

Malvern Historical Commission

Meeting April 25, 2011

Minutes

Members Present: Deb Collins, Tina England, Lynne Hockenbury, Barb Leighton, Barb Rutz, Joan Stackhouse

Members Absent: none

Guests Present: Nancy Schmitt

The meeting was called to order at 7:41 pm

Approval of Minutes: The minutes for March 2011 were approved.

New Business:

- A. **Paoli Battlefield Preservation Fund:** Upcoming events: Camp-side Chats in June and July. Illumination in October. Lecture series at The General Warren Inn in October and November.
- B. **Website:** Lynne updated the order form on the website to include the new book. Nancy made edits and suggested that the shipping information should be on the form. Suggestion was made to add a premium price for purchasing all three books. It was also suggested that watermarks be added to the photos of the covers of all three books on the website. Deb Collins will create the new photos and send to the Dave Knies. A question was asked: Should we have other items for sale on the website? This question was tabled and will be discussed at May's meeting.

Old Business:

- A. **Malvern Blooms:** Barb R will bring the tent, Deb C will bring her table, Barb L will bring another table. Barb R and Deb C will set up and work until 11:30am. Tina and Joan will work 11:30am – 2pm. Lynne and Barb R will work 2-4pm. Nancy will arrive around 10am. Orders for the new book will be taken at a “pre-publication price” of \$35. Customers can put \$5 down and will owe the balance at pickup.
- B. **Ebay Sales:** Lynne put the books up on Ebay as a test. Over the month, 7 people looked at the books. There were no sales. We need to look at other options for selling the book online.
- C. **Book Signing:** There is an increase in the cost for printing the book due to the number of photos and side comments, etc. The Borough of Malvern agreed to load the Commission money. If we do not pay it back by the end of the year, our budget will be deducted by the amount owed. The Commission will be borrowing \$6,000. The printer agreed that we can pay what was originally negotiated when the books arrive, and have 30 days to pay the balance. If enough book signings and books sales happen in the first month, the less borrowed from the borough.

Lynne had postcard announcements for the new book and will order more. The Commission will have the announcement postcards at Malvern Blooms.

Places for book signings include the Malvern Library and Chester County Book & Music Company (who takes 20% commission). Barb R suggested Wegman's. They might be interested in having a book signing. Barb R will check with the Chester County Historical Society and Barb L will check with the Chester County Library. Nancy will check with the Malvern Library. Tina will talk to the Chester County Book & Music Company and the Paoli Library.

Lynne sent the press release to Malvern PATCH and the publishers of the Main Line/Suburban Life. Deb C developed a list of contacts for local colleges along the Main Line.

- D. **Historic Ordinances:** The Planning Commission is looking over the Ordinances.
- E. **Book Update:** The title of the book: **Malvern Treasures: In the Company of Malvern Borough Women 1835 – 2011.** Nancy logged 96 hours since last month's meeting. The first proof was returned on April 12. Nancy sent the second proof to the printer on April 18. Nancy handed out a typed synopsis of the book.

Nancy placed additional walking tour brochures outside the Library.

Nancy made a suggestion that if the Commission ever prints mugs, to use three photos discussed before and one of the Centennial Poster.

Nancy noted that the convent at Villa Maria used to be the Sulgrave Estate. The Warners used to live there. Mrs. Warner was a member of the Monday Afternoon Club and loaned the club money to buy a piano. Nancy mentioned that there is always something new to learn and not everything can be in the book.

- F. **Action Log:** Items were updated.

The meeting was adjourned at 9:45pm.

The next meeting will be held on **Monday, May 23 at 7:30pm.**

Respectfully submitted by:

Deb Collins
Secretary, Malvern Historical Commission