



Board Meeting Minutes

Details

Date: January 14, 2019, 5:30 - 7:00 p.m.
 Location: Riverside Hall
 Attachments: Board Packet (January 2019)

Attendees

Board Members: Candace Roberts, Mark Roberts, Amy Grant, Peggy Buescher, Bob Stewart, Jeanette Woehr, Michael Schreiber, Christine Pickup, Rev. Patricia Cashman (ex-officio)
 Guests: Alan Segal, Jim Ufheil (Rector's Warden), Mary Ryan, Richard Woehr

Action Items

Pending

- Inquire with property committee to see if a structural engineering report was generated for the church roof.
- Mark Roberts and Amy Grant to install St. Lucia exhibit in the sacristy.
- Contact the Swedish Colonial Society about obtaining contact information for the Forefathers.
- Add a field to the guest book located inside the church for collecting email addresses.
- Candace Roberts to meet with the vestry to finalize the Keystone Grant application, due in February.
- Present Mary Ryan's application to the Vestry for approval as an HGDP board member
- Obtain a letter of support from Reverend Cashman and/or the Vestry for the Keystone Grant
- Create Facebook and Twitter accounts to increase awareness of HGDP over social media
- Michael Schreiber to create copy for sample signage about Capt. Caleb Cushing to be placed by his gravesite.
- Candace Roberts to complete first draft of Keystone Grant application; Amy Grant to proofread.
- Candace Roberts to create "Save the Date" flyer for Spirits and History and VIP invitation for guests.
- Amy Grant and Candace Roberts will draft a sample year-end fundraising letter
- Inquire with Keystone to see if vendor hired to execute work needs to be unionized
- Reverend Cashman asked that we create an ad for the church Sunday bulletin to help promote the new website and our social media presence.
- The Swedish American Chamber of Commerce asked us for a master calendar so that they can promote our events (Lucia, Spirits & History, etc) in their monthly newsletter

Completed

- Mark Roberts and Amy Grant removed the artifacts, repaired the cabinets, and cleaned the sacristy to prepare for St. Lucia exhibit.

Report from the Vestry

Keystone Grant

- The vestry feels painting and pointing of buildings should be the immediate priority; they suggested that we apply for the roof repair in the next grant cycle.
- Candace Roberts is meeting with the vestry on Thursday to go over the parameters and recommendations for filling out the grant application.
- The Keystone Grant is only available to 501(c)(3) non-profit organizations.



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Historic Gloria Dei (Old Swedes')
Preservation Corporation

916 S. Swanson Street
Philadelphia, PA 19147
(215) 389-1513
www.preserveoldswedes.org

Report from the Chair

Mini-Museum

- Amy and Mark removed the artifacts from the sacristy.
- They will be getting together in early February to install the new exhibit.

Churchyard Signage

- The Board approved ordering a sample sign from the company that Mark Roberts found.
- Mark suggested that the sample sign should be placed in the line of sight of the church.
- Michael Schreiber recently wrote a history report about Capt. Caleb Cushing. Cushing's grave is located approximately 30 feet from the entrance to the church.
- Michael offered to edit the biographical sketch that he wrote down to the word count needed for the sign.

Social Media

- Mary Ryan suggested that HGDP build a stronger social media presence.
- Amy Grant had previously set up an Instagram account for HGDP but does not have time to post regularly.
- Mary suggested that a presence on Facebook would be useful as well.
- Michael Schreiber also suggested that we build a presence on Twitter.
- Christine Pickup says that she uses NextDoor and suggested that we post information about Spirits and History there.
- Once her appointment is confirmed by the Vestry, Mary Ryan agreed to become the administrator of the HGDP Facebook, Instagram, and Twitter accounts.

Keystone Grant

- We need three letters of support from members of the community.
 - John Tepe, Governor of Swedish Colonial Society, has already submitted a letter of support, which Candy read aloud to the board.
 - We also need a letter from Reverend Cashman and/or the Vestry in support of the project.
 - Preservation Grant: we submitted a grant application for the creation of a fundraising video. Candy received feedback that our case needed strengthening.
- Application Criteria:
 - In the grant application, you have to be very specific about what the scope of work entails, e.g., church interior is not in as bad shape as Riverside Hall or Sexton House.
 - The scope of work executed has to be exactly what is detailed in the grant application.
 - Selection of Vendor:
 - We are required to submit a representative quote from one vendor with the application but we are not required to hire that vendor to execute the work.
 - Keystone will want proof that the vendor is capable of completing the work.
 - We received a quote from Philadelphia House Painting.
 - Alan Segal asked if the Keystone Grant requires that the vendor be unionized.
 - If we receive the grant, we have two years to spend it.
 - The Keystone grant is not awarded to those who have open and unspent grants with Keystone. In other words, if we receive this grant, we need to close it out before we can apply for another one.
 - Candy has made contact with someone at the Keystone application office; she has a telephone call scheduled for Wednesday.
- Amy Grant offered to proofread grant application.



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Project Updates

History Report

- Amy Grant and Michael Schreiber wrote several history reports (included in board packet)
- We learned that the Carpenters' Hall archive contains a collection box from Gloria Dei that was donated by James Stewart. James Stewart was a carpenter and during the last years of his life he became a repairman at Carpenters' Hall; his wife, Sarah, and daughter, Martha, continued to work at Carpenter's Hall after his death. James, Sarah and Martha are all buried in our churchyard.

Spirits and History

- This year, we will be honoring the artists who are buried in our churchyard.
- The event will take place on May 3rd; tickets can be purchased through our website. Early bird sale of \$45 per ticket until March 30th.
- Jazz Sanctuary will be performing; Rowhouse Spirits has agreed to serve samples from their distillery.
- Candace will create a "Save the Date" flyer and invitation for VIP guests
- Event will also be advertised on Facebook and NextDoor
- Alan Segal noted that we can accept \$100,000 of advertising dollars per year so we may want to target supporters for Spirits and History. UBIT Tax is not a concern.
- Alan Segal will promote Spirits and History in his Jazz Sanctuary email newsletter.

Lecture Series

- We need to work toward our target of hosting 4 lectures in the sanctuary this year.
- The Philadelphia Tour Guides Association just announced that they are seeking a venue for their upcoming lecture series; Amy Grant will contact to see if they are interested in Gloria Dei.
- The Philadelphia Tour Guides Association and Christ Church both charge admission fees for their lectures series. Should we consider doing the same.
- Alan Segal noted that sometimes when you give something away for free, it has less value.

Candlelight Graveyard Tours

- Amy Grant recently attended a candlelight tour at Christ Church; it was very successful and she wondered if we might consider hosting something similar.
- Christine Pickup also attended a graveyard about Duffield recently; 70 attendees on a hot and humid day
- Christine Pickup also suggested that we might consider hosting tours that take visitors to other locations. She mentioned that the Athenaeum does this — they rent a bus and arrange for lunches

Fundraising

- Amy Grant shared a year-end appeal letter that she received from Philly VIP, a non-profit that provides legal services for those who cannot afford it. Should we consider writing a letter like this?
- Amy Grant and Candace Roberts will draft a sample letter
- Candace Roberts is going to ask if the Swedish Colonial Society would be willing to help promote our cause
- We are starting to build our email list, but we need to get many more contacts. Candace asked the board to identify recipients who would be willing to receive our email newsletter.
- Alan Segal thinks that we need to raise our profile - we need to have have local, state, and national significance. He suggested that we contact our State Representatives, perhaps give an honorarium.



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Other Business

- Christian Burials: Candy has created a spreadsheet of all of the area funerals homes so that we can contact about Christian burials.
- Reverend Cashman asked that we create an ad for the church Sunday bulletin to help promote the new website and our social media presence.
- The Swedish American Chamber of Commerce asked us for a master calendar so that they can promote our events (Lucia, Spirits & History, etc) in their monthly newsletter
- Reviewed and approved November 2018 minutes
- Reviewed the Financial Report
 - Expenses: purchase of DipJar; paid liability insurance
 - Income: we received a couple of donations from ancestors of the Robeson and Webb families. We have \$44,000 which we can apply toward a Keystone grant to help repair the church
 - Very close to having tax forms completed