



Historic Gloria Dei (Old Swedes')
Preservation Corporation

MAY 2018 BOARD MINUTES

Meeting start: 5:35 pm

Candace Roberts, Chair- presiding

Attendees: Terry Brasko, Peggy Buescher, Rev Patricia Cashman, Marco Federico, Amy Grant, Christine Pickup, Mark Roberts, Alan Segal, Jeanette Woehr

Approved minutes: amended January and February, March and April

Approved the financial report

Committee reports/discussion:

- Vestry report
 - New Rector's Warden is Jim Ufheil, new Property Chair is Bob Jenkins
 - DIOPA awarded Gloria Dei Church a \$30,000 grant to improve the electrical systems at the Church
 - Ray Spira, Philadelphia Carpentry Systems is interested in helping with property improvements. Ray was a recent sponsor for Spirits & History
- Debriefed Spirits & History fundraiser
 - A tremendous success, generating over \$4200 in profits
 - Largest number of attendees of the 3 years
 - Every aspect (music, food, beverages, stories) was delivered with high quality and joy
 - Agreed that next year's theme will be our "Artists in Permanent Residence". We will begin collecting "paintings" now. The board was encouraged to take advantage of any wine or beverage sales to contribute to the cork raffle. Quantum Think has storage space.
- Review of the Jenny Lind concert fundraiser on June 8th
 - Peggy volunteered to create fruit garnished water for the guests
 - Jeanette volunteered to serve beverages and food from the kitchen
 - Candy and Mark will purchase 3 cheese cakes to sell for \$5 per slice during intermission. Supplies of wine, beer, and chips are available from prior events
 - Candy will ask for volunteers from the congregation to further assist at the event
- Other reports
 - We reviewed the newest issue of QVNA Magazine where Gloria Dei is featured on the cover and throughout the publication. We thank Amy Grant for the beautiful design and writing, as well as wonderful writing from Michael Schreiber. This is an amazing concentration of the highlights of the Collaborative Master Plan for Gloria Dei (Old Swedes'). This will be a centerpiece for grant requests and for discussing Gloria Dei with our stakeholders.
 - Gloria Dei is also featured in the projects section of the Community Design Collaborative web site and the Collaborative continues to promote our project and recommend grant opportunities
 - Candy reported that a video script is underway – 2-3 minutes with a humorous touch to be filmed and used for web site and social media
 - Candy received a quote for \$1500 to create a 20 minute walking tour. A local quote will be solicited as well



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- Continued a discussion on branding Churches and what is the image Gloria Dei (Old Swedes') Church presents to the community
 - Discussed “Are we a Church that happens to be on a historic property?” or “Are we a Historic Property that happens to include a Church?”
 - It’s a bit of a trick question – because we are both – to the congregation and Vestry we are the first, to Historic Gloria Dei, we are the latter
 - However, what are we to our stakeholders? The answer is still both. We need to be mindful of our audience and speak to them in the way that they relate to Gloria Dei
 - Discussed the branding principal, that if we do not express to the wider world who we are, then others will fill in the gaps with their own narrative.
 - Jeanette reports many say: *I did not know you were an active Church. I thought this was an old Church/museum. I was not sure you were even open.* On the plus side, many positive comments once they are here and interact with us.
 - Discussed options for reaching out
 - Updating the tri-fold brochure
 - Creating a map of the Churchyard
 - Creating an annual calendar
 - Candy recommends that this discussion be continued with the Vestry and the Congregation in a half day workshop (or at least a 2-hour event).
 - We are an eclectic group of individuals. Who do we want to attract to Gloria Dei? Once we decide – how do we reach out?
 - Candy reviewed 4 grant opportunities. If you are interested in following up on any of these opportunities, please send Candy an email to discuss. The grant information will be sent to the Board.
 - *National Trust Preservation Funds*
 - *National Trust Preservation Funds-Henry Jordan*
 - *Sacred Grounds Opportunity* – Christine has volunteered to look into this grant opportunity
 - *Lowe's Grant Opportunity* – this one needs someone to make a personal contact with the local Lowe’s Store manager to see if they would be interested in our projects

6:50 pm: Adjourn

Thanks to Mark and Candy Roberts for dinner

Next meeting: June 11, 2018