

**Lower Merion Historical Society
Executive Board Meeting
Lower Merion Academy
Tuesday, January 21, 2013**

Secretary's Minutes

Members Present: Jerry Francis, Sarah Francis, Anna O'Hora, Pete Hoskins, Ken Brier, Sam Adenbaum, Joanne Murray, Phil Eidelson, Maria Wells, Bruce Reed, Leon Levine, Steve Selinger, Bobbie McElroy.

Excused Absences: Ted Goldsborough and Max Buten

Jerry Francis called the meeting to order at 7:30, followed by the Pledge of Allegiance to the Flag.

Minutes of the September 24, 2012 Board meeting were approved as distributed.

Cynwyd Train Station: We have a short fall of \$32,175 in order to complete the Cynwyd Station Revitalization Project. The Township has stepped up and has granted the Historical Society the necessary funds to close out the project. Township funds will be distributed in two payments; \$16,335 and \$15,840. Next, we must raise approximately \$5,000 that is needed to install the stormwater controls on the outside of the building.

Lisa Berger Baskin is our commercial realtor who is helping us identify an appropriate tenant for the first floor area. "For Lease" signs are posted on Montgomery Avenue and on Conshohocken State Road.

The Preserve America Grant: A request for quote for a graphic designer has been circulated for the heritage signs along the Cynwyd Heritage Trail. Selection of a designer will be made by February 1st.

Treasurer's Report: Sam Adenbaum presented the financial statements for the Society. Profit & Loss Cynwyd Station, Society Balance Sheet, Profit & Loss By Class, and Society Profit & Loss, all through December 31, 2012. Sam asked that if anyone had any questions, they could call him. The approval of the Treasurer's Report was moved and seconded.

Database Administration/Newsletter: Vertical Response has a total of 853 records, 824 records with an email address and 29 records without an email address.

Education: A list of 30 Lectures-Events for 2012 was provided.

Website: In 2012 we had 192,122 visits to LowerMerionHistory.com. and 29,126 visits to CynwydHeritageTrail.com.

Website Development: Joanne reported that 95% of the old website has been replicated. We have identified a possible programmer for the Google search. Next step will be proofreading and testing what has been built. After that the wish list on new materials can be incorporated into the site.

Membership: Annual membership notices were emailed on Jan. 14, 2013 to Not Paid Group 78, Paid Group 54, Life Members 23 and Friend Group 563.

Publications: “The First 300...” sold 55 copies in 2012, with a remaining inventory of 155 units. “Lower Merion and Narberth” sold 9 copies in 2012 with a remaining inventory of 88 units.

Old Business: The January Milestones has an article about the Lower Merion Signs and Keystone Markers, and the Township keeps putting off the rezoning of the Bala Avenue Corridor.

New Business:

Budget Committee (cf. Article VIII, Section 2) – appointed are Sam Adenbaum & Jerry Francis

Financial Review Committee (cf. Article VIII, Section 4) - appointed is Dean Dortone

Nominating Committee (cf. Article VIII, Section 7) – appointed are Ted Goldsborough, Jerry Francis & Bruce Reed

Strategic Planning Workshop Session was conducted by Sarah Francis. Jerry gave a quick review of the Society’s history. The need to energize was stressed as we are all Stakeholders. A strategic plan will be developed in 5 stages. Those present were then divided into groups, to discuss their ideas of how the Society should progress.

The next Executive Board meeting will be the Annual Meeting, date to be announced later.

Respectfully Submitted,
Barbara McElroy, Secretary