

**Lower Merion Historical Society  
Executive Board Meeting Minutes  
Thursday, June 16, 2011**

**Attendees:** Jerry Francis, Ross Mitchell, Ted Goldborough, Joanne Murray, Bruce Reed, Steve Selinger, Max Buten, Sam Adenbaum, Phil Eidelson, Anna O'Hora. Guest: Lori Salganicoff

**Absent:** Ken Brier, Sarah Francis, Leon Levine, Sarah Bonnice, Bobbie McElroy, and Dennis Montagna.

- The meeting was called to order at 7:33pm
- Minutes for January 13, 2011 approved unanimously
- Minutes for April 9, 2011 approved unanimously

**REPORTS**

- Cynwyd Train Station Office Area (Phase 2) and Cynwyd Train Station Outside Area (Phase 3) were discussed collectively and it was estimated that it would cost about \$50,945 to finish these phases. The biggest issue to date is the painting which was last completed in 1991 by Bruce Reed and then re-painted in 1993 by SEPTA. The current primer coat is almost two years old and needs to be covered. The goal is to complete the last two phases over the summer, especially the painting, but the trail needs to be done for the first floor tenant piece to be completed. The idea of asking the tenant to provide in kind service was discussed.
- Sarah Francis presented two reports: *Cynwyd Station Stormwater Master Plan* and *Sustainable Stormwater Initiative at the Cynwyd Train Station Update*. The group was informed that the nearby Cynwyd Station Park has been officially adopted by us through the Township. The plan will be to use the Neighborhood Club of Bala Cynwyd's Beautification Committee members to supervise volunteers from student organizations such as Bryn Mawr College, St. Joseph's University and the Phelps School. The primary discussion item however was on the management and control of the stormwater and rainwater that is adversely affecting the basement area at the train station. Regarding the rainwater issue, it was noted that Gavin and Juliet Riggall of North Street Design are working for us pro bono. We will need to buy the two benches and two tanks which North Street will assemble and install for free. The goal is to continue to apply for grants to cover the expected cost of materials (\$5700-\$6100). Also, to control the stormwater concerns, a rain garden (at a cost of about \$10.00/sq. ft) and two French drains will need to be installed. At this time it was noted that in the working plans for SEPTA's portion the overflow tanks on SEPTA's property are undersized and it will cost them \$17,000 when the change order is placed. All of the water issues are exacerbated because there are no working drains on the property.

- Cynwyd Train Station PennDOT Grant was discussed as part of the trailhead for the Cynwyd Heritage Trail. The 17-page PennDOT document is available for review with Jerry. This money must be spent as part of the government stimulus package. Another aspect of the Trail is the planning and design of the Manayunk Bridge which is in progress. The anticipated time-line for bridge construction is slated to start June of 2012 and completed by July of 2013.
- Preserve America Grant. According to the guidelines of this matching grant, the project must be completed by October 1, 2011. There is still much work to be done on this project and the Board had a concern about such a tight schedule. Next week Pat Ryan will be supplying a timeline report to the Society.

Representing the Society, Sarah Francis will be attending the *Active Transportation Summit: Building Our Regional Trail Network* at the Syrus HUB on June 23<sup>rd</sup>.

- Treasurer's Report – Sam Adenbaum
  - 2010 Financial Review Report – approved unanimously
  - 2011 Annual Budget – approved unanimously
  - May 31, 2011 Statement of Financial Position – approved unanimously
- Capital Campaign Update – Steve Selinger, Ross Mitchell and Bruce Reed reviewed the handout and provided the following updates: the Kestenbaum and Wohl solicitations are off the table. Bruce Reed is going through Kania's attorney to try and secure that donation. The subcommittee asked the board to let them know if they have any suggestions for big donors. The various funding sources pursued to date were discussed. Places to pursue funding: National Trust Greening program, Beneficial Bank.
- Database Administration/Membership – Joanne Murray reported that the database now has about 715 records and we are doing very well with the newsletter and membership renewals. The second notices will go out in hard copy, per the numbers provided in the membership report. Our open rates are between 25% and 35% and click throughs range from 4%-11%, which is excellent. A Membership Report was attached to the agenda.
- Education – Ted Goldsborough – report of activities attached to agenda. Volunteers were requested for the Bala Cynwyd 4<sup>th</sup> of July booth and station tours. Sam, Ross, Ted, Jerry and Joanne volunteered. Ted was thanked by Jerry for his efforts in getting the Price Marker, located at the Lankenau Hamper Shop on Montgomery Avenue, moved and off to be repainted courtesy Alan Glickman of Montgomery Signs.

- Library – Jerry Francis stated the majority of the work is responding to email questions.
- Program, Public Relations and Strategic Planning Reports were skipped
- Publications – in Sarah Francis' absence Joanne and Jerry discussed the new *Facebook* page and encouraged the board members with accounts to "like" it. Sarah was thanked for all of her writing for the newsletter and the *Facebook* page.
- Website – Max Buten reported that the site currently hosts 6,000 building pictures with about 2400 pictures backlogged. The Schwartz, La Ronda and Bryn Mawr Hospital photos are being added as well. Max will talk to the Township about the pictures we need. He advised the Philadelphia GeoHistory grant was rejected so a student was hired to scan photos for our website. Max acknowledged the tremendous amount of work Bob McCormick has put in on the Schwartz collection, especially in helping to give away photographs from outside the township. Usage reports for "LowerMerionHistory.org" and for "CynwydHeritageTrail.com" were attached to the agenda.

## **OLD BUSINESS**

- The small leaks in the attic must be addressed before the repair to the fireplace can be addressed.
- Lower Merion Academy's 200<sup>th</sup> Anniversary will be in April 2012. A small brochure is being designed and the event will be a partnership between the Trustees, the Historical Society Board and the School District.
- Bala Avenue Historic District. Lori Salganicoff reviewed the handout attached to the agenda and requested the board's assistance in taking a position on the historic district.

**MOTION: For the Lower Merion Historical Society to support the Lower Merion Conservancy's request of the Township to engage the Historic Preservation consultant to make recommendations for the revitalization of Bala Avenue in terms of rezoning and the preservation of existing character defining buildings within the next month.**

**Motion was approved unanimously.**

## **NEW BUSINESS**

- Sam Adenbaum stated that a form must be completed with our insurance company to secure a quote for *Directors and Officers* insurance. Once the quote is received it will be submitted to the Board.

Meeting adjourned at 9:47 pm

Respectfully Submitted by Joanne Murray