

**The Lower Merion Historical Society
Executive Board Meeting
Thursday, June 26, 2014
The Lower Merion Academy**

Present: Jerry Francis, Carole Strickland, Perry Hamilton, John Hepp, Leon Levine, Martha Moffat, Max Buten, Ken Brier, Joanne Murray, Patrick Doyle, Bobbie McElroy.

Excused Absences: Lou Barson, Steve Selinger, Pete Hoskins.

Guest: Gary Kay of J. Bernard Kay & Company CPA

Jerry Francis called the Board Meeting to order at 7:42 PM. The Pledge of Allegiance followed. A photo of Board members present was taken, prior to the meeting.

The Minutes from the April 27, 2014 meeting were unanimously approved and seconded.

Treasurer's Report: Leon Levine announced that the 2013 Treasurer's Report was included in our meeting packet. The *Balance Sheet and Profit & Loss Statement for 2013* and the *Balance Sheet and Profit and Loss Statement from January through May 2014* were included. Gary Kay has agreed to oversee our books at a minimum fee, and will be an excellent steward of our funds. Leon explained the sources of income and where expenses go for different departments. We have income from the Cynwyd Train Station tenants and expect more income during the balance of 2014. More information on our income will be distributed at the September meeting. It was moved and seconded to accept both reports as presented.

2013 Financial Review Committee: Max Buten and Pat Doyle volunteered for this committee. They hope to have a report at our September Board Meeting.

Database Administration/Newsletter: Joanne Murray discussed our monthly newsletter which also appears on our Facebook page. Currently our Vertical Response database has 870 listings; 842 with an email address, and 28 without an email address.

Education: A list of lectures and events that members of the society have taken part in plus the list of scheduled events through October was provided. Jerry explained that we are sponsors for the Boy Scout Troup # 581, helping with their events and allowing them to use the Academy building.

Library: Jerry and Max have the ambition of making our Library very special. They spend a great deal of time, about 40 to 50 hours a week, to get us into modern times. Ted Goldsborough and Bob McCormick also spend many hours working in the Library.

Many area Libraries refer questions to the Historical Society, because of our great collection. 80% of the patrons require appointments, so Jerry, Max, Ted and Bob give up their time to help visitors.

Website/Facebook/YouTube: Jerry reported that, in the past twelve months, we have had 169,915 visits to our Website. In addition, 200 to 250 people regularly read our Facebook page, so Jerry changes the pictures and information every week. Joanne explained that there is a glitch in our website search engine and Richard Cardona is working to rectify this situation. Pat Doyle is trying to update the way Max loads his building photos and is working with Amit Shah and Joshua Turella of South Jersey Techies to help with this project.

Max reported that there are 15,000 pictures of buildings in our collection. There are also hundreds of photos in the collections of Bill Harris and Bob Swartz. Max and Ted are still adding photos of buildings that are reported to be on a Township list of teardowns.

Jerry has done two TV programs for the LMTV Channel 7. One is on the Academy Building and the other is on the Cynwyd Train Station.

Membership: The 2nd notice for Membership Renewal was mailed. We currently have 28 Life Members, 82 paid members, 98 not paid Members and 656 Friends. Pat Doyle has agreed to take over the Membership program.

Programs: When we did a survey 2 years ago, the people who replied were most interested in programs. We have partnered with the *Friends of the Cynwyd Station Park*, who recently were awarded a \$5,000 grant from The Merion Foundation/The Merion Community Association. This grant was to remove dead trees from the park and to hire Marty Long to carve a tree stump sculpture entitled *Turtle Island*. Jerry has arranged for a lecture *The Lenape: the First Inhabitants of Lower Merion* on Friday on July 18th at 6:00pm. It will explain the Lenape tree carving of the turtle.

Another project is the proposed installation of *Philadelphia & Columbia Railroad Sleeper Stones*. Our July newsletter will discuss the sleeper stones project in more detail and asks if anyone knows where more may be found.

Property Committee: Martha Moffat met with people who are involved with the Cynwyd Train Station. Jerry suggested that there should be a manual for the ongoing maintenance and repairs, which may be necessary as the warranties expire. Several organizations are responsible for the Station maintenance.

Public Relations: *The Neighborhood Club of Bala Cynwyd* has begun an outreach program in the community and has approached us on a variety of collaborative projects. We have taken out a full-page ad in their forthcoming July 4th Independence Day Celebration at the Bala Cynwyd Playground.

Strategic Planning: A three page handout was distributed that is a summary of the 2013 all day program at the Academy on the need for the Strategic Plan. Except for two projects, the rest of the projects have been completed.

How do we get more participation from our board members and what is the current relationship between the Historical Society and the LM Conservancy are questions that still need to be addressed. Jerry suggested appointing a new committee, with some seasoned board members and some new board members, who could meet, during the summer, suggest some new ideas and report to the whole board at the September Board meeting. Jerry Francis, Ken Brier, Carole Strickland, John Hepp and Joanne Murray will make up this committee. A discussion followed on how we might film our programs, for future use, was decided to be a great idea. This would be one way of getting us into the electronic age.

Old Business: It was suggested that the Historical Society work with the Township on the proposed Ordinance to designate historic objects, namely the Milestones, Keystone Markers and Street Signs. Milestone # 5 needs to be re-installed on Lancaster Avenue, near Lankeneau Hospital.

New Business: We discussed the pending demolition of the *William Penn Inn*, at Clover Hill Road and Lancaster Avenue in Wynnewood. The building dates back to 1799 and was built and lived in by Joseph Price. The board agrees that it is important to make the general public and the township commissioners aware of the continuing demolition of our historic properties. This property is listed as a Class 2 on the township *Historic Resource Database*. A motion was proposed to have Jerry go to the July 16th Township's Historical Commission meeting to give the history of the property and our objection to the demolition. The motion was unanimously approved.

The meeting was adjourned at 9:30 P M.

The date of the next Executive Board Meeting will be announced at a later time.

Respectfully submitted,

Barbara McElroy,
Secretary