



## 2017 Annual Report

### The Historical Society of the Somerset Hills

Submitted by Sue Zibelli, Chairman

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The Board of Trustees comprises of 14 volunteer members, and convened 11 times during 2017. No new Trustees were added in 2017.

There were two general membership meetings in 2017.

The Historical Society of the Somerset Hills (THSSH) is a 501 (c) (3) non-profit organization.

## Executive Summary

The primary objective of The Historical Society of the Somerset Hills (THSSH) in 2017 was to create cultural opportunities and enrichment for the local community by providing programs and initiatives that inform, educate and foster interest in local history.

### **Community Outreach:**

- **Oak Tree Art Exhibition** – Somerset Hills

An Art Exhibition and Gala Reception was hosted at the Brick Academy.

- **Tree Views Writing Contest** – Bernards Township & Bernardsville

THSSH sponsored a writing contest encouraging local students to convey the importance of the Basking Ridge Presbyterian Church Old Oak Tree.

- **Basking Ridge Presbyterian Church 300th Anniversary Parade** – Bernards Township

The Brick Academy was open to the public during the parade and received a continuous flow of visitors.

- **Elder Voices** – Bernards Township

Introduced in 2017, long time area residents came together at the Brick Academy for 3 sessions to reminisce and share their memories of Bernards Township and the Somerset Hills.

- **Basking Ridge Tree Lighting** – Basking Ridge

Children were invited to the Brick Academy prior to the tree lighting ceremony to create a historic Brick Academy Ornament.

- **Walking Tours** – Basking Ridge & Bernardsville

A fall classic Haunted Tour, as well as a Historic District Tour of Basking Ridge and Bernardsville were provided by THSSH Trustees.

- **Field Trip** – Somerset & Morris County

Our first “Tour and a Brunch” proved to be very popular and has set THSSH on track to plan more field trips in the future

- **Charter Day** – Bernards Township

THSSH had a table along Finley Avenue where Trustees handed out information, displayed small local artifacts, and provided information regarding the history of Charter Day. The Brick Academy, headquarters of THSSH, was open all day to showcase the history of our Somerset Hills area.

- **1770’s Lord Stirling Festival** – Somerset County Park Commission

Brick Academy artifacts and information on display encouraged visitors to inquire about the history of the town, and allowed our trustees to interact with people from our local community, as well as from various other New Jersey regions.

### **Community Outreach (cont'd):**

- **Weekend Journey through the Past** – Somerset County Cultural & Heritage Commission

The Brick Academy was opened to the public during this weekend. Over 50 visitors from our local community, as well as from various other regions in New Jersey, including Essex, Morris and Union counties, were permitted to tour the museum and schoolroom, while interacting with our trustees, and learning about the unique history of our area.

- **Welcome to Our Neighborhood:**

New for 2017, a THSSH booklet is now included in a “welcome folder” that is delivered to new residents of the Somerset Hills.

### **Local Organization Collaboration:**

- **Boudinot-Southard-Ross Estate and USGA** – THSSH worked with these organizations to jointly promote Weekend Journey through the Past activities in the local newspaper.
- **Rutgers University** – New Jersey Digital Highway (NJDH) project underway to catalogue, digitize and provide online access to THSSH museum and archives collections.
- **Business Networking Group** – A newly formed business networking group met regularly at the Brick Academy to share information that can further their businesses.

### **Research:**

THSSH had 52 research requests in 2017 compared to 45 in 2016.

### **Museum:**

A new MUSEUM sign was installed in front of the Brick Academy.

Free museum tours were provided to educators, scout troops and other non-profit groups. The museum was open to the public first Sunday of each month (excluding holidays).

Historic artifacts from THSSH collections were on display at local municipal buildings, libraries and schools; at community events; and in other partner museums.

### **Education Programs:**

Bernards Township Elementary Schools and the Museum of Early Trades and Crafts (METC) sent over 200 children, chaperones and teachers to visit the Brick Academy.

### **Student Enrichment:**

A new “Junior Historians” section was added to *Inside the Brick Academy*, a THSSH publication.

A Kids’ Craft program held at the Brick Academy attracted high number of parents and children.

### **Historic Restoration and Preservation:**

Two major projects are underway: Peapack Lime Kilns and the Brick Academy re-roof.

### **Membership**

THSSH welcomed 61 new members in 2017, including 1 Lifetime member.

A **Membership Kickoff Social** was held at the Brick Academy early in 2017. More than 40 members attended the catered event where they were informed of THSSH's plans for the year. A Holiday Social was held in December at the historic 1790 Henry Southard house in Basking Ridge. More than 70 members attended this catered event. Live music was provided by two Ridge H.S. students.

### **Website and Social Media**

Over 30,000 visitors visited THSSH.org, serving up more than 38,000 pages, a slight decrease from 2016. An additional 40,000 Facebook, Twitter, and Instagram views added to our total Internet traffic.

More than thirty images were posted to the Facebook Series "Dig in the Archives." The program #THSSHdayinhistory continued using Twitter tweets of over 100 historic events in 2017. The THSSH YouTube channel added six new videos in 2017.

### **Donations**

THSSH received a bequest of 10% of member Dorothy Zufall's IRA.

Photos and documents of the Rickey family, long time Basking Ridge family residents, were donated by new homeowners of the Rickey family home.

### **Grants**

THSSH was awarded \$1,000 from Wells Fargo Bank.

### Community Outreach

In order to provide opportunities for the community to gain an understanding of our mission, and to raise consciousness of the historical heritage of the Somerset Hills, THSSH participated in many Somerset County and Somerset Hills history-related programs.

#### **Oak Tree Art Exhibition**

In partnership with Mike Reynolds, THSSH member and videographer, an Art Exhibition and Gala Reception was hosted at the Brick Academy. A call to local artist to create works that expressed “what the Old Oak Tree meant to them” resulted in over 40 works of art that were on display at the Brick Academy. The exhibit was curated by Elie Porter Trubert, Executive Director of The Center for Contemporary Art. Poets and musicians also performed during the event. Artists and their works are included in a filmed documentary.

#### **Tree Views Writing Contest**

THSSH sponsored a writing contest encouraging local students to convey the importance of the Basking Ridge Presbyterian Church Old Oak Tree. Over 50 essays were submitted by Bernards Township and Bernardsville students in all grades. Winners received a certificate and cash prize. Winning entries were recited during an awards ceremony attended by more than 80 people.

#### **Basking Ridge Presbyterian Church 300th Anniversary Parade**

The Brick Academy was open to the public during the parade and received a continuous flow of visitors.

#### **Elder Voices**

Introduced in 2017, long time area residents came together at the Brick Academy for 3 sessions to reminisce and share their memories of Bernards Township and the Somerset Hills.

#### **Basking Ridge Tree Lighting**

Children were invited to the Brick Academy prior to the tree lighting ceremony to create a historic Brick Academy Ornament. Each child also received a "Coloring Somerset Hills" coloring book.

#### **Walking Tours**

Our “witches” once again entertained people during the THSSH fall classic **Haunted Tour**. Chilling tales that have held the test of time - *Lady of the Swamp*, *the Express Train to Hell*, *the War Ghosts*, *Not an Ordinary House*, and *the Secret Room* – were recited while strolling the village of Basking Ridge. The one-hour tour included a walk through the historic Presbyterian Church graveyard.

A **Walking Tour of Historical Basking Ridge** that spans 250 years of Basking Ridge village history was conducted. The earliest structures date back to when the name “Baskenridge” first appeared in the records of the Presbyterian Church in 1733.

## **Community Outreach (cont'd)**

A new walking tour, the **Bernardsville Downtown Walking Tour**, was offered by members of THSSH, Friends of Historic Bernardsville and the Bernardsville HPAC. The tour was based on the historic booklet prepared by FHB and HPAC. Copies of this self-guided walking tour are available at Borough hall, the Library and the Bernardsville Construction department.

### **Field Trip**

Our first “Tour and a Brunch” to the 1760 Schulyer Hamilton House proved to be very popular and has set THSSH on track to plan more field trips in the future. Over 45 people attended. A museum docent narrated the story about America's most eligible bachelor (Hamilton) and bachelorette (Schulyer) of the 18th Century, and what the play Hamilton referred to as the Kardashian of the 1700s.

**Charter Day** – THSSH had a table along Finley Avenue where Trustees handed out information, displayed small local artifacts, provided information regarding the history of Charter Day, and conversed with interested visitors about THSSH and the volunteer opportunities that support their communities.

A large poster replica of the original Bernardston Charter, created by THSSH Trustee Brooks Betz, was placed on stage where it was signed by U.S. Representative Lenard Lance, Somerset County Freeholders Patricia Walsh, Brian Lavine, Peter Palmer, Mark Caliguire, and Patrick Scaglione, as well as Bernards Township Committee members and Mayor Carolyn Gaziano. The poster was later moved to the Brick Academy after being signed by over 100 residents. In addition, THSSH presented a framed version of the poster to the Bernards Township Council. Postcards of the original Bernardston Charter replica were printed and handed out at the table, as well as at the Brick Academy.

Life-sized, reusable cutouts of King George & Governor Bernard were also at the table where visitors were encouraged to have their photo taken with the cutouts. Trustees in period dress “worked the crowd” to encourage a deeper interest in the THSSH table. All images were immediately shared via online social media with the hashtag #BTCharterday.

The Brick Academy was open all day to showcase the history of our Somerset Hills area.

**1770's Lord Stirling Festival** – While recreating a typical Sunday afternoon in the 1700's, and demonstrating New Jersey's colonial heritage, this event promotes historical and environmental education. THSSH had a prominent position at the event where several trustees manned our table throughout the day. Brick Academy artifacts and information on display encouraged visitors to inquire about the history of the town, and allowed our trustees to interact with people from our local community, as well as from various other New Jersey regions.

## **Community Outreach (cont'd)**

**Weekend Journey through the Past** – Designed to be an outing where people of all ages can immerse themselves in the distant past and come away with a better appreciation of the history of Somerset County and the Somerset Hills, this annual event attracted over 50 visitors to the Brick Academy from our local community, as well as from various other regions in New Jersey, including Essex, Morris and Union counties.

### **Welcome to Our Neighborhood**

New for 2017, a THSSH booklet is now included in a packet that is available to new residents of the Somerset Hills. New homeowners are hand delivered folders with information about our community including schools, organizations, and local businesses. Also included are brochures & coupons from local businesses.

## **Local Organization Collaborations**

**Rutgers NJ Digital Highway (NJDH)** – Two pilot projects were developed in conjunction with Rutgers University to catalogue, digitize and provide online access to museum and archives collections of The Historical Society of the Somerset Hills (THSSH). The two projects include tools from the late 1800's and early 1900's currently on loan from THSSH to the Boudinot-Southard-Ross Estate; and records from the THSSH archives on the Basking Ridge Presbyterian Church and its historic Oak Tree. 21 items were entered into the NJ Digital Highway (NJDH) database.

These items will become part of Rutgers' New Jersey Digital Highway (NJDH), a digital repository which preserves the state's cultural resources and artifacts for use by current and future generations of citizens, educators, researchers and students through rigorous digitization strategies and sophisticated storage and access technologies. Resources are available and maintained 24/7 and maintained in perpetuity. THSSH joins 50 other New Jersey historical organizations participating in NJDH.

**Business Networking Group** – A newly formed business networking group met regularly at the Brick Academy to help their businesses.

**Boudinot-Southard-Ross Estate and USGA** – THSSH worked with these organizations to jointly promote Weekend Journey through the Past activities in the local newspaper.

## **Archives & Research**

THSSH archives is coveted by local and distant researchers who contact THSSH via our website, phone, and mail requesting appointments to conduct local research. We had 52 requests to do research at the Brick Academy in 2017. The primary information requested was local family and house documents and pictures; historic maps; local historic figures and buildings.

## **Museum**

The Brick Academy serves as a museum of local artifacts and historical information about the towns in the Somerset Hills – Bedminster, Peapack-Gladstone, Far Hills, Bernardsville, and Bernards Township/Basking Ridge, the only one of its kind in the Somerset Hills.

The top floor, restored to an 1890s period schoolroom with an authentic pot belly stove, period schoolroom furniture, and classroom objects, is used for education programs. Along with the 1890s schoolroom display, the top floor displays a timeline of the building; poster images and biographies of important people who had once attended the Classical School of Basking Ridge, the precursor to the Brick Academy; a schoolwork display case that showcases students' work from the early 1900s; and a bobsled that was used in the township in the early 1900s.

The lower floor, which is mainly used for research and meetings, has on display late 1800/early 1900 maps of the Somerset Hills towns, artifacts from local post offices, and other notable artifacts.

The main floor displays a permanent exhibit: 'What Put Somerset Hills on the Map.' Included in the exhibit are 8" x 10" color photographs of many of the magnificent homes on the Bernardsville Mountain. THSSH has been given the rights to many of the photos for this exhibit by the Turpin Real Estate Agency. In addition to building our library with these important photos, the Museum Committee has been building relationships with many organization in the Somerset Hills, including Hamilton Farm, Trump National Golf Club, Natirar, Matheny, Meadowbrook Inventions, the USGA, the Jacobus Vanderveer House and Museum, the Farmstead Arts Center, and the Bouodinot-Southard-Ross Estate, to name a few.

In the interest of collaborating with other history organizations, the Museum Committee has provided on long-term loan to the Boudinot-Southard-Ross Estate a collection of tools and kitchen utensils for their displays during Weekend Journey through the Past.

A new MUSEUM sign was installed in front of the Brick Academy.

## **Student Enrichment**

A new "Junior Historians" section was added to *Inside the Brick Academy*, a THSSH publication.

Kids' Craft program held at the Brick Academy attracted number of parents and children.

## **Education**

The Education Committee continues to welcome the students from all Bernards Township Schools, either using reservations through The Museum of Early Trades and Crafts, or our own teaching staff, for an education program that has young visitors 'role play' what it is like to be a student in a 1890s schoolroom. We hosted over 200 students plus chaperones and teachers from Liberty Corner and Oak Street schools.

Other education-related programs include Museum Tours, Walking Tours, and the Lime Kilns in Peapack-Gladstone.

Print publications available free of charge at the Brick Academy and community events include:

- THSSH Pamphlet – Highlights the history of the Brick Academy, the mission of The Historical Society of the Somerset Hills, ongoing projects, fund raising events, museum hours, and membership information.
- Inside the Brick Academy Newsletter – Published three times a year and mailed to our membership, this newsletter comprises society news, event calendar, and local interest stories
- Volunteer Brochure – Describes the primary THSSH committees, which include Affiliate Organizations; Archives & Research; Bookstore; Building Maintenance; Clerical; Community Outreach; Education; Fund Raisers; Gardens & Grounds; Hospitality; Membership; Museum; Newsletter; Production; Public Relations; Publicity; Speaker Programs; Website/Social Media

On sale at the Brick Academy is the Around and About Basking Ridge, Liberty Corner and Lyons picture book, as well as other history related books.

## **Historic Preservation and Restoration**

### **Peapack Lime Kilns**

Working with several preservation consultants and the Peapack-Gladstone HPC, the Historical Society of the Somerset Hills received a grant of \$122,600 from the Somerset County Cultural & Heritage Commission in 2016. The grant award is for the restoration of the Peapack Lime Kilns, which is located at 122 Main Street in Peapack-Gladstone, and owned by THSSH. These kilns are significant for the type of stone construction, and the history of lime production and industry in New Jersey. The period of significance is 1835 to 1885. This particular lime kiln was in active use until the 1950's. The historical society has a lime bag from the original facility and other exhibits at their Brick Academy headquarters in Basking Ridge. Dennis Bertland, a renowned NJ historic preservation consultant, and John Bolt, a well-known NJ historic preservation architect, prepared the successful 2015 grant application with the assistance of Dan Lincoln, THSSH President, and Pat Delaney from the Peapack Gladstone Historic Preservation Commission (PG HPC). The property received a Certificate of Eligibility from the State Historic Preservation Office (NJHPO) for nomination to the NJ and National Registers of Historic Places. This certificate qualified the property for historic preservation grant money. The proposed application was submitted to the 2015 Somerset County C&HC Historic Preservation Grant Program on April 24, 2015. The award was presented on October 27, 2015.

The money has been used to prepare and submit a NJ and National Register nomination application for the property. This application was submitted by Dennis Bertland, and is waiting for final approval by the NJ Historic Preservation Office. The grant has also paid for mortar analysis, archaeological monitoring, and design and construction documents. This work was organized and/or performed by John Bolt in 2016-2017, and is now complete. The restoration is also now complete and includes

removal of invasive vegetation and trees; installation of clay/soil or plastic/gravel on top of kiln to prevent moisture intrusion; installation of safety barrier fencing & signs at the kiln; rust removal and repainting of exposed metal surfaces and reconstruction/stabilization and re-pointing of the historic stonework. A new interpretive sign with photographs and explanatory exhibits is currently being designed. It will be placed at the site in 2018. THSSH plans to give the finished project to the Borough of Peapack Gladstone in 2018.

### **Brick Academy Re-Roofing**

The Historical Society of the Somerset Hills received an award in 2013 of \$37,600, from the Somerset County Cultural and Heritage Commission Historic Preservation Program. THSSH's award is being used to replace the existing wood shake roof at the Brick Academy, headquarters for THSSH. The existing roof was originally installed around 1978, and needs to be replaced. Production of the documents for this work was delayed due to the efforts to secure funds to purchase the adjacent Rickey Property. This purchase however, was not to be, and THSSH's focus returned to the Brick Academy re-roofing project. John Bolt, a well-known historic preservation architect has been hired to prepare a project specification. With the assistance of our President, Dan Lincoln, this work is almost complete. Contact with the NJDCA will then proceed to allow advertising of the project for qualified preservation minded contractors. The project will be bid in 2018, and the re-roofing should commence in 2018.

### **Henry Southard House**

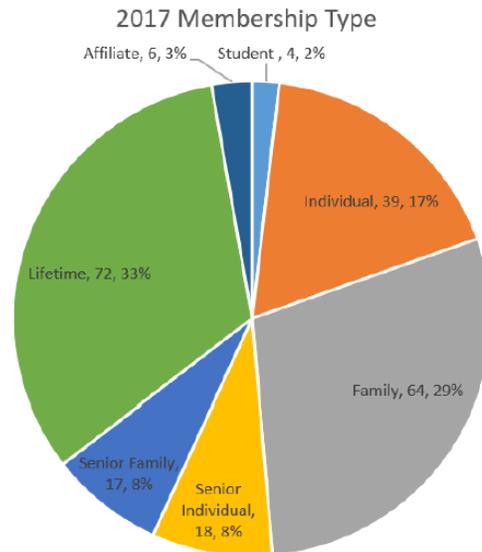
The historic Henry Southard Home located at 87 North Maple Avenue in Basking Ridge is for sale. The house was built after the Revolutionary War in 1790, for Henry Southard and his family. Henry's son, Samuel L. Southard, attended the Basking Ridge Classical School, graduating in 1802 prior to the construction of the Brick Academy (1809). A description of this historic home was prepared by our President, Dan Lincoln, and placed on the THSSH website. It was also made available to the homeowner and purchasers of the home. THSSH's 2017 Holiday Party was held at this home.

### **Historical Preservation Lifetime Achievement Award**

In 2017, THSSH Trustees voted to honor one living and one deceased person who has contributed significantly to the preservation of history in the Somerset Hills. The names of the award winners will be engraved on a brick that will be laid along the Brick Academy's walkway. Winners will be announced at the General Meeting in 2018.

### **Membership**

THSSH membership stood at 220 members for 2017, with 61 new members, and 72 Lifetime members. A new online renewal campaign, as well as a Lifetime member profile update was launched in 2017. Membership raised \$3,600 into the general operating fund, including contributions from a special drive to Lifetime members.



## Programs

A new Program Committee of five Trustees was formed to support new programs, events and activities across both our membership and the community at large. Twelve events were held in 2017, partnering with the Education Committee for many of the events.

The **Elder Voices** program was introduced in 2017. Long time area residents were invited to come together at the Brick Academy for 3 sessions to reminisce and share their memories of Bernards Township and the Somerset Hills.

Over 45 people attended our first **“Tour and a Brunch”** field trip to the Schulyer Hamilton House in Morristown.

We had two member socials: one kicking off the new year, and a holiday party at a historic home in Basking Ridge in December.

THSSH continued its community outreach by participating in Somerset County History Weekend, the Lord Stirling Festival, and Bernards Township Charter Day.

2017 also marked a historic event celebrating the great Basking Ridge Oak Tree that was taken down on April 24, 2017. THSSH sponsored community fundraisers and events celebrating the historic white oak including an art exhibit, song writing, an essay contest, the Historic Oak Tree Project book, tee shirt contests and a Go Fund Me community fundraiser. After scientific analysis was completed, the Church stated the tree was dated at 619 years old and was in fact the oldest white oak tree in North America.

Of worthy note, the Society’s bi-annual Holiday House Tour Fundraiser was postponed for 2017 and has been added to the 2018 schedule. It will run in early December 2018. THSSH will also be celebrating its 90<sup>th</sup> anniversary throughout 2018 with additional programs.

## Online Communications

2017 marked the 11<sup>th</sup> anniversary of THSSH on the Internet. Over 30,000 visitors made a virtual visit to THSSH.org, serving up more than 38,000 pages, a slight decrease from 2016. As THSSH leveraged social media, total Internet traffic more than doubled, adding an additional 40,000 Facebook, Twitter, and Instagram views.

THSSH.org analytics recorded a notable uptick in mobile activity showing that our users are becoming more mobile savvy. Over 37% of our visitors were connecting via mobile devices, up 3% from the previous year. Tablet users were just under 10%.

For the 6<sup>th</sup> year in a row, the most visited THSSH.org page was led by our Blairsden pages, consuming 9% of our online visitors (almost 3,300 visits in 2017). Next was our Charter Day page (5%), followed by a Bernards Township Street Names History page and THSSH Archives sections. A special page about the Basking Ridge Oak Tree took 6<sup>th</sup> place.

Visitor Demographics show that THSSH.org viewership is 58% female vs. 42% male in 2017 (54% vs. 46% in 2016). Age demographics show that the 45-64 age group led the categories with over 67%. As THSSH continues its drive to engage younger audiences, THSSH.org has seen 21% of our viewership in the youth age group.

Leveraging social media continues as an important avenue to communicating events, activities and news updates. Twitter, Facebook, and Instagram posting will continue in the future. Instantaneous images posted to Instagram during Charter Day added visitor interest.

In addition, the Facebook Series “Dig in the Archives” reached a new level when one post reached over 8,000 views. More than thirty images were posted in 2017. Images are taken from THSSH’s archives and are posted on our Facebook page #throwbackthrusday for anyone to post a guess of the image’s date, or to share their memories.

The program #THSSHdayinhistory continued using Twitter tweets of over 100 historic events in 2017.

The THSSH YouTube channel added six new videos in 2017 and continues to grow.

The Historical Society of the Somerset Hills (THSSH) online:

- Website: [www.thssh.org](http://www.thssh.org)
- Facebook: <https://www.facebook.com/somersethillshistory/>
- Twitter: <https://twitter.com/thssh>
- Instagram: <https://www.instagram.com/thehssh/>
- YouTube Channel: <https://www.youtube.com/channel/UCiIqeKdShnoR9W2EXc2qt4Q>

## **Consultation & Clerical**

THSSH volunteers provide telephone and face-to-face consultation on local history subjects; review and catalogue acquisitions; photograph and digitize old documents; manage our archival files and library of rare and local books; and compose correspondences and publications.

## **Donations**

THSSH received a bequest of 10% of member Dorothy Zufall's IRA.

Photos and documents of the Rickey family, long time Basking Ridge family residents, were donated by new homeowners of the Rickey family home.

- Donations and Bequests are received from current and past members, and their families.
- Gift items are sold at the Brick Academy and community events, as well as displayed on our website.
- Non-profit organizations that conduct meetings at the Brick Academy provide a contribution.
- School children visitations, area residents, and out-of-town visitors to our museum leave donations in our donation box the Brick Academy.
- Brick Academy notecards are sold at the Bernards Township Library.
- Donations are received through ShopforMuseums.com, a primary source of online fundraising for non-profits.

## **Grants**

THSSH was awarded \$1,000 from Wells Fargo Bank.

## **Brick Academy Utilization**

In addition to our museum, research room, education programs, speaker programs, and community events, the Brick Academy is utilized for:

THSSH Board of Trustees and Committees – monthly meetings

*The Northern NJ Region Porsche Club of America – monthly meetings*

*The Guard Pipes & Drums – monthly practice sessions and bi-monthly "Pipe School"*

*The Antiquing Group – monthly meetings*

*The Herding Group Association of New Jersey – quarterly meetings*

*The Berkeley Circle Homeowners Association – annual meeting*

*The Museum of Early Trades and Crafts – as scheduled*

*Friends of the Boudinot-Southard-Ross Estate – as scheduled (when BSR Estate isn't available)*

## Advocacy & Affiliations

The Historical Society is a member of The Somerset County Historical Society, League of Historical Societies of New Jersey, National Trust for Historic Preservation, and Preservation New Jersey

## 2018 Outlook

The Historical Society of the Somerset Hills will continue to pursue its mission to acquire, conserve and share artifacts and information on matters of local historic interest; cultivate interest in local history; partake in community events; encourage the preservation of local historic resources; facilitate historic research; and preserve, operate and interpret the Brick Academy.

- To strengthen and grow the organizational structure of THSSH's Board of Trustees.
- Trustees will be actively engaging current members to volunteer on THSSH committees, as well as for programs and events.
- THSSH will also be celebrating its 90<sup>th</sup> anniversary throughout 2018 with additional programs.
- THSSH is working toward participating in the County Operating Grant Program.
- The bi-annual Holiday House Tour fundraiser is planned for late 2018.
- Our website and social media strategy will be further developed to share information regarding local events and history in the Somerset Hills; increase social media communications with audiences; engage THSSH Board members to leverage social media and online participation for THSSH; and increase history posts to the *This Date in Somerset Hills History* calendar. Additional strategies will be implemented to attract more visitors to the Brick Academy, and to recruit volunteers.
- Social Programs will be offered that appeal to our members and to the community.
- The Museum Committee will continue to display artifacts currently in the Society's collection; organize and computerize acquisition records; photograph artifacts; properly re-label artifacts; and develop policies and procedures. They will also continue to build partnerships in an effort to showcase rotating exhibits from other museums and organizations; develop a strategy to encourage more museum visitors.
- Education Committee will continue to develop the variety of interactive programs with Bernards Township elementary schools, as well as talks and tours with local community groups.

Respectively submitted: *Susan Zibelli*

Susan Zibelli, THSSH Chairman

January 29, 2018