



Board Meeting Minutes

Details

Date: February 11, 2019, 5:30 - 7:00 p.m.
 Location: Conference Call
 Attachments: Board Packet (February 2019)

Attendees

Board Members: Candace Roberts, Amy Grant, Peggy Buescher, Bob Stewart, Jeanette Woehr, Michael Schreiber, Jerry Walker, Tom Daley, Terry Brasko
 Guest: Alan Segal

Action Items

Pending

- Inquire with property committee to see if a structural engineering report was generated for the church roof.
- 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.
- Send letters to visitors who supplied us with their mailing addresses.
- 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 for our next board meeting
- 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; waiting for list of church-sponsored events.
- Mark Roberts to order sample sign for churchyard about Caleb Cushing
- Check east wall of sacristy for potential water damage.
- Advertise "Spirits and History" on Facebook, Twitter, Instagram and NextDoor.
- Candace Roberts to meet with the Vestry to identify a date for our lecture on the mariners.

Completed

- Mary Ryan's application as an HGDP board member was approved by the Vestry
- Candace Roberts created an ad about our new website for the church Sunday bulletin (as per Reverend Cashman's request).
- Mark Roberts and Amy Grant installed the St. Lucia exhibit in the sacristy.
- Michael Schreiber created copy for sample signage about Capt. Caleb Cushing, to be placed by his gravesite.
- Inquire with Keystone to see if vendor hired to execute work needs to be unionized; does not need to be unionized but must demonstrate that they pay prevailing wages.
- Candace Roberts completed the first draft of Keystone Grant application; Amy Grant proofread. Candace Roberts met with the vestry to finalize the Keystone Grant application, due in February.
- Mary Ryan created Facebook and Twitter accounts to increase awareness of HGDP over social media; Mary also took over our Instagram account.

Report from the Vestry

Keystone Grant

- The Vestry has formed a committee to assist with the Keystone Grant application.
- A professional grant writer — who is affiliated with 1812 Productions — read the grant and gave us positive feedback.
- Candace Roberts is working with the Vestry to finalize and submit the application by February 15th.

Communications



- The Vestry is hosting a retreat in March and communications will be a topic of discussion.
- They will brainstorm how to improve communications between the Vestry, congregation and HGDP

Report from the Chair

Churchyard Signage

- Capt. Caleb Cushing has been selected for signage. His grave is located approximately 30 feet from the entrance to the church.
- Michael has edited the biographical sketch that he wrote on Cushing down to the word count needed for the sign.
- Mark Roberts will order the sample sign and install it.

Social Media

- Mary Ryan officially became the administrator of all of our social media accounts (Facebook, Twitter, Instagram).
- Mary Ryan sent the following report to the board via email: "I've been doing some work on our Facebook and Instagram pages. I have increased our public interest in both. Our Facebook page has gained over 50 likes in the past few weeks and the most recent post on Instagram has gathered over 60 likes. Both of these numbers are great in comparison to activity on either platform in the past. I've been boosting posts on Facebook, which links a boosted post to Instagram. These boosts have reached almost 600 people in just a week! I have some statistical information available for anyone who's interested in seeing (these stats are gathered and calculated via our business page on Facebook). Basically all of this is awesome. The increase in public interest of our social media platforms will [boost] traffic to our website and spread the word about Gloria Dei and events there. I'm still not so great with Twitter but I'll figure that one out!"

Project Updates

History Report

- Amy Grant and Michael Schreiber wrote several history reports (included in board packet)

Spirits and History

- This year, we will be honoring the artists who are buried in our churchyard.
- Early bird sale tickets through our website are available through March 30th. Discounted price of \$45 per ticket.
- Alan Segal promoted Spirits and History in his Jazz Sanctuary email newsletter.
- Terry Brasko will reach out to the Swedish Colonial Society to see if they are interested in sponsoring any of the featured artists (three are Swedes).

Lecture Series & Magazine

- Michael Schreiber has written about 5-6 articles about the mariners buried in our churchyard.
- Amy Grant is assembling the spring edition of our magazine, which will feature these stories.
- Michael Schreiber has agreed to be the first speaker in our lecture series and will give a talk about these mariners.
- The magazine will be printed in advance of the lecture and will also be available to give out at Spirits and History.
- Candace Roberts will check with the Vestry to identify a date for the lecture; probably in April before Easter.

Mini-Museum



HGDPC

Historic Gloria Dei (Old Swedes')
Preservation Corporation

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

- Amy Grant and Mark installed Saint Lucia historical images, photographs from Gloria Dei Lucia festivals, and added some items from St. Erik's Fair to give depth to the cases.
- Amy Grant noted that the east wall in the sacristy was soft, which made it difficult to hang a photo there. Mark Roberts has since installed other mounting brackets to solve this issue.
- Since the wall was soft, Amy Grant suggested that it be investigated later to make sure that there isn't water damage to that wall.
- There was also an issue in the sacristy under the west facing display area, which is open underneath. This area is used to store items. Candace Roberts ordered a curtain so that we dress up the cabinet and hide the items underneath.
- Amy Grant asked for clarification on the publicized hours that the church is open to visitors. Mark Roberts spoke with Reverend Cashman about this. Reverend Cashman confirmed that the church will be open from 9:00 am to 4:00 pm, every Tuesday thru Sunday.
- The Vestry is meeting around the 20th of this month. Amy Grant suggested that the Vestry discuss the official hours and come to consensus.
- We will plan to open the exhibit on March 1st.

Fundraising

- We need to develop a comprehensive communications plan that appeals to potential donors. Our monthly newsletter and social media accounts are good places to start. These communications will need to be streamlined as we embark on a capital campaign.
- HGDPC and the Church will need to create a calendar for social media posts so that we are not overwhelming our audiences.

Other Business

- Reviewed and approved January 2019 minutes
- Financial Report will be available next month.
- We congratulated Alan Segal for winning the MLK Award for his work with The Jazz Sanctuary. Photos are available at www.thejazzsanctuary.org