

## **Minutes of the May 12, 2015 Board Meeting of the Alexandria Historical Society, at the Alexandria Black History Museum.**

The meeting was called to order by the president at 6:30 pm. Present were-

Debbie Ackerman

Tal Day

Katy Cannady

Julie Randle

Jackie Cohan

Helen Wirke

Dennis Hensley

Jim McKay

Audry Davis

Sarah Coster

Mark Whatford

Linda Greenberg has a prior engagement this evening

Minutes: April's temporary secretary was not present to distribute the minutes. Mark Whatford agreed to take the May minutes. Copies of the April minutes were passed around and not approved pending corrections.

### Board Member Reports

Audry Davis – Our speaker will be May 27<sup>th</sup>, Paula Whitacre “What a Place I have Found”: Julia Wilbur in Civil War Alexandria. The June 24<sup>th</sup> speaker, Dr. Don DeBats, University of Australia, [Voting Patterns in Alexandria] has not confirmed at the time of this meeting. The next speaker, September 23, is Dr. David Preston, author of Braddock's Defeat. A handout was provided on the 2015 Speaker Schedule.

For the June speaker, real time wifi is needed to display a website, the Lyceum currently does not have that capability except through the City of Alexandria website and permissions are needed to access the city website. Should we seek permission from the City IT Dept. to access or purchase a portable hotspot device to be used for AHS speakers? Decision deferred until more research is done.

Tal Day – Treasurers Report [See attachment]

### Membership Report

Mark Whatford/Dennis Hensley

Membership has remained flat since the last report. We need to be more aggressive at events to promote membership. June will also mark the beginning of the renewal process. Starting in the fall all lectures will be \$5 with members free, etc... one of the benefits of membership.

### The Chronicle

Debbie Ackerman for Linda Greenberg

The next issue will feature an article on Brewers of Alexandria [fall], the spring issue went out with the article on the Parker-Gray District [spring].

Newsletter/Flyer  
Jackie Cohan

Will need a write up on the new non-member fee [\$5] starting in the fall. Will we have a list of new board nominations to place in the newsletter?

Website  
Sarah Coster

The website will be updated to reflect the upcoming events and save the dates for TBD lectures/events. Our facebook page has received 251 likes [possible to find demographics on?] and the cost of a facebook ad to promote events \$16.

Publicity  
Helen Wirka/Jim McKay

We currently contract with the city for AV needs and are contacting AV cos and city IT to determine what type of projector to purchase for use in the Lyceum. What do we need with it/ Bluetooth? Wifi capability? Will seek recommendations on what to purchase and estimated costs.

Using the Patch for advertising- many new stories are faux news and are ads or promote events, cost is free. With a planned out event schedule we could place paid advertising in local publications, the Board would have to vote approval on spending the money.

Correspondence – No Report

Adult/Student History Awards  
Julie Randle/Debbie Ackerman

A great success. Will consider having one speaker or two? With one speaker this year the event moved along well, with the advantage of having a dynamic speaker. Should next year's speakers be prepped with of list of accomplishments by the award winners, to be used at their discretion?

Alexandria Archaeological Commission  
Katy Cannady

Architecture Awards are starting up, Potomac yards option B has been selected.

HARC  
Dennis Hensley

Last meeting covered the proposed demolition of the remaining public housing to be replaced by high rise. Historic significance of property glossed over as the process was not followed. OHA & HAF are both against demolition as it stands. A second hearing will be scheduled for June or September. Also a presentation on African American Tourism & AA Heritage properties.

#### Old Business

New AHS Brochure [see attached pdf]

Debbie Ackerman for Linda Greenberg

The brochure has been completed, thanks to Linda Greenberg, and copies were provided to the Board. It was sent out to be printed through the web at a reduced cost. A pdf will be made available on the web site, Sarah Coster will need a copy of the pdf version.

#### Direct Mail

Mark Whatford, Dennis Hensley, Helen Wirka, Sarah Coster, Linda Greenberg

A Direct Mail Presentation II [see attachment] was given to the group, after discussion a motion was made and approved for the current mail committee members to move forward in producing a postcard, sending it to selected households by the first week of September, initial costs are estimated to be the amount previously approved by the Board. As we have only two events to announce on the card, initiating a third event for November will be discussed at a later date. Also anyone presenting a postcard will have free entry to a lecture.

#### Wild Apricot

Mark Whatford/Dennis Hensley

With Wild Apricot prices increasing, should we continue to subscribe? It does provide a large platform for member management, email, and a web site management. Given that we can lock in the current price for two years by prepaying, we should also take greater advantage of what the software offers, a motion was made and passed to prepay and retain Wild Apricot as our member/web site platform.

#### Letter of Support

Sarah Coster

A letter was received [see attached] concerning the plaque of the death of Col. Ellsworth, as the current plaque honors the hotel owner defending his property, and is dated to say the least, should a new plaque be proposed? Not wanting to alienate anyone it is proposed that a letter of support for a new matching plaque, not a replacement, be sent. The motion was made and passed.

There being no further business, the meeting was adjourned at 8:10

Respectfully Submitted

Mark Whatford

May Secretary