

MOUNTAIN VIEW CEMETERY BOARD MINUTES

Tuesday, April 8, 2014

2:00 PM

Member Present: Bob Rakos, Arnie Galli, Jeanne Coffey, Warren Olson and Judi Roland

Staff present: Craig Hudson and Angie Sherwin

Call to Order: The meeting was called to order at 2:00 pm by Warren Olson.

The cemetery board nominated senior member Warren Olson to president which was unanimously approved.

Introduction of the new board member- Judi Roland, longtime resident of Auburn. Judi is involved in many organizations within Auburn.

Introduction of the new cemetery staff – Angie Sherwin is the temporary office assistance.

Review of December 2013 Minutes: December 2013 minutes were moved for approval by Robert Rakos and seconded by Jeanne Coffey.

Old Business:

Cemetery Website - The focus for the cemetery website will be on photographs and advertising events such as the Easter Service and Memorial Day. The Information System Department is working on key words to drive more traffic to the website to capture the local and surrounding areas.

Dex Advertising – The telephone phone book and internet listing are other marketing resources for the cemetery. There was discussion on the effectiveness of using telephone book advertising due to demographic of elderly vs. next generation and web based advertising. Dex online is also providing tracking for internet hits to cemetery.

Security – B-Force security is currently providing security service seven nights a week. The long term security situation is dependant on what happens with the onsite residence that belongs to Bob Booth. He has since moved out.

Phase II Caps Replacement– The concrete niche caps were failing on the columbarium in the Centennial Urn Garden. The concrete caps have been replaced with granite. The second of three phases have been completed at the cost of approximatley \$6,000.00 for each phase.

New Business:

Fence Theft – The Centennial Viewpoint Park gate was stolen in March along with trim fencing from the cemetery sandstone wall. There is no camera surveillance available. The cemetery deductible is \$5,000.00. The gates have been replaced with standard park style gates. The sandstone wall will most likely have the columns finished with granite caps. The decorative trim fencing will not be replaced. A patrol of the park by the Auburn Police Department has been increased.

Irrigation Rates – Lakehaven provides water to the cemetery. A past meter reading error had caused a discrepancy for the billing of 2010 & 2011. One pit reading had been estimated due to no actual reading which had created a large bill for both years. Physical meter readings by Lakehaven are now being monitored by cemetery staff. A “brown” cemetery suggestion by Craig and was not agreed upon due to esthetics. With the water bill increasing approximately 10% a year, irrigation efficiency is a priority.

Seasonal Employees – There are currently two seasonal employees; adding one more. They are responsible for basic maintenance such as mowing, weed whacking and cleaning flower beds. The flower policy was thoroughly discussed.

New Cemetery Road Signs – Alpine Signs in Auburn is manufacturing the 27 road signs. The new signs are larger, made of aluminum and will be blue. Completion should be by Memorial Day.

Easter Service - Messiah Lutheran Church is providing a 6:30 am non-denominational Easter Service. The cemetery will provide donuts, coffee and water. Canopies and seating will also be available. Approximately 150 people will attend.

Reports:

Budget Update – 1st quarter

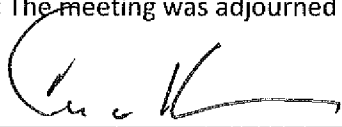
There were 61 placements. That is an increase from 57 in 2013.

Revenue – includes tax and endowed care

- January \$82K
- February \$102k
- March \$86k

Adjournment: The meeting was adjourned at 3:15 pm by Warren Olson.

Approved _____



Date _____

5/6/14

Craig Hudson, Cemetery Manager