



Landmarks, Inc.  
*Established 1965*

3838 Davenport Street. Omaha, NE 68131  
[www.omahalandmarks.org](http://www.omahalandmarks.org)

**LANDMARKS, INC.  
ANNUAL MEETING MINUTES  
HISTORIC STORZ MANSION  
SATURDAY, JULY 21, 2011  
6:30P.M.**

The Annual Meeting commenced at 6:30pm by President Paul Nelson, which was preceded by a reception and tour of the Historic Storz Mansion located at 3708 Farnam Street.

**The meeting began with the following announcements:**

The Restore Omaha Fall Tour will be held on October 2<sup>nd</sup>, 2011. Several homes and commercial properties will be on tour in Council Bluffs. See the Restore Omaha website for details and registration. [www.restoreomaha.org](http://www.restoreomaha.org)

Landmarks meetings are open to non-board members and fall on the 3<sup>rd</sup> Tuesday of each month at 5:00pm. Meetings are being held at the Architectural Offices located at 4610 Dodge Street. Then followed by a Restore Omaha committee meeting at 5:30pm.

The National Trust for Historic Preservation is preparing an assessment of Omaha and Council Bluffs Preservation organizations and a draft was presented on June 28<sup>th</sup>. The assessment was initiated by Omaha by Design. Landmarks will send out a notice of the final report when it has been completed.

Landmarks has now become the Fiscal Sponsor to Restore Omaha. This will enable Restore Omaha to obtain grants and tax deductible contributions through the Landmark's 501c3 status. This is also an important partnership, which will help to more efficiently combine resources and volunteers.

**Presentation & Discussion:**

In response to the National Trust's draft assessment, Paul Nelson presented an initial plan that outlines how the various preservation needs in the community could be better met if Landmarks were to reorganize. Landmarks, Inc. has been in a holding pattern for roughly one year and is not initiating new efforts and events (other than the collaboration with Restore Omaha). The Board has begun revising the Articles of Incorporation to simplify the operating structure. The Articles have not been revised for nearly ten years and were written for a much larger complex organization, with a paid Executive Director and large membership base. It is not feasible for Landmarks to maintain this structure at the present time.

Questions:

Is the 501c3 status being maintained? Yes.

Will the mission of the organization change? No, the mission will remain as “Landmarks, Inc...exists to serve as the advocate for the preservation of Omaha’s historic environment.”

What is the status of the Board of Directors? The Articles are being changed to reduce the size of the board from 12-26 members to 3-10. Three officers will be required as a minimum (President, Secretary and Treasurer).

What is the status of paid memberships and how many are there? In recent years, Landmarks has attempted to grow its membership enough to support part time staff. The efforts have not paid off in recent years. In 2010 there were approximately 193 members. Landmarks did not solicit new memberships in 2010/2011. Therefore, the last memberships have now expired. Landmarks will keep the provision for memberships in the Article so they can be added in the future, but any future members will not have voting rights.

Will the Landmarks name and Logo change? Most likely yes. There has been much confusion about the various entities in Omaha using “Landmarks” as their title. There is the Landmarks Preservation Commission for the City of Omaha; Landmarks Group, which is a large property management company; and our own Landmarks, Inc. The Board of Directors feels strongly that the current name has served its purpose over the past 46 years. Now is an opportune time to change and create a new, more vibrant image for preservation in Omaha.

Will I still be able to contribute to Landmarks, Inc.? Yes, please support us and the Restore Omaha tours and conference. There will also be opportunities to give an annual tax-deductible gift.

Without paying members, how will Board of Directors be voted in? The Board Members themselves will nominate new Board Members, and elect them onto the board. Officers will then be appointed. Many smaller non-profits successfully operate and serve their mission more efficiently under this model. Funding will come primarily from corporate sponsorships, tour and conference revenue, special fundraisers and grants.

Do the Articles of Inc. revisions need to be voted on by the membership? No, according to the current Articles, the Board of Directors can revise them without membership approval.

What are the next steps for Landmarks? We will await the National Trusts assessment. Once reviewed, the Board will start implementing those recommendations to reorganize. This will be done in partnership with other organizations interested in helping with this effort.

What will the new organization be named? The board will continue to explore what name will best represent its mission and hope to have one identified by the end of the year.

What are the benefits of Reorganization? The goal will be to build a more positive, vibrant and effective Preservation Network that can;

1. Advocate proactive steps with our local and state government to adopt more realistic incentives for the preservation, restoration and conservation of our built historic environment.
2. Expand on educational programs that inspire, teach and assist people trying to improve a historic property.
3. Build strong community networks that support the vast scope of 1 & 2.

The reorganization chart attached to these minutes was revised according to the feedback taken at the annual meeting. A list of comments from the meeting attendees is also attached. All will be forwarded to Amy Cole at the National Trust for her consideration as they prepare the final assessment.

The meeting was adjourned at 7:30pm. We thank Rhonda and Wayne Stuburg for generously offering their home for the meeting!

Respectfully submitted,

Paul Nelson  
President

### **Other Comments and Discussion – Landmarks Annual Meeting July 21<sup>st</sup>, 2011**

- Many non-profits succeed well without memberships.
- How broad is our core mission? Keep it narrow enough to be effective. Don't take on too large of an area, and focus on core urban districts.
- It is sad to see the name change and we should repurpose it, just like we do with historic buildings. We need to find a place for the name "landmarks" as it has importance to some who have been involved for many years.
- Perhaps a special committee focusing on endangered buildings or nominations would be most appropriate for the use of the name "Landmarks"
- Keep the existing Landmarks by-laws and 501c3 as a platform to create the new organization. You can file a simple DBA with the secretary of state to change the name.
- Focus on incentives to restore and preserve, not just the negative consequences of the opposite.
- Stay away from acronyms for the new name
- Try to send a message about what the organization does by its name
- The word "network" is very descriptive if used somehow
- Avoid using "Metro" (to big, sounds like a bus system, too commercial)
- The name needs to hint at what your focus is...which should be geographic.
- Create a new brand with a new Logo