs and nametags, which are our tickets. We're going to the Bakery for lunch and we need to carpool, after going to Kevin Sibbring's presentation at the Chapel. The museum is right across the street from the Bakery. Greg thanked his team for their efforts, Dr. Price was our housing coordinator, Jim and Judith Humphreys our social coordinators, Dr. Stephanie Smith (the President of the Assembly, who did all the computer support work), Scott and Linda Parrish (who had a hand in nearly everything) and their staff, and the illustrious Pam Maloof for her coordination.

Frank told us that Walter Pulliam wanted a building where the artwork stored in the archives would have a chance to be on display; when he passed away, the community pulled together to create the building we're meeting in today, the Pulliam Center. We all have stories like that that need to be shared.

The minutes were presented as corrected (the Chautauqua Institution started in 1874, Wawasee has programming during the year, and Annette Wise's corrections, which were supplied by email. The minutes were approved as corrected.

Vanessa (Treasurer), only 6 Chautauquas have submitted their membership dues. 19 individual members have joined. Vanessa is going to look at individual invoicing; Chris commented how helpful that would be. Vanessa said it really should be separate from the newsletter.

Ocean Park, ME (Frank) – 560 housing units, 55% are members, 10 week season, Tu/W/Th/Fri night programs, with kid’s programming and daily programming; no programs in the afternoon because that’s when people go to the beach, play tennis or shuffleboard. Every Sunday service, 5:30pm choir rehearsal (which everyone is welcome to join when we visit there); founded in 1881 by Free Will Baptists (part of the abolitionist movement that helped get Lincoln elected).

Florida (Chris Mitchell, immediate past president); it’s a revived Chautauqua, using private and city properties; their meeting is traditionally a four day event in January; not sure what their direction is yet with a new president and board.

Lakeside, OH (Kevin) is located on Lake Erie; a gated community with 1000 homes on 100 year land leases, which allows Lakeside a good deal of control; has a board of 25 members, affiliated with the E. Ohio Conference of the United Methodist Church; 200 year round residents, half the cottages are on the rental market, 2 hotels, 10-12 week season (depending on when Memorial Day and Labor Day fall), has two large conferences to start their season; has an endowment, with is growing; 143 years old; trying to build a stronger culture of generosity; most recently, they’ve launched a public phase of a \$3 million dollar capital campaign for a community pool and wellness center; had to close the lake last summer for a period of time because of the algae bloom; they want the pool with good programming around it. Bob Brucken added that Lakeside has never looked as beautiful as it looks right now, which is inspiring a good part of the positive changes in store.

Chautauqua Wawasee, IN (Marlies) is in Oakwood Park in 1874. The hotel closed down in 2008. Ann Strong attended a Trail meeting and went back and told them they needed to be a Chautauqua. Tammy Cotton is the new Executive Director. They’ve added a summer reading program for kids and the Oakwood Fine Arts Festival. There’s a new hotel with additional housing and 100 residences on site. Tia Miller is their intern this year and joining us here. They’re a work in progress.

Annual Meeting Schedule at this time:

2017	Muskoka, ON Canada	
2018	Ocean Park, ME	
2019	Boulder, CO	
2020	Chautauqua Institution, NY	
2021	Chautauqua Wawasee, IN	
2022		Ocean Grove OR Mt. Gretna
2023	Lakeside, OH	
2024		Mt. Gretna OR ?
2025	DeFuniak Springs, FL	
2026	Chautauqua Institution, NY	
2027		
2030	Chautauqua Institution, NY	
2074	CHQ Institution	
2076	Lakeside	

Muskoka, Ontario (Gayle) happy to host the group next year. Gayle noted they have an article in the magazine they supplied to us, produced by their district tourism group. They host year round programs. 1914 began, 1921 had their own resort. Restarted again about 20 years ago via the Muskoka Lakes Music Festival, and rebranded as a Chautauqua about six years ago.

October 12-14, 2017 is the weekend of their annual cranberry festival and is when we'll be meeting next year. They're very seasonal and room rates are more expensive in the summer, so that's why we're meeting in the fall. Looking at the programming they want to offer. There is a Dark Sky Reserve in that area, which will be a highlight of our visit. Mentioned her appreciation of the Moons, who join her here, they've volunteered to help with the annual meeting. Thrilled to be in the boat with the new Chautauqua Atlantic, who is in attendance at the Prince Edward Island (PEI)Chautauqua event from their home base in Halifax.

Apparently there was a connection to the harp in Muskoka's history, and the Moons have started a harp school there, and would love to be invited to the other Chautauqua's for harp schools/performances. Michael and Zsiporah performed a composition for us written by Michael and his twin sister.

Innsbrook, MO (Richard) joined us in New York last year; he was intimidated by our histories and programming, which caused him to re-evaluate things. It's an 8,000 acre area, a managed property/managed resort which they have no affiliation with – so they're come up with educational programming that is in harmony with their surroundings. They're trying to organize this on top of their full time professions, so it may be another few years until they get started. They had a half day nature program centered on nurturing the body/mind/spirit – a pilot program, with over 60 people, standing room only. Did not market outside of their own group. They're working on what they're going to do next, thinking they'll do full day events several times a year. Recognize they have to be adaptable. Grappling with programming and sponsorship. Must work within the resort's availability and seasonal programming.

Frank said the purpose for the round robin is so you can hear thoughts/ideas from other Chautauquas to follow up on between/after meetings.

Mt. Gretna, PA (Jack) – founded in 1892, secured property surrounded by state gamelands; at the same time, the United Brethren Church purchased property rights right next door, which is a United Methodist Campmeeting ground. 70% are year round residents; we pull from the regional area for program attendees. Unlike other Chautauquas, we have about 18 different groups that host programming in Mt. Gretna. Examples of our programming include book reviews in conjunction with Lebanon Valley College, an author series, religious discussion series, crafts, a fairy garden parade. We have a board of managers, assessments to residents. Sunday services in the playhouse, which seats 750 people. Our Chautauqua has 150 programs alone, running between Memorial and Labor Days, with one employee: a summer programs intern.

Chautauqua Canada (Mary Lou Gardner) – thanked Greg and Pam for hosting us this year. In the works for over two years (with researching and developing the Canadian approach and connection with our US counterparts). Chautauqua Canada was officially incorporated 10 days ago! They have a board of four people. They are going to connect Chautauquas from one coast to the other; thrilled about the PEI Spirit of Chautauqua festival, where CHQ Atlantic is also attending this week. Is investigating other groups to connect with them (which means our family is growing). Their mission is to be an organization to connect CHQs across Canada and then link them with the Chautauqua Trail. Their website should be live in the next month or two. They're working with the former Heritage Minister for Canada in Grimsby, Ontario, where the first Canadian Chautauqua was established. Mary Lou started with Muskoka CHQ and her vision grew from there. The Canadian Chautauquas, were an outgrowth of the tent circuit CHQs. Mary Lou knew of an older doctor who worked with the tent Chautauquas and he was so inspired by the medical programs brought in that he became a doctor.. Ted added that Mary Lou is also writing a book on CHQ Canada, which should be out in a year and a half or more highlighting the history and growth of the movement in Canada.

We adjourned the meeting until 3:30pm and we'll start with the balance of Chautauqua reports.

President Gwalthney called the meeting to order at 3:30pm. Greg Maloof indicated the refreshments had arrived. We're having dinner at Acker's, Cottage 168, adjacent to the mall. The Gallery on the grounds, Cottage #116, has beautiful pottery and is open for us this evening before dinner.

We'll finish up individual reports and then we'll have the planned giving presentation this afternoon. We also need one designee from each Chautauqua who is the "official" Trail contact, who is the communication liaison between their Chautauqua and the Chautauqua Trail.

New Piasa, IL (Tim) is located on the Mississippi, 40 miles north of St. Louis. Founded in 1885 by a committee established to initiate a Chautauqua. They subscribe to the pillars (religion, education [with arts/culture under it] and recreation) and have a 12 week series. Every year a budget committee meets and determines the program (and program budget) and that total is divided by 127 (the number of cottages); if there are special infrastructure needs, they have a capital assessment and divide the cost by 127. There's an escrow account for capital assessments; there's a board of directors (9), with an all volunteer community. Tim has visited every one of the 10 resident Chautauquas in the last 15 years. They have two employees for the groundskeeping. Volunteer power is great, but getting them and keeping them is often challenging. They began as a for-profit organization; the gate was intended to be profit-making. Because of the laws of the "common interest community organization" in the state of Illinois, they transitioned to a non-profit. The main issues are that they have a program that concentrates on the family, and they want things to be continuous: recruitment of like-minded people in the community is needed. And finances, of course, are always an issue. They also have problems with flooding, as they're on the banks of the Mississippi. They call it "The Western Chautauqua" and he has copies of the book describing it with him. Frank asked Tim, who explained, that it is a gated community very much like Monteagle; they are developing programs that have community interest, when the gates are opened for free.

Chautauqua Institution (Vanessa) – Roger Rosenblatt opened the season this year; Money & Power was week two's theme. One of this week's keynotes cancelled at the last minute, as he's protesting in Baton Rouge. They are in a good financial position at this point in the season. Three sold out evening performances so far. They bring in about 100,000 people per season. The amphitheater project is moving forward, and is no longer THE issue. Buildings and Grounds has done a great job making things look as beautiful as possible during the transition. The new building will make it much easier to accommodate audiovisual based programming. All \$45 million has been collected for the project. Looking forward to the next season (they work on two seasons at the same time), they've been market-testing their platform and the feedback has been most helpful. The hotel has gone through a huge renovation, about \$500,000 annually in the last few years. They're running at 76% occupancy, which is an improvement. Vanessa has several different audience profiles through Prism Data, which Michael Moon asked if we could have that information.

Monteagle, TN (Scott) "Well, you're here and we're glad." They're halfway through their 134th season; their attendance is up this summer, about 4-5%. They're comprised of 110 acres with 171 leaseholds. They also have campgrounds. Half of the cottages are available to rent. The cottage owner decides the condition of the lease, and it's usually a week during the summer season. There is a planning giving and an endowment program (Bridges to the Future, \$4.1 million); they usually have one major project this year for the annual fund. This year's project is for rehabilitation of the assembly office, which looks shabby next to the Pulliam Center (which has gotten relatively heavy use since its' opening).

Boulder, Colorado (Andrea) Hosting us in 2019; Andrea was hired this past January. At the base of the Flat Irons, it is stunningly beautiful. They are part of the city of Boulder; they're not gated and dealing with over a million visitors. They have 99 cottages. Parking issues, too many cars. (Three sides are mountain acreage, one side is the city.) They're trying to increase the stature of their being a National Historical Landmark. Supposed to be getting a cottage donated to them, which they'd like to turn into a cottage museum. Also focusing on sustainability, as they

were affected by the Boulder floods. And there are currently fires blazing in the area; she's hoping the auditorium will not be in the way. Have great, well-known entertainment, local science programs (as they have a science hub nearby). University of Colorado is nearby, Andrea noted, and they're working on a writing program with them.

Frank says we should now understand how we're all cousins. Program budgets range from \$10,000 Mt. Gretna/\$500,000 Ocean Park/\$8.5 million Lakeside/\$60 million Institution. Frank asked Tim what he'd like to know about planned giving, then we'll each report on how we deal with that in our own Chautauquas. Tim said some of us survive in spite of ourselves. New Piasa does not have an endowment program; they raise money through assessments. It's pretty clear that philanthropy plays a big role; how do we persuade people to make gifts, even if your neighbors aren't. Also, how do you decide how you're going to use the money?

Lakeside, OH (Kevin) – 143 years old, but has a pretty meager endowment. There hasn't been a culture of generosity until about ten years ago when the foundation was started. Since that time, there has been steady growth in annual funds and planned giving, although the planned initiative has taken longer to gather steam. They've been pleasantly surprised with some gifts the past few years. This year, they're making an effort to focus on planned giving. The endowment has grown about \$3 million in a very short period of time, but it only funds 3% of their operations. Their resident symphony costs them \$350,000 per season. They have endowment circles. Most of the gifts have been bequests; this year, they've got families in their "prime" making a commitment (which will be publicized this summer). If you tap into people's passions, you'll get the money. Ann Strong agreed. Lakeside is "Ohio's most beautiful mile;" they've commissioned a painting, which the artist donated. Bob has been working in deferred living gifts for 60 years. We have the greatest incentive to give – people live there! Give to the endowment to perpetuate the gift! Bob said if someone asks how to make a deferred gift and he has directions for doing so, he would be happy to share those.

Wawasee, IN (Ann) – they're just beginning, but she echoed Kevin's sentiments about connecting with people's passions. They've been event fundraising, which has been successful. They charge minimally, but they have little in the bank.

DeFuniak Springs, FL (Chris) – hasn't been able to identify the local community passion for the nine years he was in office. They have had 4 buildings donated to date, so there is some passion here. Some still see it as a Yankee project built in the South. Members of the group encouraged him to keep on keeping on – it'll happen.

Muskoka, Ontario (Gayle) has no property for their programming. They're a not-for-profit charity, which is good for income tax purposes. They have funding opportunities through provincial governments/agencies; they're finally getting help from the provincial arts council. Also Canadian Heritage has supported them. They write about a dozen grants a year and have been relatively successful. They're building relationships to expand their funding. Gayle was thinking about Kevin's presentation on wellness, and how more and more people are passionate about this subject – this gives us a huge amount of potential.

Ocean Park, ME (Ted) is always good for memorial gifts, which means someone laid the groundwork for such gifts. You need to build links/contacts ahead of time in order to harvest fruit from them. Search for the connections that give people a warm feeling. When you're doing fundraising, you need to have lots of arrows in your quiver. He asked for people's feedback about having a paid staff for fundraising. Andrea stated if you don't have a staff member shepherding things, they have a tendency to get messed up because of the follow up.

Boulder, CO (Andrea) has an endowment of \$150,000; they have earned income streams. They get 2% of program revenue in donations. Their home owners feel they pay enough in fees and rents, even though it's lower than most

trailer parks. Kevin asked her what the charitable cause is for them? It's families and family time!! Also, because the city owns the land, people don't realize they're a Chautauqua.

Monteagle, TN (Scott) – 1959 created an endowment program, which pays for virtually all the programming (speaker costs); assembly funds are paying for administrative costs. It would be difficult to do what happens here without it. Several years ago, they had a concentrated effort, "Bridges to our Future" to replace bridges throughout the community. They get many memorials. Planned giving – well, you may never see the fruits of your labors. Many planned givers do not add their name publicly to the project to which they donate. Newer organizations are not going to get planned gifts, as that takes time. Jim said just ask for 10% of someone's IRA – it's an easy ask.

Mt. Gretna, PA (Jack & Kathy) We have opportunities that haven't yet been realized. We do have a foundation. We have a good deal of work to do in a planned giving program. Letter writing campaign – letter two years ago raised between \$2-3,000 and the one we sent out last month is approaching \$7,000. We have multiple self-governing groups who is also asking for money and donations to support the programs, but that all goes towards supporting the community.

Michael Moon asked if the Chautauqua Trail put together a video to explain the Chautauqua and perhaps use in fundraising efforts.

Tomorrow at 9am, Tim is making a presentation on Lincoln's Funeral Procession back in Illinois, then we'll update everyone on the non-profit, rack cards, and election of officers, perhaps finishing in the morning. The meeting adjourned at 4:49pm.

Frank called the meeting of Tuesday morning to order at 9am, with a reading of our mission statement. Housekeeping details from Greg were reviewed. The Gallery is open today. Dinner at the dining hall and a program following evening vespers. Scott circulated the updated roster and Kathy circulated hers for additional information to be added or corrected.

Tim Tomlinson made his presentation on Lincoln's Funeral Procession; this is his fourth presentation on this subject.

The President reconvened the meeting. Chris Mitchell announced that yesterday was the Carter's 70th anniversary, so he's passing around a sign in greeting which he will deliver to them. Scott Parrish provided copies of their Bridges endowment fund. In addition, there is information on Bob Milne, a local ragtime pianist on the information table. Michael Moon let us know they played in the vespers last night and will again tonight. Richard McFall asked if we could assign more time for sharing in future meetings, sharing best practices, etc. He is interested in an assessment of sorts of human resources, at the very least. Vanessa added that they likely have plenty of software resources that would lend itself to such a purpose. Frank reminded us that we are to each have a contact person for each Chautauqua. Kevin added that everyone's season dates would be helpful to know. Frank asked Vanessa and Richard to work on the preparation of this project.

Update on the Non-Profit Status for the Chautauqua Trail – Kevin reported that we've prepared articles of incorporation, which the officers will finish preparing which is needed before proceeding any further.

Update on the rack cards – Frank prepared a draft for initial review following last year's meeting; he turned that project over to Kevin, who passed out a format of sorts. Kathy also mentioned how great it would be to have a

banner like Lakeside made a few years ago to have to publicly display in our respective Chautauquas. Gayle said it would be helpful to have the digital files of these materials for each Chautauqua's use.

Tim indicated copies of his book are for sale. Pam thanked us for coming to Monteagle, and thanked the planning team. Kathy announced it is Mt. Gretna's 125th anniversary next summer and she was hoping to put a display together for use during Gretna Days in the third week of July to share information about the others on the Trail.

Joe Caner nominated the incumbents to serve in their respective offices once again for the 2016-2017 year. The group endorsed the officers once again.

Frank Gwalthney, President
Kevin Sibbring, First Vice President
Betsy Harvey, Second Vice President
Vanessa Weinert, Treasurer
Kathy Snavely, Secretary

Vanessa suggested an e-newsletter, monthly that each Chautauqua would sign up to do.

Frank thanked Monteagle again for their fine hospitality and planning efforts for this year's meeting. The crowd gave them a standing ovation. Frank introduced Patricia Bates, a media representative who has been here covering the meeting; she said we have such a treasure here. In the non-profit field, the biggest thing is storytelling and we've given her a wonderful story to tell.

Frank adjourned the meeting at 10:28am.

Respectfully submitted,

Kathy Snavely, Secretary