

Malvern Historical Commission  
Minutes  
March 26, 2019

ATTENDANCE

Lynne Frederick, chair  
Barbara Rutz, vice chair  
Catherine Raymond, treasurer  
Kel Schmitt, secretary  
Barbara Stergiades, member ABSENT  
Zeyn Uzman, member  
VACANT, member

I. Opening Remarks

- A. Lynne called the meeting to order at 7:32pm.
- B. Welcome to the public who is in attendance. The agenda order changed accordingly, and is reflected in the minutes.

II. Old Business

A. Town Tours and Walks

1. Overview.

- a. Theme is "towns, then and now."
- b. We will be ready to go for the first tour at 4:30 (if people are that early), and the final tour will leave at 8pm.
- c. We'd like to keep the groups around 10 - 20 people. If we're able to start tours every ten minutes, Zeyn estimated we'd ave 180-360 people attend.

2. Walking route.

- a. National Bank of Malvern & Inn (and will provide tour stop people) - same as it was then
  - i. Extra time at this location since the building will be open. 10 minutes max
- b. Malvern Baptist Church (TBD if they will provide someone to be a tour stop) - same as it was then
- c. Gallery 222 (Andrea Strang) - same as it was then
  - i. The Borough Manager suggests we speak to Anna Novelli, the police secretary, who grew up in that house.
  - ii. Extra time at this location since the building will be open. 10 minutes max
- d. Burke Park - different than it was
- e. Parking lot next to Malvern Pizza - different than it was
- f. East Side Flats / Fisher Feed - different than it was
- g. David Evans's house - different than it was (or point it out on the Malvern Pizza mural, or on the walk to the Baptist church)
- h. Malvern Hall (pointed out while walking)
- i. Burke Park, Baptist Church, Gallery 222, ESF, Malvern Pizza, Bank/Inn, Burke Park. Or reverse? Kel suggests that if the church is last, people can cut out early if they are done walking.

3. Roles and responsibilities.
  - a. Tour nomads (to walk around with groups) - qty 6
    - i. Denise Van Valkenburg
  - b. Registration - qty 2
    - i. Various methods of registering and starting tours discussed. Color-coded dot stickers? A list which collects attendees names/emails?
  - c. Tour guides at the stop (to read something about a location) - qty 6
    - i. Gallery 222 (Andrea Strang)
    - ii. National Bank of Malvern (provided)
    - iii. Bart VanValkenburg
    - iv. Jim Christ
    - v. Alicia Marziani (Baptist Church? Malvern Pizza parking lot? Lynne will ask her which she would prefer)
    - vi. Bev Smith
  - d. The Commissioners
    - i. We will likely be the ones to answer tour-goer questions, and will not (purposely) be slotted as a tour guide or a tour nomad but may be called to do so in an emergency role.
4. Drinks, snacks, and procurement.
  - a. The Borough Manager will make sure we have the food and drinks we will need for the event.
    - i. Water bottles, 8 oz bottles. Around 600?
    - ii. 6-8 tubs of ice to chill the waters at each stop.
    - iii. Trash bin and recycling bin for each stop.
    - iv. Cookie trays from Wegmans.
    - v. Cheese and crackers trays, likely same.
  - b. Kel suggests the guides carry with them 3x5 cards and pens in case someone has questions they cannot answer. The asker can write it down and bring it back to the Schmitt Pavillion at Burke Park and ask one of the commissioners.
  - c. Enlarged photographs at each of the tour stop locations. Will need to check with Campli, since we have an agreement with them. The Borough also has an account with Staples.
  - d. Tour pamphlet - Kel will assist, after writing the tour. The Borough Manager also suggests we create flyers, which can be displayed around town.
  - e. Andrea can add the Town Tour on the MBPA Ice Cream stroll ads. That stroll may likely be on 8/15/2019.
5. Malvern Business & Professional Association (MBPA)
  - a. Lynne has reached out to see if any of the businesses would be interested in helping out.
  - b. Andrea is on their board, and she will invite all the shops to be open.
  - c. Kel suggests that businesses offer some sort of discount or coupon, which could be good for that night, the Ice Cream night the following week, the entire week from the tour to the Ice Cream night, or any combination of the same.

## 6. Action Items

- a. Walk and time the tour, looking at the stuff between the stops. How many streets do we cross, especially King or Warren?
- b. Write the tour stops (minus the Bank) and vamp stuff for the tour nomads.
- c. Choose the photos to be enlarged and get them done.
- d. We'll talk to Lou about marking temporary handicapped spots.
- e. The Borough Manager will reach out to the fire police. (Re: having people protecting walkers at street crossings)

## III. Public Comment

- A. Joe Ranaudo thinks it's wonderful that the public came to this meeting.

## IV. Approve Minutes

- A. On the docket are the March 12, 2019 minutes, as submitted by Cathy Raymond.
  1. Zeyn motions to approve the minutes as presented. Barb seconds. The motion passes 4-0. Kel abstains as he was absent at that meeting.

## V. Reports

### A. Events Committee (Kel, Lynne, Cathy)

1. Malvern Blooms on 5/5
  - a. Do we have the list and the are the boxes ready and such? This is an action item.
  - b. Zeyn will check our storage for books and coloring books.
2. EWFC Craft Fair
  - a. Kel points out there is a craft fair at the East Whiteland Fire Company on 4/13, with a \$25 entrance fee (if we bring our own table and chairs). Lynne will consider this. Kel may be the only one available.

### B. Publication Committee (Kel, Cathy)

1. Facebook
  - a. 1,046 likes
  - b. Great responses to Cathy's posts (Mondays and Thursdays) and Kel's posts (Wednesdays).
  - c. Inbox: Andrea Strang from Gallery 222 offering help for a public history tour in Malvern. Great timing! We have one in August. (Town Tour and Walk)
2. Instagram
  - a. 18 followers since creation 4 days ago.
  - b. #PerservAionHappensHere is the hashtag we were advised to use on social media at the CCHPN meeting attended last week (see New Business for more).
3. Borough Broadcaster will be due April 15thish, per the Borough Manager. It will go out the week of April 22nd. Cathy will write up the tour and Blooms. He'll email us. There will be another Broadcaster in July 2019.
4. They will post a flyer online and in email. Kel offered to work on this.

### C. Electronic Communication report

1. Malvern.org email

- a. Bev Smith, a tour helper from 2014, would like to assist us, but she knew she would be unable to make tonight's meeting. We will keep her in the loop for future tour meetings.
  - b. Instagram verification email. This was to verify we have control of this email address, as if anyone sends us a message through the Instagram interface, it will come to the verified email. This is why the Malvern.org email was chosen.
  - c. Our first spam/junk email.
  - d. Conversations with Alicia Marziani and Jim Christ regarding their interest in the Town Tour and their unavailability for this meeting tonight.
  - e. Burke bookmark update; Dinniman's office will reach back out to us with a draft.
- 2. Yahoo.com email
    - a. Junk email

## VI. New Business

### A. Communicating with Borough office

- 1. Who is best to receive the emails at the Borough? Send to the Borough Manager, the assistant manager, and the borough secretary.
- 2. The Borough Manager says it's fine to send all the "print me" requests (for the minutes and agendas) as one email. Cathy and Kel will email Barb with the items as she is the one finalizing the agenda.
- 3. The Borough Manager explains to us the correct procedure for reimbursements.

### B. Officers' roles and backups

#### 1. Roles

- a. Chair - run the meeting, to be the point person to the borough 25-29 G 1
- b. Vice-Chair - writes the agenda and fills in for chair 25-29 G 1
- c. Secretary - see the Borough Code 25-29 G 2
- d. Treasurer - see the Borough Code 25-29 G; treasurer will act as the backup to the secretary

#### 2.

### C. Historic ordinance

- 1. The Borough Manager responds to an email received by Lynne.
  - a. Demolition by Neglect - unless there is an obvious, visible to the outside issue that is a hazard to public safety, there is not much that the borough can do. It requires an administrative warrant. This is in the international property maintenance code. It would be investigated by the code enforcement officer.
  - b. Photographing building of houses that are on the historic ordinance list, including interiors.
  - c. Zoning Overlays - we cannot have design standards unless there is a HARB. There's the potential for design standards if there are small historic districts, like there are in Willistown (see Historic Sugartown). Whoever is in that area would need to adhere to those overlay guidelines.
- 2. Ad-Hoc committee next meets on April 11th
  - a. Discussion on how Lynne and Barb should approach that meeting and what to suggest at that meeting ensues.

### D. Report from the CCHPN event on 3/23

1. It was well-attended and we did learn quite a bit, although we were, as usual, ahead of the curve.
  2. Lynne gives a recap of the presenters. We learned about what is recommended that we keep in our property files, what services the Chester County Library System has to help us out with scanning or with video services, what is recommended that we provide on our website (such as our minutes and agendas), and more.
  3. Zeyn suggests that we hire someone to work on our PastPerfect as an intern, asking that we reach out to local colleges/universities.
- E. CCHS membership
1. The Borough gave us the renewal form for our CCHS (Chester County Historical Society) membership. Lynne gave the form to Cathy, who received approval from the Borough Manager to process.
- F. Item from Bart
1. Bart from the Paoli Battlefield Preservation Fund gave us a milk bottle he found around his property in Willistown by Green Tree Elementary. Kel will send him a thank you for the donation.

#### VII. Adjournment

Zeyn motioned to adjourn at 10:07pm. Cathy seconded. Motion passed.

Next Meeting: April 9, 2019