

Minutes of the April 14, 2015 Board Meeting of the Alexandria Historical Society, at the Alexandria Black History Museum.

The meeting was called to order by the president at 6:32 p.m. Present were Debbie Ackerman., Katy Cannady, Linda Greenberg, Dennis Hensley, Julia Randle and Helen Wirka.

Minutes: March's temporary secretary was not present to distribute that month's minutes. Linda Greenberg agreed to take the April minutes.

The treasurer's report had been sent earlier. Linda Greenberg noted that, as stipulated, she would request Vanguard to balance our funds, if needed. She also pointed out how well our Vanguard investment has fared – the ETFs have risen 13% in value per share from 12/31/2013 to 3/31/2015.

Membership Report: Dennis Hensley reported that there are 188 individual members. He reminded us that as of July 1, 2015 we will charge non-members for attending AHS lectures.

Dennis led the discussion about a postcard mailing to recruit new members. Various mailing options were discussed and it was decided to target two areas: the first, one or more carrier routes in Old Town, zip 22314, and the second, one or more carrier routes in the Potomac Yard zip. Helen downloaded a post office program that identified different populations in each zip according to age, sex, income, etc. Linda asked that the mailing be evaluated by two criteria: whether it breaks even and whether the membership increases by 1%. Debbie asked that Dennis Hensley, Mark Whatford, Sarah Coster and Helen Wirka meet and prepare a proposal for a mailing that the board can consider at its May meeting.

Chronicle: Linda reported that the next *Alexandria Chronicle* features Garrett Peck's story about Alexandria brewer, Andrew Wales.

Newsletter/Flyer: Jackie is taking care of it.

Publicity: Helen Wirka thought the banner was effective. Other forms of advertising were discussed.

Correspondence: Linda Greenberg regretted she had not had time to follow up on correspondence. She will try to.

Adult History Awards: Julia Randle was pleased to announce that Ted Pulliam was selected from the candidates for the T. Michael Miller History Award. Debbie explained some of the problems she encountered in confirming the high school history award winners. Discussion ensued on the mechanics of the award presentations. Julia will pick up food at Fresh Market with a \$50 gift certificate. Debbie is providing decorative paper products. Linda is providing two pitchers and will put ice tea/juice stored in her garage

in the AHS storage cabinet at the Lyceum. Lisa is preparing the program; Dennis will provide name tags. Katy will email members of city committees/commissions who know Ted and ask them to attend the award program.

Alexandria Archaeological Commission: Katy reported that the Park Service had “caved” and had pretty much endorsed option B for location of the Metro station, almost on the parkway. However, the land owner and developer decided he did not want to contribute his promised \$32 million and that might put a crimp in the city’s plan.

HARC: Dennis reported that his first meeting was interesting in that he was presented with the barge/haul debate for waterfront development. He thought from the presentations that the barge route was the best, but the HARC president – being politically correct – would only write a “letter of concern,” not a letter endorsing the barge proposal.

Discussion ensued about the 2000 Titan movie about the T C Williams football team and Coach Boone, and it was suggested that Helen talk to Audrey about an October event about the team at T C Williams. Several members cautioned that the high school had not responded positively to a previous request for a collaborative venture, but it was agreed that some effort should be made toward this goal.

Dennis suggested an “ad” for new members be included in the *Chronicle*. Dennis asked whether Sarah Coster was using on line advertising as discussed at a previous meeting to reach new people.

Old Business

New AHS Brochure: The brochure was circulated to members. It was decided to print 1,500.

Non-profit bulk mailing: It was discussed earlier.

New Business:

Nominating Committee needed to propose slate. Committee selected composed of Debbie, Audrey, Julia and Linda.

There being no further business, the meeting adjourned at 8:13.

Respectfully submitted,

Linda Greenberg
April Secretary