

**Meeting of the Asbury Park Historical Society (APHS)
Thursday, April 17, 2014
Stephen Crane House**

MINUTES

President Don Stine called the meeting to order at 7:30 P.M.

Trustees Present: Damato, Henry, Rosenberg, Schulman, Sobotka, Stine

Trustees Absent: Chapman, Chomko, Harris, Moor, Troppoli

Approval of Minutes: April minutes are on hold until Donna Troppoli's return.

Public Comments: Mary Damato introduced John Grant, a member who has expertise in finances/accounting with numerous non-profit groups. John has volunteered to actively assist the APHS.

President's Report:

Don Stine announced that the **Endowment Campaign** is set to begin Monday, April 21 when an endowment packet will be sent to designated potential benefactors and, press releases, to the newspapers. The Coaster article, however, appeared Thursday, April 17. Don passed around the packet created by Eileen Chapman, Jim Henry and Don Stine. The goal is set at \$250,000 (by August) which will be needed to maintain the Stephen Crane Residence/Arbutus Cottage once the APHS acquires it from Frank D'Alessandro. There was discussion about how the Chamber of Commerce can help. Jenny and Eileen will look into this. Don will ask ArtsCap to make a fundraising "thermometer" for public awareness.

On Easter Sunday, April 20, a 4' table will be set up in front of Kay Harris's store inside Convention Hall for the purpose of **soliciting donations and members** as well as selling APHS merchandise. It is hoped that this public meet-and-greet will be on-going throughout the summer. Susan Rosenberg and Don Stine will (wo)man the table, 11 - 4. Susan suggested that a slide show of historical Asbury Park buildings and events be set up on a laptop.

Charlie and Pam Horner will have their **Light of Day 2015** exhibit at **Heaven, Art and Antiques**, an in-town exhibit venue for Asbury Park West Side music memorabilia. We could sell our books and share proceeds which could go to the Turf Club sign.

Don anticipates a **docent program** and asked Susan to work on a plan. This would involve having the Stephen Crane House open and available to the public.

COMMITTEE REPORTS:

Budget & Finance: Treasurer, Mary Damato

Regular account balance: \$ 7,766.10
Stephen Crane House fund: \$ 7,672.13
50/50: \$ 6.60
PayPal: \$ 159.74

Total: \$15,604.57

Member John Grant will help Mary transition our record-keeping to **QuickBooks software**. This would encompass data from January 2014 to the present for

each, the APHS and the Stephen Crane House accounts. Jim Henry will help John structure the financial statements. Codes will be given to Donna.

Membership: Kay Harris, chair

Total number of (paid) members:

Web Site and Media: Jenny Schulman, chair:

Added: The endowment campaign information, including fund-raising information and a "Donate" button and the History of the Stephen Crane House, Stephen Crane biography and literary biography. Jenny will keep the PayPal on the Web Site and dispense with IndieGoGo.

To be updated: revised bylaws (January 2014). Matthew Hiznay, former trustee, has the electronic version. Also, the last paragraph under "Donate Materials."

Jennifer noted that changes take at least 2 - 3 days. There was discussion about adding the Google Analytics tool to count the number of visits to the site.

Photographs need to be added. Jenny will set up a **DropBox**, a photo-sharing site. Dave will submit those from the Asbury Park walking tour map and Jenny will compress them to fit. Jenny is open to suggestions for templates and sample Web sites. Susan suggested that a sub-committee work with Jenny.

Note: Currently, the Web Site is set in **code** (a system that converts writing into the text that appears on the Web site). Jenny recommends that code be replaced with **WordPress**, a content management system featuring **template choices** and enabling ease of developing the site. (Most bloggers use WordPress.) Jenny said it would take her team several hours to transition from code to WordPress, possibly by summer's end. The change would be mobile-friendly.

Social Media: APHS has 190 followers.

Archives, Artifacts & Exhibitions: Don Stine, chair

The **Asbury Park Press delivery wagon** was installed in the city's transportation center on Friday, March 12. Don will ask ArtsCap for help with painting and lettering, a stressed, aged look.

VFW: The cost for storing things there is \$1,500. We need to vacate by the beginning of May and apply that money to the Stephen Crane House. Don suggested that we have a garage sale to make money from the things.

Morrow Castle 80th anniversary event to be planned.

Kate Mellina will have a slide show in October.

Don will go to a meeting of the Ocean Township Historical Museum to explore the possibility of sharing the archiving of vintage Asbury Park photographs.

Susan strongly recommended that the APHS be present at the Monmouth County History Day in September. She will be receiving the invite in June.

Historic Preservation of Sites and Buildings: David Sobotka, Susan Rosenberg, co-chairs

On March 30, Susan drove to Trenton and personally handed the completed **Stephen Crane Residence/Arbutus Cottage historic landmark application** to Bob Craig. His State Historic Preservation Office will review the documents. Bob communicated to Dave Sobotka, the lead, that the narrative is too wordy, the photos, too many, but it looks like the committee "really knew the house." July 17 is the final review deadline.

Regarding what house repairs are needed, Jim Henry suggested waiting for the **home inspection**.

Legal/Government Relations/Grants: James Henry, chair

Jim reported that Garrett Giberson stated that the Gaming Commission requires a 5013c status report in order to get tax-exempt status. A special events application is needed for the Morrow Castle event on September 8th, an event requesting the attendance of Governor Christie.

Fundraising and Special Events: Eileen Chapman and Teddy Chomko, co-chairs

Eileen will put together a grant application.

Mary suggested a house tour fundraiser for the fall. Jim will ask Pat Fasamo, president of the Homeowners Association.

Membership: Kay Harris, chair

Don and Susan will meet with Kay to set up a table on Easter Sunday in front of her shop in Convention Hall and (wo)man the table to solicit members and donations. Hopefully, volunteers will do likewise throughout the summer and on First Saturdays in Asbury Park.

Meeting Adjourned: 9:00 P.M.

Respectfully submitted,

Susan Rosenberg for Donna Troppoli