

March 24, 1972

A Directors' Meeting of the Harvard Square Business Men's Association was held today at 9:00 a.m. at Harvard Trust Company. Present were Officers and Directors, Arthur West, Edward Ver Planck, Robert Snow, William Possiel, Jack Williams, Charles Wolf, Robert Slate and Warren Reardon. Absent were Robert Doyle, Stuart Mabie, Ben Olken, David Terry and William Ehrlich.

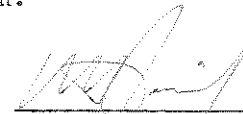
The first order of business was a discussion of the Brattlewalk led by guest Mrs. Leonard Wheeler. Mrs. Wheeler indicated that her committee had received substantial opposition to the Brattlewalk since it has been installed in September. Her committee has prepared two modifications; Option A and Option B. She indicated that Option B is presently favored by her committee. It would allow traffic to move through, but it would have to take a right onto Church Street and would not be allowed to move directly up Brattle Street. No parking would be permitted in the Mall. It was also mentioned that the City Council would hold a public hearing on March 29 at 8:00 p.m. to hear arguments of the opponents and proponents of the walk.

It was the consensus of the Directors present that the walk should be eliminated. However, two members felt that it should be retained but modified.

The next order of business was a discussion of the proposed Arts Festival for Harvard Square from May 1 to May 13 currently being organized by F. Colin Cabot. The Directors felt that it was a good idea and directed the Secretary to communicate with Harvard University to determine their opinion of the project.

The subject of lack of parking again was discussed. Mr. Williams raised the question of the no parking signs on the perimeter of the Cambridge Common during the hours of 4:00 to 6:00 p.m. He indicated that shoppers would stay longer if this restriction were eliminated. He suggested that we communicate with Mr. George Teso of the Traffic Department to see if he would agree to eliminate the restriction.

The Meeting adjourned at 10:00 a.m.


Secretary

March 24, 1972

A Directors' Meeting was held today at the Harvard Trust Company. Mr. Possiel, Secretary, presided for Mr. Doyle, President, who was absent. In attendance were Messrs. Wolf, Williams, Slate, Ver Planck, Reardon and Snow. Absent were Messrs. Ehrlich, Doyle, Olken, Mabie and West.

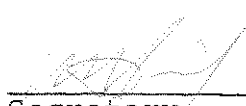
The purpose of the meeting was to discuss the Annual Outing of the Association. Mr. Snow made a motion that it be held this year at the Oakley Country Club. The motion was seconded by Mr. Wolf and after much discussion about alternate sites, the problems of travel and activities other than golf, it was voted that the Oakley Country Club would be the site if it were available this year. The proposed date for the outing is to be June 19 or June 26. In the event that Oakley Country Club is not available, Mr. Reardon suggested that we would attempt to obtain the Marlboro Country Club.

The next order of business was a discussion of the Harvard Square Arts Festival and it was reported that the joint advertising campaign would be in the newspapers this week. A list of the proposed events on May 1 to May 14 was read and it was mentioned that nearly \$3,000 had been raised to date.

The next order of business was a report that Francis H. Duehay, Chairman of the City Counsel Sub-committee, had completed his report and would hold a hearing on May 8 to discuss the report before the City Council.

The final order of business was a discussion on the finances of the Association. It had been mentioned that we ought to have more dinner meetings than we have had. However, prices of meals have increased and unless dues are increased and members are required to pay all or part of the price of the dinner we have no alternative but to decrease the number each year.

The Meeting adjourned at 10:45 a.m.


Secretary

May 18, 1972

A Directors' Meeting was held today of the Harvard Square Business Men's Association in the Harvard Trust Company at 9:30 a.m. Present were Messrs. Doyle, Possiel, Snow, Williams, Reardon, West, Wolf, Mabie, Slate and Ver Planck. Absent were Messrs. Olken and Ehrlich.

The first order of business was preparation for the annual outing. Warren Reardon had previously been nominated as Chairman of this year's outing. He announced that the outing would be held on June 19, 1972 at the Oakley Country Club. Tickets are to be \$10.00. He assigned each Director a location within Harvard Square to solicit prizes.

The next order of business was to review the nomination of Officers and Directors as presented by this year's Chairman of the Nominating Committee, William Ehrlich. Nominated for Directors were: Peter Wasserman of Wasserman Development Corp. John H. Dyer, Storer Damon & Lund, Edward Morandi, E. R. Sage Co. Donald Moulton, Director of Community Affairs at Harvard University, has been nominated to replace David Terry who has resigned.

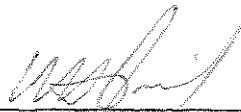
Nominated for Officers were:

President	Ed Ver Planck
Vice President	William Ehrlich
Treasurer	Robert Doyle
Secretary	William Possiel
Auditor	John Hallissey.

It was announced that the annual meeting will be held on May 23 at Chez Dreyfus. A motion was made and seconded that a special vote of thanks be given to outgoing Directors, Robert Snow, Charles Wolf and Jack Williams.

The next order of business was that a new Membership Committee be formed. Mr. Ben Olken was nominated to become Chairman of this committee for the purpose of increasing the Association's membership.

The final order of business was presented by Jack Williams for approval of membership for Ellery Garage. It was voted that they be accepted as a member in the Association.

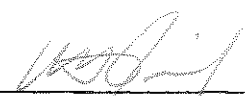


W. H. Possiel
Secretary

April 11, 1972

A dinner meeting was held on April 11, 1972 at the Holiday Inn of Cambridge. The speaker was Mr. George Teso, Director of Parking and Traffic, City of Cambridge. Mr. Teso spoke about the problem of parking and traffic in Harvard Square. He commented on the lack of accidents in the Square and said that the amount of traffic has not grown in several years but parking continues to be an acute problem. He made the following specific comments:

1. He planned to recommend to the City Council not to take any permanent action on Brattlewalk.
2. The City did sign a feasibility contract to extend the subway from Harvard Square to Alewife Brook Parkway. He said he did not want the subway to extend up Mass. Ave. to Porter Square.
3. He recommended that the subway station be moved from Harvard Square to Brattle Square. He feels that a garage in Harvard Square should be at Church Street and that under the Common would be too expensive.
4. He mentioned that the Traffic Department is doing a study with Norman Abed of Boston University being used as Consultant. He mentioned the Traffic Department is looking for 10 Meter Maids and that the City plans to purchase 10 motorcycles to be used for traffic enforcement.
5. He suggested that Boylston Street be made 2 ways.
6. Finally, he suggested that parking meter fees be increased from 10¢ to 20¢ an hour. A motion was made and seconded for the increased fees. Mr. Teso said he would implement these fees immediately indicating that he had the authority to do so.


Secretary

May 23, 1972

The annual meeting of the Harvard Square Business Men's Association was held May 23, 1972 at Chez Dreyfus.

The first order of business was the election of new Officers and Directors for the 1972-1973 year. Elected Officers were:

Edward Ver Planck	President
William Ehrlich	Vice President
Robert Doyle	Treasurer
William Possiel	Secretary
John J. Hallisey	Auditor

Elected Directors for the term to expire in 1975 were:

Edward Morandi	E. R. Sage
Peter Wasserman	Wasserman Development
Jack Dyer	Storer, Damon and Lund

Donald Moulton, Harvard University, replaced Mr. David Terry of Harvard University for the term expiring in 1973. Other Directors elected in previous years are:

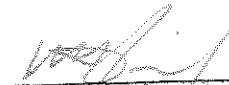
Ben Olken	Term expires 1973
Robert Slate	Term expires 1973
William Ehrlich	Term expires 1974
Arthur West	Term expires 1974
Warren Reardon	Term expires 1974

The next order of business was submission of the Treasurer's report for the year 1971-1972, a copy of which is attached to this report.

The next order of business was submission of the Auditor's report for the year ended March 31, 1972 submitted by John J. Hallisey, a copy of which is attached to this report.

The next order of business was a discussion of the annual outing which is to be held June 19, 1972 at the Oakley Country Club. Warren Reardon is this year's Chairman.

The final order of business was a talk by guest speaker, Dean Archie Epps, Dean of Students at Harvard University. His talk was both interesting and informative. He talked about the changing attitude of the students and their relationship with the Harvard Square Businessmen. He mentioned that the Harvard Freshman Class is represented by 750 different high schools coming from all walks of life. Dean Epps emphasized that Harvard University still stands for (1) educational standards and (2) fundamental freedom. It was mentioned that the recent Harvard Square Arts Festival which the businessmen and Harvard University supported is a step in the right direction to bridge the gap between the student and the merchant. He did not believe that the businessman was exploiting the student although in prior years, some merchants did take advantage of the student.


Secretary

HARVARD SQUARE BUSINESSMEN'S ASSOCIATION

AUDITOR'S REPORT

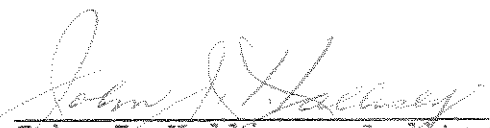
FOR THE YEAR ENDING MARCH 31, 1972

I have made an examination of the Harvard Square Businessmen's Association consisting of the books of account and the related statements of receipts and disbursements for the year ending March 31, 1972.

My examination was made in accordance with the generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as I considered necessary in the circumstances.

It is my opinion, that the Treasurer's report sets forth the results of the Association's operations for the year and its financial condition as disclosed by the books of the Treasurer.

Respectfully submitted,


John J. Hallisey, Auditor
HARVARD SQUARE BUSINESSMEN'S ASSOCIATION

May 18, 1972

HARVARD SQUARE BUSINESS MEN'S ASSOCIATION

TREASURER'S REPORT 1971 - 1972

BALANCE - APRIL 1, 1971

192.34

Receipts

Dues

2,320.00

Xmas Lighting

2,760.00

Outing

1,349.50

6,429.50 ✓

6,621.84 ✓

Disbursements

Postage & Printing

380.78

Insurance

50.00

Salaries

700.00

Xmas

3,163.73

Outing

1,035.00

Dinners

672.40

6,001.91 ✓

BALANCE - MARCH 31, 1972

619.93 ✓

6,621.84 ✓

Verified 5/8/72

[Signature]

June 8, 1972

A Directors' Meeting of the Harvard Square Business Men's Association was held today at the Harvard Trust Company at 9:30. Present were Messrs., Doyle, Morandi, Dyer, Ver Planck, Possiel, Wasserman, Ehrlich, West and Olken. Absent were Messrs., Slate and Reardon.

The meeting opened with Mr. Ehrlich discussing the various solicitors and peddlers of Harvard Square and wondered if they had been properly licensed. It was decided that Mr. Ver Planck would talk with Police Chief Reagan and report back on the licensing requirements at the next meeting. Mr. Ehrlich then introduced the idea of a business information booth being located in Brattle Square. Discussion followed about possibly relocating the present information booth and it was decided that that would not be feasible. Mr. Wasserman was given the assignment to work with anyone of his choice to prepare a plan for a map listing the membership of the Association.

Mr. Moulton discussed Harvard's hope for use of Forbes Plaza this summer and indicated that they wanted vendors to request permission from the University for space in the Plaza to sell their wares. The purpose is to use the Plaza for productive purposes rather than a haven for undesirables. He hoped that food and flower businesses would be particularly interested.

The meeting adjourned at 9:30.


Secretary

June 22, 1972

A Directors' Meeting of the Harvard Square Business Men's Association was held today at 9:30 a.m. at the Harvard Trust Company. Present were Messrs., Ehrlich, Ver Planck, Possiel, Reardon, Morandi, Olken and Wasserman. Absent were Messrs., Doyle, West, Dyer, Slate and Moulton. A guest present was Lewis Armastead of Harvard University.

Mr. Ver Planck indicated that he had checked with the Police Department and was informed that vendors are licensed by the State. However, Cambridge Chief of Police said he could grant or deny a permit once a vendor had been licensed.

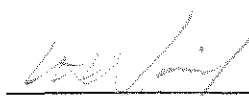
Mr. Wasserman indicated that he would have a progress report of his efforts on the map for Brattle Square at the next meeting.

Mr. Morandi suggested that the Association ought to set definite objectives to create a better image. It was mentioned that there are many businessmen in Harvard Square who are not members of the Association and should be. Mr. Ver Planck requested each member present to prepare a list of objectives for the Association and to discuss these at the next meeting.

Mr. Wasserman inquired as to whether or not it might be possible for Holyoke Center's underground garage to be opened up for some evening parking to help the businessmen of Harvard Square and possibly to encourage them to stay open in the evening.

Mr. Reardon suggested that one means of communication with the Association members might be for the Secretary to mail the Minutes of the Directors' Meeting to all the members and request comments and questions. The next meeting is scheduled for July 6 at 8:30 a.m.

The meeting adjourned at 9:30.


Secretary

July 6, 1972

A Directors' Meeting of the Harvard Square Business Men's Association was held today at 8:30 a.m. at the Harvard Trust Company. Present were Messrs., Morandi, Possiel, West, Moulton, Doyle, Ver Planck, Slate, Dyer and Wasserman. Absent were Messrs., Olken and Reardon.

The meeting opened with Mr. Dyer mentioning his problems of bringing underwriters to Harvard Square and being confronted by the boarded-up windows of Harvard Gardens. He is to talk with Mr. Tom Horan in an attempt to have it painted (as Mr. Moulton suggested) or to install glass.

Mr. Ver Planck continued the discussion of previous meetings as to the best approach to improve the image of both Harvard Square and the Harvard Square Business Men's Association. Mr. Ehrlich indicated that he has been working with a few businessmen in his area in an attempt to plant flowers and shrubs, but that he is not receiving much cooperation from the City.

Mr. Wasserman indicated that he is continuing to work on the final design for a map to be located in Brattle Square which will show a list of the members of the Business Men's Association together with other important points of interest in the Square.

Mr. Ver Planck requested Mr. Ehrlich, Mr. Morandi and Mr. Moulton to work together on preparing a booklet which could be distributed both to members and to potential members. The booklet would describe the purpose of the Harvard Square Business Men's Association and would be used to solicit new members.

Mr. Ver Planck is to prepare a card file of all potential members and these will be distributed at our next meeting.

It was suggested that better coordination and communication be arranged with the Cambridge Chamber of Commerce. Mr. Dyer mentioned that Mr. Fryer had received a poor impression of the Association two years ago when he spoke at a dinner meeting. Mr. Dyer mentioned that Mr. Fryer would be more than willing to do work with us when the Association shows more interest in cooperation with the Chamber. Mr. Ver Planck has been named to work with the Chamber on matters relating to Harvard Square.

The final order of business was to admit three new members to the Association. Namely, Baskin-Robbins Ice Cream, Garber Travel Service, Inc., and Advanced Systems Associates, Inc. The next meeting is scheduled for August 3, 1972 at 8:30 a.m.


Secretary

August 3, 1972

A Directors' Meeting of the Harvard Square Business Men's Association was held today at Harvard Trust Company. Present were Messrs., Ehrlich, West, Possiel, Olken, Ver Planck, Moulton, Wasserman and Morandi. Absent were Messrs., Slate, Dyer, Reardon and Doyle.

Donald Moulton opened the meeting by distributing a draft of a letter prepared by Messrs., Moulton, Wasserman and Ehrlich which set forth some pertinent facts about the Association. It was proposed that this draft be finalized and incorporated into a brochure which would then be available to be distributed to all members and prospective members.

It was further suggested that the name of the Association be changed from the Harvard Square Business Men's Association to the Harvard Square Business Association. The Secretary pointed out that pursuant to the By-Laws, any amendment would require a 2/3 vote of the Directors and no amendment can be adopted unless the Directors are notified within 10 days in advance of the next meeting. This order of business will come before the Directors on September 7, 1972, the date of the next meeting.

The next order of business was handled by Mr. Ver Planck. He distributed some 200 names on 3 x 5 cards to Mr. Olken, Chairman of this membership drive. Mr. Olken will assign these prospects to the Directors in the hopes of increasing membership.

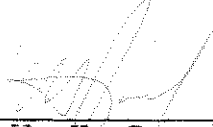
Mr. Peter Wasserman then reported that he will be talking shortly with representatives from Cambridge Seven to further develop his ideas and plans of the directory map for Brattle Square.

The next order of business was a discussion of widening the side walk on Brattle Street and an attempt to persuade Mr. George Teso to reinstate the parking in the old Brattle Walk area. It was further decided that Mr. Ver Planck would invite Mr. Teso to attend our next Directors' Meeting so that the Directors could discuss the problem in more detail.

The next order of business was the discussion of vendors who are using various sidewalks to sell merchandise; in some cases in competition with members. Mr. Ver Planck plans to investigate one of these vendors and report back his findings at the next meeting.

The final order of business was a discussion of a recent development of an attempt to unionize waiters and waitresses at the Spaghetti Emporium. It apparently is a serious problem to the management of this new restaurant and Mr. Wasserman and Mr. Moulton will investigate further and report back their findings at the next meeting.

The meeting adjourned at 10:00. The next meeting is scheduled for 8:30 a.m., Thursday, September 7, 1972.



W. H. Possiel, Secretary

ORGANIZED 1910

EDWARD VER PLANCK	President
WILLIAM EHRLICH	Vice-President
ROBERT DOYLE	Treasurer
WILLIAM POSSIEL	Secretary
JOHN J. HALLISSEY	Auditor



BEN OLKEN	Term Expires, 1973
ROBERT SLATE	Term Expires, 1973
DONALD MOULTON	Term Expires, 1973
WILLIAM EHRLICH	Term Expires, 1974
ARTHUR WEST	Term Expires, 1974
WARREN REARDON	Term Expires, 1974
EDWARD MORANDI	Term Expires, 1975
JOHN H. DYER	Term Expires, 1975
PETER WASSERMAN	Term Expires, 1975
Edwin B. Powell	{ Honorary Life Member Charter Member

MEMO TO: Mr. Edward Ver Planck Mr. William Ehrlich
Mr. William Ehrlich Mr. Arthur West
Mr. Robert Doyle Mr. Warren Reardon
Mr. Ben Olken Mr. Edward Morandi
Mr. Robert Slate Mr. John H. Dyer
Mr. Donald Moulton Mr. Peter Wasserman

SUBJECT: Proposed Name Change of the Harvard Square Business Men's Association, Inc.

Pursuant to the By-Laws of the Association, Article IX, Section I amendment reads the By-Laws may be amended, altered or repealed at any meeting, by a vote of 2/3 of the Directors present and voting, or at any special meeting called for that purpose. No amendment or alteration is to be adopted unless such amendment or alternative has been stated in full in the call for the meeting duly stated to each Director at least 10 days previous to such meeting.

Please be advised that this memorandum is such notice of the proposed change. This item will be on the agenda at the next meeting of September 7.

September 7, 1972

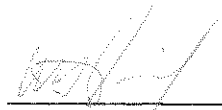
A Director's meeting of the Harvard Square Business Men's Association was held today at Harvard Trust Company at 8:30. Present were Messrs., Ver Planck, Wasserman, Ehrlich, Olken, West, Possiel and Mr. Armstead sitting in for Mr. Moulton. Guests were Peter Chermeyeff of Cambridge Seven and Mr. George Teso of the Traffic Department, City of Cambridge. Absent were Messrs., Slate, Morandi, Dyer, Reardon and Doyle.

The first order of business was Mr. Olken distributing to each of the Directors an assigned area of Harvard Square together with names of businesses in that area to solicit new memberships. Mr. Armstead reported that he will be working with Mr. Moulton to print the brochure describing the activities of the Association.

The next order of business was a motion made and seconded that the name of the Association be changed from the Harvard Square Business Men's Association to the Harvard Square Business Association. The change in name is made to more accurately reflect and to give credit to all of the members.

The next order of business was a discussion with Mr. Teso regarding the lack of parking in the old Brattle Walk. Mr. Teso indicated that he was willing to put meters on the Touraine side of Brattle Street but under no circumstances wanted to put them back on the other side of the street. He indicated that double parking in the past has been a problem and that has now been eliminated. He also said that the lack of meters facilitated the flow of traffic. There were several other questions asked of Mr. Teso who indicated that it would be better for Mr. Robert Bowyer to be present at the next meeting since it was his responsibility and not Mr. Teso's.

There then followed a discussion regarding the bi-centennial in 1976 and we were told by Mr. Teso that the City has made a submittal to H.U.D. and expected to receive \$200,000 to be spent in two years. He suggested that Mr. Bowyer would be in a position to elaborate more fully on the City's plans. The secretary was directed to invite Mr. Bowyer to the Association's next meeting on September 28 at 8:30. The meeting adjourned at 10:10.


Secretary

October 27, 1972

A Directors' Meeting of the Harvard Square Business Association was held today at the Harvard Trust Company at 8:30 a.m. Present were Messrs., Ver Planck, Olken, Slate, Moulton, Dyer, Wasserman and Possiel. Absent were Messrs., Ehrlich, Reardon, Morandi, Doyle and West.

Mr. Wasserman reported that he is not finished with his work on a merchants directory at Brattle Square and that he will talk with the representative from Cambridge Seven who is working on the project with him and report back at our next meeting. The plans for the Bi-centennial were discussed briefly and Mr. Wasserman agreed to talk to Mr. Bowyer and coordinate the Harvard Square Business Association's activity with that of the City in planning this event.

The final draft of the informational booklet about the Association was reviewed and Mr. Moulton was given permission to begin printing it.

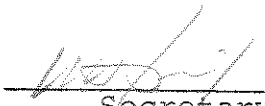
The City of Cambridge purchasing agent has forwarded their contract to us for partial reimbursement to us for our expense in putting up and taking down the Christmas lights. They have agreed to pay 40% of our cost not to exceed \$1,200. It was voted that Mr. Ed Ver Planck, President, be authorized to sign the contract. Mr. Olken suggested that the Association might promote a contest between the merchants for the best outside Christmas Lighting display. It was suggested that a plaque might be given to the winner. The hope is that more merchants would participate in decorating the Square. It was agreed that Mr. Olken would be responsible for this campaign and would coordinate the decorations of the retailers.

The Cambridge Chronicle will be running three articles devoted to preventing shoplifting to be sponsored by the Porter Central and Harvard Square Business Associations. The cost is \$300. total. It was voted that the Association would participate.

A discussion was held on dinner meetings. The next one will be November 14 with Ted Monacelli speaking. The following meeting will be early in January probably at the Wursthause and Mr. Moulton will attempt to secure Mr. Restic, Football Coach at Harvard University, as the speaker.

The final order of business was a motion made and seconded to make Robert B. Snow an honorary member of the Association in recognition of his many years of service and dedication. The Secretary will write an appropriate letter to Mr. Snow.

The meeting adjourned at 10:10.


Secretary