

The Lower Merion Historical Society
Executive Board Meeting
Thursday, January 13, 2011
The Lower Merion Academy

Present: Jerry Francis, Denise Francis, Ted Goldsborough, Joanne Murray, Jack Hagner, Leon Levine, Bruce Reed, Steve Selinger, Anna O’Hora, Ross Mitchell, Bobbie McElroy.

Excused: Andy Amsterdam, Max Buten, Sarah Bonnice, and Dennis Montagna.

Jerry Francis called the meeting to order at 6:05 PM. Ted Goldsborough led the Pledge of Allegiance to the Flag.

The Minutes of the September 30, 2010 meeting, with Ted’s updates, were unanimously approved.

Reports – Jerry Francis

Cynwyd Train Station: Phase 1 has been completed. The building has been stabilized and the tenant, Doug Bagley, has moved in. The Township will be issuing a “Certificate of Occupancy” shortly. The first floor office will be completed by fall. The outside of the building is still distressed. Jerry will be talking to the Historical Commission on how the outside brick should be finished. Water is still an issue in the basement; therefore, a french-drain needs to be installed around the outside foundation of the building. Ned Stumpo will give us an estimate on the cost the outside painting. A landscape architect will be advising us on how to landscape the hillside on the Conshohocken Street side.

Cynwyd Heritage Trail: Chris Leswing has provided a report on the construction of the Trail which is scheduled to begin next month. It is expected that the momentum for the trail will increase as the trail develops. SEPTA has proposed 2 new platforms. It is expected that at least 200 people will work on the Trail on Monday, MLK service day.

Preserve America Grant: The Grant Committee has asked for more information, what the Trail signs will look like and where they will be installed. A Graphic Designer will do the job.

Treasurer’s Report: Jack Hagner reported that the December 31, 2010 financial reports are not finished yet, but will be soon. A book inventory has been done, but the amount of funds from sales is not yet available. Jerry Francis reported that there are only 253 copies of the book “The First 300…” remaining in inventory. Those remaining copies could be brought back to the Academy and sold thru PayPal, so no commissions to Diane Publishing would be necessary.

Capitol Campaign: Jerry Francis reported that this is a 3 year campaign and it is now about a year behind expectations. As the work begins on the Trail, in the spring, it is hoped that the Cynwyd Train Station project will become more important, as it is the Trailhead. People will be able to see the progress that has been made and be more supportive. Ross Mitchell reported that West Laurel Cemetery has made a \$10,000 contribution to the campaign. There will be a photo shoot for the actual receipt of the check.

Vertical Response: Joanne Murray reported that the system now has about 600 members and friends. Thanks go to Joanne, Denise and Ted for the progress. Joanne thinks that the process is working well. It is set up in fields to use the data to target messages and mailings. People can sign up on the home page of the website for mailings. Our newsletter is now distributed monthly instead of semi-annually.

April 2011 Annual Meeting/Banquet: Needs more discussion on what we want the event to be.

Direct mail Campaign: Steve Selinger reported that he does have the direct mail system available to mail flyers.

Grant Applications: Ross Mitchell reported that this is an ongoing project, for which he does not have the time to complete. He would be willing to help someone who would have the time to continue the project.

La Ronda Connections: Bruce Reed and Ross Mitchell have not yet decided how to approach this group on the subject of a contribution.

Education: A list of the 34 educational events from Jan.1 thru Dec. 31, 2010 was provided.

Library: Jerry reported that books are still be added to the Library. Ted received a collection of letters from Russell Byerley, written home during World War II, by Lower Merion High School graduates. Karen Hires has made a list of the collection.

Website: Max Buten continues to update the "Building Photographs" section on the homepage. There are now 5,149 pictures of 1,497 buildings.

Membership: Denise Francis reported that our internal membership database has been migrated to Vertical Response. In an effort to become more modernized and cost effective, membership requests will go out via emails. People without emails will get direct mail letters.

Old Business:

Repair to Fireplace in the Attic: The fireplace is wet again with dampness coming from around the chimney flashing. The school district has been notified and has called in a roofing expert to investigate.

W. Robert Swartz Photo Collection: There are thousands of negatives given by the Bob Swartz family to the Society. Bob McCormick is going thru them and organizing and compiling an inventory.

Repair and Re-Installation of Milestone #5: Repair of the original stone is not possible. Therefore, West Laurel Hill Cemetery has volunteered to make a replacement stone for this location.

Re-Installation of Milestone #9: Currently it is stored at Ashbridge House garage during the Ludington Library construction.

Bryn Mawr 100: Bobbie McElroy is representing the Historical Society on the committee to celebrate all the institutions in Bryn Mawr that are over 100 years old. The date for the event has been changed to Saturday, September 10, 2011.

Bala Village Historic District: No decisions have been made yet. Much more discussion is necessary.

New Business:

Lower Merion Street Name Signs: The hope is to save these historic street signs, but the replacement would cost over \$1,000,000 and it is an unfunded mandate from PennDOT. A “press release” on this topic was circulated.

Budget Committee: Jerry Francis and Jack Hagner will have a budget by June.

Financial Review Committee: Jerry Francis would like to find a new team to do the review.

Nominating Committee: Ted Goldsborough, Jerry Francis and Ross Mitchell have been appointed to this committee. Elections will be at our April Annual Meeting.

The Meeting was adjourned at 7:47 PM.

Respectfully Submitted,
Bobbie McElroy, Recording Secretary

The next Executive Board Meeting will be our Annual Meeting in April 2011. The date and location to be announced.