

ASBURY PARK HISTORICAL SOCIETY
Monthly Meeting: Headquarters, Stephen Crane House
MINUTES: Thursday, Sept. 16, 2021

President Kay Harris called the meeting to order at 7:15 P.M.

Trustees present:; Tom Chesek; Teddy Chomko; Kay Harris, president; Jim Henry, vice-president; Susan Rosenberg, secretary; Andy Skokos, treasurer; Susan Skokos; Dolly Sternesky; Jen Stine
Trustees absent: Eileen Chapman

President's Report: Kay Harris

1. Sesquicentennial (founding) Celebration - Eileen and Susan R. are participating with Celia Morrissette with a series of events: October Clam Bake, Oct.15; Time Capsule burial, Dec. 18 or 19. The T.C. Comm. will meet with the Condo Assoc. in seeking a burial site on the S.C.H. property.
2. *In celebration of the city's 150th anniversary, in June, Kay ordered brass Carousel House ornaments, sales price, \$20 each. A.P.H.S. member blasts and Coaster ads generated 30-plus online orders. Outreach tables, walk-ins, and Asbury Galleria made additional sales.*
3. Asbury Park Museum's pop-up exhibit in the Berkeley Waterfront Hotel, "A.P.:150 Years of Change and Transformation; a Segregated Seashore" is extended through the end of Nov.
4. Kay suggested that the Board members tour Ocean Grove's Centennial Cottage.

Minutes: Susan Rosenberg, Secretary - June Minutes were approved with corrections; July Minutes were approved

Finances: Andy Skokos, Treasurer

Balances as of August 31, 2021:

APHS Checking	\$ 1,520.75
Gaming	\$ 550.00
SCH Checking	\$ 3,877.90
<u>Money Market</u>	<u>\$ 50,744.33</u>
GRAND TOTAL	\$ 56,692.33

Andy has renewed the gaming license whether it will be used or not.

Website/Marketing/Communications: Jen Stine, Chair

- **Through the Website:**
- Orders for ornaments;
- Postings: Cora Crane event; winter newsletter; membership drive; Morro Castle anniversary; A.P.H.S table at AsburyFest
- New membership sign-ups
- **Latest Email Statistics:**

- 57% of emails are opened on a Smartphone
- Open rates are between 30-44% whereas normal nonprofit open rates average 25.5% (latest data for 2021)
- Click-through rate is between 1.6% - 5.8%, on par with nonprofit CTR's at an average of 4.1% (latest data for 2021)
- **Total social follower count: 4,445.**
 - FaceBook: 2, 207
 - InstaGram: 1, 647
 - Twitter: 591

Membership: Susan Skokos, Chair

As of 9/16: 100 members:

Benefactors: 7 @ \$250 = \$1,750
 Patrons: 12 @\$100 = \$ 1,200
 Family: 24 @\$50 = \$1,200
 Individuals: 25 @\$30 = \$750
 Seniors: 23 @\$20 = \$460

TOTAL: \$5,360

Stephen Crane House: Jim Henry, Chair

1. Fixed/repared: A/C thermostat, 1st floor; missing corbel in Event Room; foyer ceiling.
2. Windows (6) in Event Room: scraped, glazed, painted.
3. Front porch deck, walls, railings, spindles, windows, door, steps: prepped, primed, painted.
4. Queen Anne parlor chairs and hall mirror have been donated.
5. Carriage House: owner to remove oak tree at his expense and will replace with a new tree.
6. Susan S. and Andy S. donated and hung valances and curtains in the Event Room.
7. **Pam Lambertson and Dolly were professionally advised on ordering and properly hanging curtains in the Event Room. Following the installation of blinds, curtains will be steamed.**

Stephen Crane House Programming: Tom Chesek, Chair

1. Nov. 7: **"Cora & Stevie,"** written by and performed by Marjorie Conn, will be presented in honor of Stephen Crane's 150th birthday, Nov. 1. Limited seating: COVID restrictions; 2:00 and 5:00 P.M.; \$10 adm. This playwright received a \$500 mini-grant from Monmouth Arts under the umbrella of the N.J. State Counsel on the Arts.
2. **Stephen Crane Video Project:** Filmed for presentation to school children, organizations, tourists collaboration with A.P. T.V. Ginny Otley.
3. Tom has engaged Paul Auster, author of *Burning Boy* (Oct. 2021 release) about Stephen Crane, to come to town in 2022 for a presentation and book

signing event(s).

4. Tom's daily "Today in Asbury Park History" in FaceBook and on behalf of the A.P.H.S. continues to receive a substantial number of interested followers.
5. A sprinkling of Stephen Crane devotees stop by on Sundays, 12 - 2.

Archives: Kay Harris and Tom Chesek

1. Collection management software is under review. Access and costs will be shared by both the Asbury Park Museum and the A.P.H.S.
2. Recent donations include:
 - a.) original blueprints and technical schematics of Convention Hall and the Casino (1929 - 1930)
 - b.) a handmade model of the Casino and accompanying papers
 - c.) from former A.P.H.S. president Jim Nappi, documents from the estates of James and Helen Bradley

Special Events/Fundraising: Teddy Chomko and Eileen Chapman, Co-Chairs

1. Vendors are being sought for the Aug. 2022 Ray **Sternesky** "Art on the Boardwalk."
2. Ocean Grove Historical Society has formally approved co-hosting the annual "New York City Lights Tour," scheduled for Dec. 5, 2021.

Outreach: Susan Rosenberg, Chair

Ornaments, postcard bags, postcards, books, Carousel rings and more will be offered for sale at 2 forthcoming venues:

1. AsburyFest/A.P. Chamber of Commerce: Sept. 24, 25, 26
2. Archives and History Day/Mon. County Archives: Oct. 2

Meeting adjourned at 9:30 P.M.

**Respectfully submitted,
Susan Rosenberg, Secretary**