



# Old Salem President's Update

## 4th Quarter 2019

4TH QTR 2019



2019 Pillars Contribution  
to support

**Learning In Place**  
Education Initiative

### INCOME & EXPENSES AT A GLANCE



*4th Quarter 2019 as compared to 2018*

*Group Tour attendance was up +8.2%*  
*Walk-in attendance increased +2.3%*  
*Overall revenue was up +11%*

Overall, we ended 2019 in a good place financially. The best in years.

- Year-end revenue 11% above 2018 (5.8% above budget).
- Expenses were 2.2% below budget.
- Visitation in 2019 was also strong in the district. At year-end attendance revenue was 1% above budget and 8% over 2018.
- Year-end net income was \$388,800K (compared to a loss last year of -\$178.2K)
- Retail sales ended the year with a net profit of \$32,029 vs. \$19,704 in 2018.



➡ **LANDSCAPE AND RACE CONFERENCE:** Old Salem Museums and Gardens, along with partners, **Southern Garden History Society** and **Wake Forest**, facilitated a sold-out conference on Southern Landscapes concentrating on the landscapes of color from colonial to contemporary. With the new OSMG program budget tracking, **Martha Hartley** Project manager, and **Robert Leath**, Chair of the conference committee kept costs in check and, for the first time in the 15+ year history of the event covered its costs and whose net revenue contributed to other mission-centric work.



*Development Results 2019 as compared to 2018*

**+19.4% increase**  
overall contributed investment over 2018





# The American Institute of Architects

## Winston-Salem

### 2019 Advocacy Award

for  
Innovative Management of the Old Salem Historic District

#### Franklin Vagnone

Old Salem Museums & Gardens  
President & CEO

➡ The American Institute of Architects: Winston Salem Chapter awarded Old Salem's President, **Franklin Vagnone**, the **2019 Advocacy Award for the innovative work** resulting in the long-term stewardship of the built environment of the historic district. The award was presented during a public ceremony in Winston-Salem.



➡ **HALLOWEEN** in Old Salem **exceeded all previous event attendance of approximately 10,000 visitors.** The free event extended the length of Main Street, significantly partnered with the **Old Salem Historic District Residents, and Salem College**. This was the first attempt at inviting food trucks onto Main Street. Our guests represented a wide spectrum of community stakeholders.



## DEVELOPMENT

### Development Strategy 2019

In 2019 the Office of Development adopted a **new strategic focus** which moved Old Salem Museums and Gardens efforts away from large, event-driven fundraising to seeking unrestricted contributions designed to fund ongoing operations and core initiatives through

1. *Establishing new corporate partnerships concentrating on significant Unrestricted, multi-year investments; and*
2. *Securing private foundation unrestricted contributions targeting our new core initiatives & operational innovations.*

### Development 2019 Results

	LAST YEAR 12/31/2018	THIS YEAR 12/31/2019	VARIANCE to last year
<b>Membership</b>	\$ 589,765.99	\$ 434,086.65	\$ (155,679.34)
<b>Annual Fund</b>	\$ 84,215.84	\$ 350,132.12	\$ 265,916.28
<b>Grants</b>	\$ 276,520.00	\$ 357,710.00	\$ 81,190.00
<b>Planned Gifts UNRESTRICTED</b>	\$ -	\$ 381,357.90	\$ 381,357.90
<b>Temp Restricted</b>	\$ 542,926.03	\$ 395,329.92	\$ (147,596.11)
<b>Restricted Grants</b>	\$ 82,593.08	\$ 83,900.00	\$ 1,306.92
<b>Planned Gifts RESTRICTED</b>	\$ 117,044.14	\$ 18,868.00	\$ (98,176.14)
<b>TOTALS</b>	\$ 1,693,065.08	\$ 2,021,384.59	\$ 328,319.51

### Development Operations

- Facilitated Development Committee meeting October 29
- Established 2020 priorities and drafted preliminary operations plan
- Completed Charitable Solicitations License renewals for NC, SC, VA, KY, GA and TN
- Updated Old Salem's GuideStar Profile
- Updated Development Committee Charter for OSMG bylaws
- Designed and facilitated OSMG year-end appeal to donors. Mailed to approximately 3,400 households
- Completed redesign of all membership collateral
- Preliminary planning for distribution of 2019 Endowment reports and 2019 Annual Report to Donors

### Steward Donor and Prospect Relations

- Participated in former board members luncheon hosted by **Ragan Folan and Tony Furr**
- Hosted Access Salem focused Hearthside Diner on October 21
- BOT member **Joe Logan** hosted a Hearthside Dinner on November 4
- Participated in update lunch meeting with BB&T City Executive
- Met with **Imageworks** Display CEO and SVP to discuss sponsorship opportunities
- Stewardship meeting with **Visit Winston-Salem**

### Strengthen Grantsmanship

- Drafted 2020 Grants Calendar; facilitated meetings with Senior Staff to discuss funding opportunities
- Attended City of Winston-Salem Budget Workshop on October 24
- Grants Funded:
- **Novant Health** -- \$12,500





➡ **NIGHTWATCHMAN TOURS:** were expanded with additional days and times. Last year the tours sold out with a waiting list, however with our pilot to expand the dates/times we did not sell out this year. We will use the 2019 pilot to guide the 2020 Nightwatchman Tour logistics.



➡ **DECK THE DISTRICT:** For the first time, we facilitated a district-wide holiday decorating day: Open to staff and residents, we started on the Northern end of Main Street and worked our way throughout the district. The day was followed by an early evening holiday party at the President's Fourth House. **We would like to thank all of the volunteers who showed up to help make the historic district beautiful for the holidays.**



➡ **OUT OF BOUNDS:** Our first round of Out of Bounds fellows could be seen in the historic district this Fall. Nico worked alongside our pottery craftsman directly in the pottery workshop (as part of our public interpretation) as he placed his unique perspective on traditional Moravian symbolism and decoration.

## Grants Submitted

- **The Arts Council of Winston-Salem** Organizational Support Grant
- **City of Winston-Salem** 2020-2021 Community Agency Funding Grant Request

## Other

- Facilitated meeting with leadership and faculty of WSSU School of Health Sciences to explore possible Access Salem and Learning in Place collaborative.
- Received final "Access Saturday" report from Gramercy Research
- Hosted Access Saturday post-event evaluation and thank you session
- Submitted final report to Jessie Ball duPont Fund



## LEARNING IN PLACE

- Learning in Place (LiP) has experienced a momentous 4<sup>th</sup> quarter, connecting new audiences to Old Salem Museum & Gardens while ushering in a new era of educational leadership and programming.
- In December, the former Department of Education & Interpretation was folded into Learning Place, creating a comprehensive education department that is responsible for programming and interpretation, as well as outreach efforts initiated by Learning in Place. **Karen Walter** continues in her role as **Director of Learning in Place**, but now with an expanded focus. *Learning in Place moves forward to craft an innovative museum education model that is attractive to 21<sup>st</sup> century consumers, including the thousands of potential K-12 schools in our target region.*

## Learning in Place Activities

- welcomed K-5 students from **ASU Academy at Middle Fork** as part of our ongoing partnership with the lab school;
- held a professional development seminar on Hidden Town for **250 K-5 teachers from the Winston-Salem/Forsyth County Schools**;
- entered into a partnership with the **North Carolina Council for Teachers of Mathematics** to host on-site workshops during their November 2020 conference (the conference brings in 2000 math educators from across the state each year);
- partnered with Salem College on workshop proposals for **NC Reading Educators conference**;
- met with potential Learning in Place donors;
- held a pilot hands-on tour for Career-Technical students from **Reagan High School (WSFCS)**;
- formed the **Learning in Place Advisory Committee**, bringing leaders in K-12 and higher education, as well museum education to advise OSMG on educational programming;
- executed holiday programming including *The Nightwatchman tours*, *Candlelight Christmas tours*, *Salem Night* (our annual evening Christmas event) and *Winter Fair* (our most successful ticketed event).

## RESTORATION & INTERPRETED ENVIRONMENTS



- **Bagge Merchant** has had a facelift by way of paint, new lighting, and selected mill work. A lighter, brighter space highlights crafts, with ascent colors pulled directly from the pottery itself. The store continues our dedication to raising the bar along all of Main Street.
- **Winkler Bakery's** holiday season was made the brighter after renovations that brought the retail area front and center. Repainted spaces, with a signature back and white palette, offer a more sophisticated backdrop. The addition of new shelving throughout offers expanded product space and creates a continuous flow from one room to the next. Much needed lighting systems have illuminated once dark spaces, providing bright vignettes for every item. Two new copper counters streamline a once crowded point of purchase, opening the space to an increasing number of both





➡ **SALEM SATURDAYS AT CHRISTMAS:** We entered the Christmas season with several priorities:

1. Concentrating on **Retail and Bakery Sales** through social media advertising and increased floor stock.
2. Providing a **full Saturday of experiences** during our Salem Saturday's at Christmas.
3. Expanding our **St Nick** in the historic District (in the Butner Hat Shop) to include a **Special Needs St. Nick Day** resulting in a **21% increase in ticketed visitors to see St. Nick over 2018.**

Saturdays at Christmas with St. Nick				
	2018		2019	Difference
November 17th	73	November 16th	151	107%
November 28th	74	November 23rd	60	-29%
December 1st	94	November 30th	153	63%
December 8th	250	December 7th	263	5%
December 15th	174	December 14th	276	59%
		December 15th Special Needs	40	
December 22nd (Salem Night)	485	December 21st (Salem Night)	453	-6.6%
	1150		1396	21%



➡ **CHRISTMAS CANDLELIGHT TOURS:**

baked and packaged products. Collages presenting historic images of the bakery building, as well as the Winkler family, are welcoming visitors into our past and present history. The second floor of the space was equally treated and helps unify both spaces.

- **Holiday Decorations:** Once again, Old Salem brought the holiday spirit and magic to all visitors of Salem. Winkler's new space was further accented with green boughs and red ribbons. Both the Boys' School and the Doctor's House showcased traditional wooden pyramids decorated with fruit, greenery, and illuminations. The Single Brothers' House took that one step further in scale and including a nativity. The streets of Salem were replete with extensive green ropings and door sprays highlighted with dried accents from our gardens. The iconic 20' pyramid took center stage in front of the Fire Market House, drawing admiring visitors and countless photographs. Last but not least, the annual lighting of the bridge brought of sky of Moravian stars to light!
- The **Winter Fair** would not be complete without Old Salem opening traditionally closed spaces in every corner of our buildings. This year's behind the scenes offerings were expanded and welcomed 200 people into attics, cellars, crawlspaces, and tucked away nooks. Open during the fair were the Vogler House, the Single Brothers' House, the Tavern Museum, the Doctors' House, the Shoe Shop and other niches along the way.

## FACILITIES



- *working on repairs and fence maintenance district wide.*
- *cleaning out gutters and down spouts on a quarterly or as needed basis.*
- *repairing/replacing handrails*
- *rebuilding the moat crossing at the front entrance to the Single Brother House.*
- *replacing a bad pump at the lift station at MESDA.*
- *reworking drain and leveling out grade issues at the rear entrance at Single Brother Workshop making it more ADA accessible for those with special needs.*



## COLLECTION, RESEARCH, & ARCHAEOLOGY

- **June Lucas's Retirement** – After a successful 22-year career as historic interpreter, museum guide, and Director of MESDA Research, June Lucas officially retired in late 2019. Highlights of June's career include the creation of the new Anne P. and Thomas A. Gray Library and MESDA Research Center, relaunch of the MESDA field research program, and numerous articles and lectures on various aspects of North Carolina Piedmont cabinetmaking. As June assumes emerita status, Gary Albert moves into the Director of MESDA Research position that now combines management of the library and research center with publication of the online *MESDA Journal*.
- **Wachovia Historical Society Collections** – Curator of Moravian Decorative Arts Johanna Brown and Old Salem legal counsel and board member Will Joyner have been working closely with the Wachovia Historical Society to draft a new agreement that updates all the provisions for Old Salem's long-term care and stewardship of the Society's 2500-object collections. Old Salem's previous agreement with the Wachovia Historical Society was drafted and signed on July 2, 1953.

### New to the Collections

- A highly important tall case clock made in Augusta County, Virginia, by Philadelphia clockmaker William Huston and the county's earliest known cabinetmakers, Joseph Ray and John Price, 1775-1790. Anne P. and Thomas A. Gray MESDA Purchase Fund.
- An alkaline-glazed stoneware jug, 1840-1870, made in the Richland County, SC, pottery of Abner Landrum, who was the founder of Edgefield ceramics industry. Gift of Philip and Corbett Toussaint.



## SALEM NIGHT 2019

\$52,394 Total Gross Revenue  
62% increase vs 2017 (Before event re-envisioning)

187% increase in ticket revenue vs 2017



➡ **WINKLER BAKER** was the center of many changes. Not only the interior cosmetics were updated, shelving doubled, and updated signage with new interpretive panels installed, but with the resignation of a long-time, dedicated employee, we took the opportunity to review the systems and logistics of operations. Following this analysis, we established a new management structure and head baker position. **Deborah Crews is the new Winkler Manager, Jeffery ?? is the new Head Baker, and Melodie ?? is the assistant interpreter.** We now have active bake oven fires every day with the baking of traditional as well as new, fresh items.



- An elaborately inlaid Pembroke table attributed to the neoclassical Baltimore cabinetmaker Levin Tarr, 1800-1810. Gift of Mr. and Mrs. Alfred F. Ritter, Jr., in honor of Irene Ritter Schultea.
- An oil portrait of Mary (Ball) Houston painted in Memphis by the Tennessee-born artist James Hart, circa 1855. Gift of Gordon Fine.

### MESDA Research & Gray Library

- Late October found the MESDA field research team in Eastern North Carolina recording three significant collections of decorative arts made in Edenton and the Roanoke River Basin. While this region of the South had been heavily investigated in the 1970s and 80s by MESDA's Frank Horton, Brad Rauschenberg, and especially John Bivins (author of *The Furniture of Coastal North Carolina*), we're happy to report that new discoveries remain to be made. During the week-long trip the current field research team of Gary Albert and Kim May documented sixty new objects to add to the [MESDA Object Database](#).
- Among the items cataloged and photographed were thirty-six pieces of furniture, including several examples attributed to the Bertie County shop of cabinetmaker William Seay. Gary and Kim also recorded a large grouping of nine oil-on-canvas portraits by the artist Leopold Paul Unger. The portraits were painted in the 1850s during the artist's time in Edenton and surrounding areas when he was commissioned to capture the likenesses of many of the region's affluent residents.
- Gary and Kim spend about two weeks each year in the field recording objects for addition to the *MESDA Object Database*. Their efforts create or deepen relationships with collectors and historians throughout MESDA's seven-state region and ensures that the *Object Database* continues to be an invaluable for material culture studies.



### MESDA ENGAGEMENT

- The **American Ceramic Circle**, a national group of ceramics scholars, collectors, and enthusiasts came to MESDA and Old Salem in November for their Annual Symposium. Lectures explored the latest research findings in international ceramics history while specialized tours gave guests a behind-the-scenes look at the William C. and Susan S. Mariner Southern Ceramics Gallery at MESDA and the new Old Salem Archaeology Lab.
- Registration for **Design Seminar** has opened, and you are urged not to wait to purchase a ticket! The 2020 program, "Designing for Dining," will explore the culinary-centric world of interior and architectural design. Speakers include Stan Dixon (Atlanta), Thomas Jayne (New York and New Orleans), Jessica Harris (New York and New Orleans), and Tom Savage (Winterthur, DE).



### HIDDEN TOWN PROJECT & MORAVIAN RESEARCH

#### Research

- **Research Files:** Work continues with 27 historic lot files completed or in process; focus remains identifying houses of enslaved people on Salem landscape.
- **Biographies:** Focus also directed to building research files on enslaved (and free) individuals and family connections
- **Wake Forest University Interns:** Three undergraduate students from Wake Forest University Department of History research interns for fall semester; immersion in primary source documentation.
- **UNCG Capstone Project:** graduate student for academic year 2019-2020.
- **Volunteers:** Two volunteers continue their research.

#### Collaborations

- **Middle Tennessee State University:** Planning Maymester 2020 "Hidden Town in 3D, Phase 2"
- **Reynolda Conference:** planning for April 2020 conference.
- **St. Philips Moravian Church and Smithsonian National Museum of African American History and Culture:** facilitated meetings/tours with museum staff (Oct.17-18) and 3-days of interviews with church members in historic church (Dec.12-14)



## WINTER FAIR 2019

\$81,607 Total Gross Revenue  
32% increase vs 2017 (Before Winter Fair)

92% increase in ticketed visitors vs 2017

2 x the number of non-member visitors vs 2017

18% increase in gross retail sales vs 2017



Winter Fair 2019 was the 2<sup>nd</sup> year of this four-day event. It once again proved to be our #1 ticketed event with close to **1400 visitors over the 4 days and an overall revenue of over \$81,000**. We received funding for folk musicians from the **NC Dept of Cultural Resources**. +More statistics can be found in the above graphic.



Handcrafted Salem 1766 sales for the 4<sup>th</sup> quarter were steady. T. Bagge's dollar total was \$10,015 and the Visitor Center's was \$583 – combining for a total of \$10,598 compared to 4Q 2018, which was \$5,954. The increased production of the pottery items has enhanced our sales tremendously.

- **Southern Garden History Society:** *Magnolia* Vol. XXXII, Fall-Winter 2019 featured "Old Salem's Hidden Town Project," a paper presented at Sept. 2019 Landscape Conference.

### Outreach

- **Salem Academy and College:** "Commission on Slavery and Its Legacy" – presented lecture, open to public (Oct. 22)
- **Hidden Town Committee:** Meeting to update/discuss project activity (Oct. 23)
- **Moravian Advisory Committee:** Meeting to update/discuss project activity (Oct. 24)
- **WS/FC Schools:** Social Studies teacher workday, K-2 and 3-5— presented 2 lectures (Learning in Place Initiative) (Oct 29)
- **Wake Forest University:** History Class "Making History: The Theory and Practice of History" – presented lecture following site visit to St. Philips (Nov. 6).
- **Home Moravian Church:** Women's Fellowship candle trimming – presented lecture on Moravian traditions (Nov. 10)
- **Special tours:** Tamar Andrusier, W-S Symphony (Oct. 22); Erik the Travel Guy, PBS (Nov. 12)
- **Bethabara Founders' Day:** Bill Cook, Hidden Town Co-Chair, represented Old Salem with Hidden Town display (Nov. 16)
- **Happy Hill Community Garden:** continued support for resident's garden initiative
- **Stratford Rotary** – presented lecture (Nov. 21)
- **WFU School of Medicine:** Cultural Awareness Council's DiversiTEA Fair – participated as invited display at Innovation Quarter (Dec 4)
- **Winter Fair:** Research & Archaeology Lab Open House, daily (Dec. 26-29), Lecture presented (Dec. 28)
- "Highlights from Across the Creek" exhibit planning continues



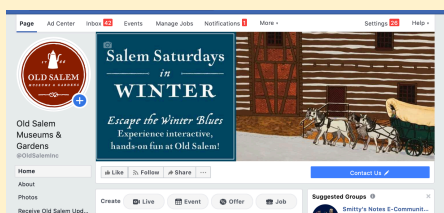
### HORTICULTURE & LANDSCAPE

- **Horticulture Center at Herbst / Garden & Seed Lab / Seeds with Stories initiative:** The horticulture workspace for seed saving that used to be behind the scenes for 30 years is now public facing at the new Horticulture Center in the Herbst house at 511 S Main St. A new glass door refrigerator was installed, and the seed collection is now housed in clear uniform jars that make for a great presentation of the seeds. The Seed Lab was open for 6 Science Alive days, all high-volume days since September, Salem Saturdays, and each day of Winter Fair. Visitors response to the seed lab has been overwhelmingly positive!
- **2032 people visited the lab** and learned about Old Salem's ongoing preservation of 200 varieties of plants in the historic plant collection. In addition, we hosted one garden club in the new space. The 9<sup>th</sup> annual Sown and Grown seed swap (and more!) was planned during this time and we also met with the Development team to strategize how to best fundraise for the Seeds with Stories initiative.
- **Gardens:** In the **Single Brothers Garden** we planted out 13 fig plants that were propagated from the fig at the Doctor's house in the Tree Nursery garden square. These figs will fill out some unused space along the southern fence line of the garden. 4 peach trees, also propagated in the tree nursery, were planted amongst the existing apple trees along the Old Salem road fence line.
- We planted lettuce, radish, arugula, carrots, beets, onions, and garlic. We prepared garden beds with compost for spring planting and restored edges to the garden squares in the **Triebel garden** lot. Plant material was removed, and the gardens were cleaned up in general. Irrigation systems were drained and shut off for the winter months.
- The **Miksch garden** was assessed, cleaned and some fall crops planted. The perennial edge border cleaned up and some plants were cut back.
- The biggest news for us concerning the gardens, was the hiring of two new part time assistant gardeners **Anthony Mugnolo and Lauren Barnhill**. Both are excellent additions to the Gardening team and will allow us moving forward to tend to all the gardens in an expanded and thorough capacity.
- **Seed crops** of 'Old Salem' okra, 'Whipporwill' southern peas, 'Seminole' squash, 'Luther Family Cornfield' pole beans, peppers, and much more were brought in from the gardens as well as peppers, broomcorn, and okra pods harvested for Christmas decorations. Some seed were listed in the Seed Savers Exchange Yearbook and a small amount of 'Uncle Jim Shutt's' Cucumber, a Forsyth County heirloom cucumber, were packaged and sold in T Bagge as stocking stuffers.
- **Landscape:** Regular duties of mowing, trimming, brush removal, and trash collection across the **33 acres of Old Salem property**. The landscape maintenance team has also been busy keeping the sidewalks clear while continually collecting leaves from around the district and adding them to our





➡ **OSMG LOGO FOR SOCIAL MEDIA:** As OSMG moves strongly into social media (Facebook, Twitter, Instagram, and YouTube) we have produced a version of the logo that works with these platforms. Utilizing the same font, colors, and imagery we placed it within a circle (which is the standard shape with these platforms). +See Facebook below.



#### ➡ ON THE HORIZON:

- **2020 Retail & Bakery Assessment.** We have formed an ad-hoc Board Committee to analyze aspects of the OSMG retail & bakery divisions. For more information regarding this committee please contact COO, Terry Taylor.
- **2020 OSMG Land Ownership Review.** A Board Committee continues to review all of the OSMG land holdings to better understand the physical footprint of the organization. A strategic perspective is, after a full analysis, potentially sell properties outside of the core historic district so that new investments can be made more central to OSMG's mission and visitor experience. For more information regarding this committee please contact COO, Terry Taylor.
- **2020 Learning in Place centralized offices** will be created in the Single Brothers House second floor as a way to unify district-wide educational and interpretive efforts. For more information regarding this committee please contact Learning in Place Director, Karen Walter.
- **2020 Tavern Restaurant architectural assessment** will take place as well as a search for a new vendor. For more information regarding this committee please contact COO, Terry Taylor.

leaf piles which become compost for the gardens in coming years. Ongoing removal of weed trees and vines all around the district has been a major focus with many areas finally getting cleaned up, most notably the invasive privet and English ivy below the Anna Catherina/Vogler houses along Salt Street have been removed resulting in a much better view of these houses from Salt and a safer intersection. We also cleared out and planted some in preparation for Muddy Creek's move into their new space. We also spruced up the Fourth house landscape and created floral arrangements for events at the President's house. During the fourth quarter we also had much needed repairs done to the tractor got prepared for snow removal and winter weather.

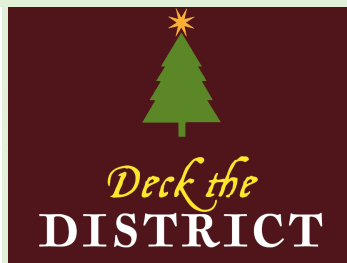
- **Main Street:** On Main Street the container plantings of heirloom geraniums, lantanas, and pomegranate were brought in to be overwintered. Additionally, containers of Violas were set out near entrances to museum buildings for the fall. Later, for the holiday season, containers of evergreen cutting were set out and maintained through to Winter Fair.
- **Christmas Decorations:** Christmas swags were created with elements from the gardens and landscape and hung on doorways and entrances around Old Salem for the holiday season. Faux reusable garland was hung around lampposts. Containers were filled with evergreen cuttings and holly berries to add extra Christmas ambience. Live garland was donated and hung all around the district by residents of Old Salem and horticulture staff for a day of "Hanging of the Greens"
- **Greenhouse/Nursery:** We have brought tender plants inside. In the nursery area we bedded down some plants to overwinter in protected spots. Also, a written proposal was created regarding a potential move of the greenhouse, nursery, and all Horticultural facilities currently housed at the Coke building.
- **Service-learning students** from the Salem College Environmental Studies class were helpful from weeding and harvesting seed from the gardens, helping remove invasive vines from the landscape, and helping us move the seed collection from the Coke plant to the new Garden and Seed Lab at the Herbst house.



#### RETAIL HIGHLIGHTS

The top ten retail categories and their sales totals for the 4<sup>th</sup> quarter were:

- Fresh Bake \$340,110
- Crafts (includes Handcrafted Salem 1766) \$100,487
- Christmas \$56,047
- Food (all edibles other than Fresh Bake) \$46,394
- Toys \$43,199
- Media (books and CDs) \$33,153
- Clothing \$26,327
- Stationery \$24,637
- Home Décor \$22,199
- Candles \$18,281



#### NEW BENEFACTORS

- The New Benefactors annual fundraiser, **Deck the District**, not only brought a festive atmosphere to the Old Salem Visitor Center but it also raised \$4,000.00 toward Old Salem's Access Salem Core Initiative. The 2019 sponsors, Pinnacle Financial Partners, Breeden Insurance, Lyndhurst Gynecologic, Rolly's Baby Boutique, Hummingbird Designs, The YWCA, Flow Automotive, and The Kitchen Center each decorated their own tree for visitors to enjoy the entire holiday season.



### WINSTON-SALEM STREET CONSTRUCTION:

Communication has been excellent with the construction company, as well as the city project manager and staff. We continue to work collaboratively on any issues that arise. For any information regarding the infrastructure and street work by the City of Winston-Salem, please go to the city website and it will direct you.

### RESIDENTS' ISSUES

Monthly meetings of the Residents Advisory Committee continue over coffee at the Fourth House. **Members of this committee are Linda Hobbs, Bob & Marilyn Little (Co-Chairs), Joe Madaras, and Jerry & Kathleen Keyser.**



- Members of the New Benefactors enjoyed volunteering during **Special St. Nick for their Holiday Service Project**. The day provided those with physical and cognitive challenges an opportunity to visit with Santa in the Butner Hat Shop, a calm and quiet site on Main Street. The New Benefactors appreciated being able to directly engage with the Access Salem Core Initiative, which is the focus of their fundraising goals.
- The regular bi-monthly **Brews with Benefactors** allowed members to meet up at Krankie's Coffee in October and December to share their mission (and a brew, thanks to Fuel Right and Linda Taft Photography, respectively) with current and interested members.



### VISITOR SERVICES

- Old Salem welcomes new staff members, **Hollan Foltz, Jaclynn Gapaczynski, and Mary Kathryn Thompson** as Customer Care Associates. Please join us in welcoming our new employees! (Pics attached)
- We welcome **Ashley Howard**, Visitor Engagement Specialist, to our Group Tour Department. When Ashley is asked how she likes the department she says, "I am very happy coming to work every day."
- Our very enthusiastic Customer Care Associate, **Jennifer Williams**, embraced the holiday spirit by ensuring our guests knew of the many Winter Fair offerings. Great job Jennifer!

### ORGANIZATIONAL INFORMATION TECHNOLOGIES

- The 4<sup>th</sup> quarter of 2019 has been busy for Gary Rohrer in the Information Technology division with **computer upgrades**. In January support from Microsoft will end for Windows 7 which was the primary operating system for all of Salem's desktop computers. Old Salem purchased 16 refurbished desktop computers in August for the retail point of sale upgrade and again in December another 16 units. These desktops come with Windows 10 and will replace many of the older computers deployed at Salem.
- The majority of computers are **being upgraded to Windows 10**. This process has been on-going since September and Gary predicts Salem will have 90% of the 120 workstations up to date. Microsoft provides a method to upgrade a Windows 7 system to a Windows 10 system at no cost.
- Gary has also assisted with a digital signage solution at **T Bagge** that showcases Handcrafted Salem using images and video. This solution consists of a 43" TV screen hung above the fireplace and a media player attached to the back of the TV. Additionally, a second TV was added and placed in the fireplace which shows a 20-minute-long fireplace video. This novel approach creates a special ambiance in the store without the risk of a real fire!
- One other notable upgrade which occurred during the fourth quarter was the **Intranet web server upgrade**. This system resided on an old server that was provisioned in 2005. The Intranet contains the work order system that Old Salem staff uses to submit work orders to maintenance, horticulture and custodial. This system contains code that Gary wrote as far back as 2001!



