MINUTES

Stenton Committee

Date | time 12/7/2017 10:30 AM | Meeting called to order by Kristin Cahn von Seelen, Stenton Committee Chair

# In Attendance

Kristin Cahn von Seelen (chair), Carol Rush, Betsy Marshall, Peggy Conver, and Nina Schaefer.

Staff in attendance: Dennis Pickeral, Laura Keim, Kaelyn Barr, and Sarah Fletcher.

# Minutes

Minutes for September were corrected as follows:

Incorrect date, change to November 2, 2017.

Facilities & Finance: edit under Giving Tuesday to say mark calendars “for” (instead of from)

Minutes were approved as corrected:

Motion by Carol Rush, 2nd by Nina Schaefer

# Stenton Chair Report: *Kristin Cahn von Seelen*

* Kristin gave a brief summary of more detailed reports to follow.
  + Development and Communications Associate Sarah Fletcher is leaving in January.
  + Garden Party planning: we need to select a theme.
  + Holiday Tea was wonderful, thank you to everyone who helped and donated.
  + Giving Tuesday was a huge success.
  + Congratulations to Laura Keim for the wonderful article in Antiques and Fine Art.
  + HG Holiday party is coming up, all are welcome to attend.

# Directors Report: *Dennis Pickeral (Full Report Attached)*

* Sarah Fletcher gave a summary of Giving Tuesday.
  + We raised over $17k: 50% increase in the number of donors, 50% increase in average donation amounts.
  + Major increase in Dames participation (from 9 in 2016 to 21 in 2017); 2 Dames gave their first ever Friends of Stenton gift.
  + 6 Donors were giving their second ever gift to Stenton (3 of which gave their first on Giving Tuesday last year).
  + 3 Donors new to the organization.
  + We raised $3k by lunch time, Facebook traffic was lower than normal – we may want to consider paid boosts for posts next year. Email strategy worked very well.
  + Huge thank you to matching donors: Audrey Abbott, Trina Overlock, Hannah Henderson, and Alice Lea Tasman.
* With Sarah’s departure before February, we are considering a staff realignment. We would like to expand the education and programs “department” at Stenton with another full time position, have a shared development position with Historic Germantown, and not replace the Museum Assistant position. This will not have a significant impact on the budget.
  + Peggy Conver wanted to make sure that this would allow for enough support of Headquarters staff.
  + Restructuring will be discussed at the board level prior to the December Stated Meeting.
  + Dennis will create a job description and chart to include how all the work is allocated under both the HQ and Stenton staff structures.
* The Garden Party: Invitation needs to be complete and going to the printer in mid-February for addressing party at March Stenton Committee meeting. Theme: a Monumental Garden Party – The James Logan Memorial unveiling.
* Holiday Tea – went well overall. A few issues:
  + First aid – we did have one guest hurt her leg. Should we consider first aid training for the staff?
  + Interns – story time was very confusing and interns did not do a good job with communicating plans with parents.
* Logan Memorial: waiting on the granite for installation. Estimates for installing are in, we recommend using Atelier.
* AASLH 2019 (August) will be in Philadelphia. Dennis is on the host committee. This will be a good opportunity for us to reach a larger audience, should consider offering tours, etc.
* Gala update: $25k raised to date. We had lunch with Edie Dixon, and will schedule a visit with her in the spring.
* The Hamilton Family Foundation awarded $10k to History Hunters. We will be applying for a larger gift for the expansion project before the end of the year.
* Visitation- September and October site visitation: 887, Web page views: 2,387.

# Collections Committee: *Laura Keim*

* Robert Restalrig Logan Estate chest of drawers at the PHMC has been offered to us. It is labeled as a “Ladies Writing Desk” – could potentially be used as Deborah’s writing table. They also have a Maria Dickinson Logan chest which is a mate to the one we have owned by Sarah Norris Logan, which we hope they will donate at some point.
* The Emlen chairs went to Mike Podmaniczky for conservation. He will send the estimate soon.
* Quilt project: Hannah Henderson is donating money to cover the cost of making the quilt for the Yellow Lodging Room.

# Education and Program Report: *Kaelyn Barr*

* Our upcoming programs include:
  + February 17th: Color Talk and Colorism: A Historical Perspective, Lori Tharps.
  + March 3rd & 17th: Let the Daughters of Liberty Nobly Arise: Women and Poetry, Past and Present; Rebecca Rosen, Yolanda Wisher, Trapeta Mayson and Sue Landers.
  + March 31st: Stenton Egg Hunt
  + April 5th: Heritage Plants and Historic Sites
  + May 10th: Garden Party

# President’s Report: *Anne Burnett*

* No Report

# Facilities and Finance Report: *Dennis Pickeral for Peggy Conver*

* Wing Planning is moving along. Draft plans were reviewed by the committee. We would be upgrading the lighting, HVAC, plumbing, opening a larger entrance, and having designated office space.
  + Jane mentioned that the wall extension for the bathrooms seems to overshadow the main entrance.
  + There was also a concern about the slope of the roof with respect to leaks, etc.
  + Everyone liked the idea of a “barn feel” sliding door entrance to the carriage house.
* Exterior Wing Repairs – Ray Tscheope is finishing up the specs to move forward with gathering estimates.
* Log House updates: Selectively upgrading and replacing the electric/heating. Reducing the number of baseboards, upgrading the electric, roughly $5k-$7k cost from the maintenance budget.

# Garden and Landscape Committee, *Carol Rush*

* Last week, cuttings were taken from the Boxwood and sent to Morris Arboretum.

# Next Meeting: February 1, 2017