

ASBURY PARK HISTORICAL SOCIETY

Minutes, Meeting of Thursday, September 18, 2014 held at the Stephen Crane House at 7:30 PM

Trustees Present: Chapman, Harris, Henry, Rosenberg, Sobotka, Stine, Troppoli (quorum achieved)

Trustees Absent: Chomko, Damato, Moor, Shulman

Approval of minutes:

Minutes from the August 2014 meeting were approved.

Comments from the Public:

A donation of juice was made by the Basin Bar, which was enjoyed by the attendees.

President's Report:

Don encouraged the Trustees' participation to sell 50-50 raffle tickets at all APHS events and assist in selling them to family and friends. The drawing is expected to take place during the November 2014 monthly meeting.

Budget/Finance- Treasurer: Mary Damato (Report given by Don Stine)

There is approximately \$8,000.00 in the general account, with the goal being to keep a balance of at least \$10,000.00 there at all times.

M/M Robert Rechnitz have donated an additional \$75,000.00, bringing the balance in the SCH Fund to over \$115,000.00.

The total amount raised by the APHS since Labor Day weekend at the APHS table in the Grand Arcade, Oysterfest, the *Morro Castle-New Era* events, memberships, 50-50 sales and miscellaneous donations totals \$2,137.00, to be distributed among several APHS projects.

Website: Jenny Shulman (report given by Kristin Stine of Fortune Web Marketing)

Kristin demonstrated to all present the theme chosen for the new website. Approval was given by the trustees to move forward on this project. It was requested that the web site have the capacity to accept PayPal payments and play music associated with APHS events on demand, as well as have its own YouTube

channel. These functions are available. The one-time cost to build the template is estimated to be \$150.00, which was approved by the trustees.

WEBSITE UPDATES

- Any minutes sent to us have been added to the site.
- The new newsletter is up and the email blast went out asking people to reply if they still want a physical copy mailed, else they will just receive it via email.
- Email blasts that have gone out since last meeting:
 - Oysterfest (call for help at table)
 - New Era/Morro Castle commemoration/memorial – sent twice
 - ***NATIONAL 9/11 MEMORIAL & MUSEUM and LOWER MANHATTAN TOUR email blast (will be sent again in 2 weeks and again 1 week before the event)***
- Updated the newsletter masthead per Donna's request
- APHS on Facebook now has 403 followers! Woo hoo! Lots of them are very engaged, meaning they like and comment and share the posts we put up.
- Content added to website since last meeting:
 - ***NATIONAL 9/11 MEMORIAL & MUSEUM and LOWER MANHATTAN TOUR***
 - ***ASBURY PARK NEW ERA/MORRO CASTLE COMMEMORATIONS***
 - ***Gallery for 2014 boardwalk art show: <http://aphistoricalociety.org/galleries/2014-ap-boardwalk-art-show.html>***
- We had reached out to the person who maintains <http://www.thestephencranehouse.org> about adding links to the SC house fundraiser and the APHS website. We never got a response.
- Created a dropbox link to share large files (pictures) for the website, etc...and gave access to Don, Donna & Dave. I can add others at any time. No one has used this to share pictures yet. I can add others to have access at any time.

Archives/Artifacts & Exhibitions: Don Stine

An educational lecture about the *Morro Castle* and *New Era* maritime tragedies was presented on the evening of Sunday, September 7th at the Jersey Shore Arts Center. It was a successful event, raising about \$1,000.00 for the historical society from ticket, 50-50 and merchandise sales. About 120 admission tickets were sold; this money was split with JSAC. A committee of local historians organized and presented the show.

Don also recommended the placement of removable placards on the boardwalk railings in the area of these two shipwrecks.

Kate Mellina will be presenting a free lecture on the history of the Asbury Park boardwalk and its associated structures at the AP Public Library on Thursday, October 23rd. Light refreshments will be served.

Historic Preservation/Sites and Buildings: David Sobotka, Susan Rosenberg

Dave reported that the final approval regarding the placement of the SCH on the NJ State Historic Register has not yet been finalized, pending SHPO's anticipated reply.

The APHS will participate in the *Monmouth County Archives and History Day* on Saturday, October 11th. Susan Rosenberg and another APHS volunteer will represent APHS at its assigned table. A new vertical mounted banner to better designate APHS at this and future events will be priced and ordered. It was suggested that the PowerPoint presentation for the SCH- SHPO application be part of the exhibit, as well as newsletters and sale of 50-50 tickets, if permitted. Susan reported on recent fund raising activity for APHS. She has been very actively involved, and has enlisted 6 volunteers to assist her. Over \$800.00 was raised during Labor Day Weekend and Oysterfest (this figure includes 50-50 sales). Susan Rosenberg updated those present on the reprinting of an antique AP city map on high quality paper as a fund raising opportunity for APHS. YES Graphics and Gallery 9, two city businesses, may be involved in its production. Way to go, Susan!

Legal/Government Relations/Grants: Jim Henry

The decision on and purchase of the SCH needs to be made by November 1st, so that the tax assessor's deadline may be met. Jim presented his prepared statement outlining the financial and legal implications of the proposed sale. There was some discussion as to the long-term financial viability of the sale, and

concerns about various mandated inspections of the property. It was agreed that the trustees would cast their votes by e-mail.

Fundraising: Teddy Chomko

The next bus trip to be held in conjunction with the Historical Society of Ocean Grove will be held on October 25th and the destination is the World Trade Center Memorial in NYC. Lunch will not be included; the cost per ticket is \$89.00. The tour will also include a tour of downtown Manhattan sites and a professional guided tour of the 9-11 Museum. The bus leaves ocean grove at 9:00 AM and returns at 7:15 PM. An application is now on the APHS website.

Special Events: (Eileen Chapman)

Eileen is working with the Horners regarding the proposed "Teenagers" show, which would finish the 1956 *Frankie Lyman and the Teenagers* concert which was held at Convention Hall, but was cut short due to several fights that broke out on the boardwalk during the show. The show's expenses are estimated at \$10,000.00, and the Paramount Theater is the most likely venue, so talks would need to be held with Madison Marquette. The present *Bill Haley and the Comets Band* would also be on the bill.

Membership: Kay Harris

Kay generously placed her OysterFest table adjacent to the APHS table for ease of staffing, which helped to create interest for the APHS table, and boost donations. Kay also reported that there have been 5 new memberships this month.

Secretary/Newsletter: Donna Troppoli

More thank-you letters have been mailed to additional SCH donors.

The Summer 2014 newsletter was circulated. Everyone who has submitted their e-mail address to APHS was sent an electronic copy; those paid members without e-mail were mailed a paper copy. This change was mentioned in the newsletter. Any paid member who would prefer a paper copy as well as an electronic one has been given that option.

There is one spot available for an APHS representative at our table for Monmouth County Archives Day on Saturday, October 11th. An e-mail blast will be sent to membership, in an attempt to find a second person. A boxed lunch will be included.

Stan Goldstein will be contacted to assess his interest in a music related event/lecture associated with his and Jean Mickle's "Rock and Roll Tour of the Jersey Shore" books. A past similar event was very well received. Don would like this event to be held during *Light of Day* events.