Annual Report:
Fiscal Year July 2018–June 2019
Preservation projects in 2019 included the impressive restoration of the Mary Clark Thompson Chapel at Woodlawn Cemetery in Canandaigua, as well as continuing efforts to stabilize Parrott Hall in Geneva. We worked with Rochester Refugee Resettlement Services to help find a reuse for the Driving Park Hotel as refugee housing. In Holley, Home Leasing began the final stages of Holley High School’s rehabilitation, while the Holley Odd Fellows building transferred ownership to a community development corporation, launching critical efforts to find a new owner. We began the final steps in completing the citywide historic resources survey, a partnership between The Landmark Society, the City of Rochester and the NYS Office of Parks, Recreation and Historic Preservation. The Huntington Building, located in Seneca Falls, was removed from our demolition watch list, as it became a viable candidate for adaptive reuse as housing. We successfully launched our new Five to Revive list at a press conference, and we supported numerous projects through our preconstruction grant program.

Our Statewide Preservation Conference was held in Rochester, with almost 350 in attendance. Our Young Urban Preservationists (YUPs) began the initial phases of a strategic plan, launched a new logo and presented ten engaging classes, including two sold-out presentations of “Rochester’s Great Architects.” The YUPs hosted several “Tavern Takeovers” at the Stone-Tolan Historic Site, in addition to hosting other events, and advocating for preservation’s role in economic and community revitalization strategies. Programming continued at our historic sites: The Stone-Tolan Historic Site, St. Joseph’s Park and Ellwanger Garden.

The Landmark Society’s 49th annual House and Garden Tour took place in Irondequoit for the first time in over twenty years boosted a phenomenal turnout. Plans began for the upcoming 50th House and Garden Tour. The Inside Downtown Tour focused on rehabilitated and adapted buildings in the Alexander/ East neighborhood in downtown Rochester. Our heritage travel tours offered engaging trips to Prague and the Czech Republic, Cuba, the Hudson Valley, Niagara-on-the-Lake and Toronto. Scheduled trips for 2020 include a garden tour of Niagara-on-the-Lake, Las Vegas, the Brandywine Valley in Pennsylvania and Delaware, and a trip to Palm Springs during Modernism Week.

The Landmark Society, working in conjunction with Monroe County, began interior rehabilitation of the 1854 Warner Castle, our new headquarters located in Highland Park. We moved to Warner Castle in August 2019, and construction is slated to be finished in the summer of 2020. Thanks to the support of our many donors, The Landmark Society concluded the 80th anniversary fund raising campaign to fund critical needs in the areas of programming and historic property restoration. Our work to rehabilitate Warner Castle continues to be supported by a dedicated network of members and donors. As always, our organization relied on our donors, members, sponsors and volunteers to achieve our success. Thank you!

Wayne Goodman
Executive Director
From the President of the Board

As I complete my first year as Board President, I’m amazed by how much the organization has accomplished. Under Wayne’s leadership and the unique talents of our staff, The Landmark Society continued to flourish. This year our hosted events attracted thousands of participants while also being financially self-sustaining. From performances like Walk the Walk or Ghost Walk to hosting the Statewide Preservation Conference in Rochester—our mission was on full display. Our annual House & Garden Tour offered visitors a rare visit to an incredible sunken garden right in our own backyard!

One of my goals in becoming president was to help identify, evaluate and implement alternative sources of revenue so we can continue to make a difference in our preservation efforts. Our success at St. Joseph’s Park is a great example of our ability to breathe new life into a previously underutilized property while making a positive financial contribution to the organization.

This coming year, we hope to implement a few of these ideas; one of which we already secured a grant to help evaluate, and have a great opportunity to secure funds to implement.

By far though, I’m most impressed by our ability to take on relocating our headquarters to Warner Castle. We were able to place Hoyt-Potter with a caring owner while helping Monroe County stabilize a critical historic structure in Highland Park. It certainly wasn’t easy, but for those familiar with historic rehabilitation know it takes patience, hard work and money!

Sometimes historic preservation also involves risk. Our involvement with Irving Place (Old City Hall) was a shining example. In a short period of time, we were able to take possession and find a new owner for an important downtown structure. The proceeds of this transaction will be vital to helping fund our future programs and initiatives. We are grateful to the DiMarzo family for their donation and trust in our ability to tackle this project.

I’m proud to lead a passionate board of talented professionals, dedicated staff and members that share the common appreciation of historic preservation and education. What a year it’s been—I’m looking forward to the challenges that await us in 2020.

James I. Marasco
Board President
We enjoyed a strong 2018–2019 fiscal year through gifts and bequests, strong financial markets for our endowment, and successful tours and events.

The culmination of our 80th Campaign surpassed expectations, thanks to the support of our many passionate members.

We look forward to another prosperous fiscal year for 2019-2020. We’re grateful for our membership, and your interest in our events and tours.

Your support is a vital part of helping The Landmark Society achieve its mission.

Jeff Skuse
Treasurer

Financial Statement
YEAR ENDING JUNE 30

<table>
<thead>
<tr>
<th>Operating Revenue</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants and Contracts</td>
<td>$162,407</td>
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<td>Membership Dues</td>
<td>$96,314</td>
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<td>Gifts and Bequests</td>
<td>$210,529</td>
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<td>Preservation Services</td>
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<tr>
<td>Events and Tours</td>
<td>$443,598</td>
<td>$353,899</td>
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<td>Investment &amp; Trust Income</td>
<td>$185,559</td>
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<td>All Other</td>
<td>$15,873</td>
<td>$14,822</td>
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<td><strong>Total Operating Revenues</strong></td>
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<td><strong>$1,217,791</strong></td>
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<tr>
<th>Operating Expenses</th>
<th>2019</th>
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<tr>
<td>Program Services</td>
<td>$981,445</td>
<td>$858,795</td>
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<tr>
<td>General &amp; Administration</td>
<td>$217,219</td>
<td>$242,384</td>
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<tr>
<td>Membership &amp; Fundraising</td>
<td>$65,824</td>
<td>$82,413</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,264,488</strong></td>
<td><strong>$1,183,592</strong></td>
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<table>
<thead>
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<th>Operating Gain</th>
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<tr>
<td>($50,335)</td>
<td>$34,199</td>
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<table>
<thead>
<tr>
<th>Other Gains &amp; Losses</th>
<th>2019</th>
<th>2018</th>
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<tbody>
<tr>
<td>Gain on Sale of Assets</td>
<td>$0</td>
<td>$0</td>
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<td>Investment Income/(Loss)</td>
<td>$70,653</td>
<td>$156,055</td>
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<td>Change in Beneficial Trust</td>
<td>$51,267</td>
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<td>Collection Income</td>
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<td>$0</td>
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<tr>
<td><strong>Total Other Gains/Losses</strong></td>
<td><strong>$121,920</strong></td>
<td><strong>$160,251</strong></td>
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<tr>
<th>Gain of Support over Expenses</th>
<th>2019</th>
<th>2018</th>
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<td>$71,585</td>
<td>$194,450</td>
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Balance Sheet
YEAR ENDING JUNE 30

<table>
<thead>
<tr>
<th>Assets</th>
<th>2019</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$486,359</td>
<td>$346,501</td>
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<tr>
<td>Grants &amp; Accounts Receivable</td>
<td>$40,184</td>
<td>$34,801</td>
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<tr>
<td>Prepaid &amp; Other Current Expenses</td>
<td>$32,235</td>
<td>$19,768</td>
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<tr>
<td>Land/Property, Equipment, &amp; Collections</td>
<td>$667,159</td>
<td>$719,306</td>
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<tr>
<td>Investments-Restricted Use</td>
<td>$242,196</td>
<td>$236,072</td>
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<tr>
<td>Beneficial Interest in Perpetual Trust</td>
<td>$741,509</td>
<td>$690,242</td>
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<tr>
<td>Investments</td>
<td>$3,767,083</td>
<td>$3,873,239</td>
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<tr>
<td>Prepaid Rent</td>
<td>$64,117</td>
<td>$353,899</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$6,040,842</strong></td>
<td><strong>$5,919,929</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$8,575</td>
<td>$8,972</td>
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<tr>
<td>Accrued Expenses</td>
<td>$21,056</td>
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<tr>
<td>Unearned Income</td>
<td>$60,830</td>
<td>$7,875</td>
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<tr>
<td>Net Assets-Without Donor Restrictions</td>
<td>$4,255,189</td>
<td>$4,229,425</td>
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<tr>
<td>Net Assets- With Donor Restrictions</td>
<td>$1,695,192</td>
<td>$1,649,371</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$6,040,842</strong></td>
<td><strong>$5,919,929</strong></td>
</tr>
</tbody>
</table>
Report from the Nominating Committee

As immediate Past President of The Landmark Society, it is my privilege to chair the Nominating Committee. This year I was joined by Wayne Goodman, Jerry Ludwig, Hugh Hamlin, Mary Nicosia, Beth Teal, Gerald Gamm, and Glenn Kellogg in a spirited and enthusiastic search for new candidates for the Board of Trustees. I am pleased to report we were successful in engaging a talented group of individuals whose wide range of experience and backgrounds should contribute new ideas and fresh perspectives to our organization. Allow me to introduce:

**NEW TRUSTEES**

**Christopher Brandt**

An architect with a specialization in and passion for preservation. Interned at Landmark as a student, active with the Young Urban Preservationists. Participates on The Landmark Society Preservation Advisory Council. His documentation was key to the successful nomination of Colgate Rochester Crozer Divinity as a locally designated landmark. Currently works at Bero Associates.

**Frank Crego**

Returning to the Board; a past Trustee and Board President. Frank and his wife Susan have a long history of active participation and support of Landmark activities and will provide a connection to valuable institutional knowledge. An attorney, Frank recently retired from Harter, Secrest and Emery.

**Shawn Dunwoody**

Artist, educator, politician, Renaissance Man. Known for his public art projects, Shawn is a community organizer and grass roots booster of the Rochester region whose opinions and viewpoints have been sought out by many local organizations including the professional design community. Shawn has been a long-time participant in the Walk the Walk program as an actor.

**Ebony Miller-Wesley**

In her role, as the director of Rochester Institute of Technology’s Center for Urban Entrepreneurship (CUE), Ebony leads the center’s efforts to raise funds to provide critical assistance to underserved businesses in high growth sectors, and foster outreach and collaboration with the Rochester City School District and entrepreneurship education for dislocated workers. She also maintains partnerships with entrepreneurship and training efforts currently found within RIT’s Simone Center for Student Innovation and Entrepreneurship, Venture Creations business incubator, as well as other community, government and economic development organizations.

**Larry Staub**

Recently retired Director of Monroe County Parks, Larry oversaw 21 parks covering 12,000 acres including the area’s signature Olmsted designed landscapes. Larry was also Director of Seneca Park Zoo and as an ex-officio Zoo Board Member. He has been a key driver to the public/private partnership initiative between Monroe County and The Landmark Society to renovate Warner Castle as the organization’s new headquarters.

**The following Trustees have agreed to new three-year terms:** Lauren Gallina, Gerald Gamm, Glenn Kellogg, Randy Morgenstern, Mary Nicosia, Karen Wolf, Jean France.

**And we say thank you and farewell to the following Trustees who are stepping off the Board:** William Moehle, Bleu Cease, JoAnn Beck, Jane Parker, Glenn Skalny, Marjorie Searle and Laura Smith.

Thanks to all for their service; past, present, and future! I look forward to another successful year for Landmark.

Thomas Castelein, AIA
Nominating Chair
ANNUAL REPORT–Membership and Contributions

$2,000 and Greater
Ms. Erin Anheier
Mr. Frank S. Grosso
Hugh and Mary Clare Hamlin
Ms. Rosemary Janofsky
Mr. and Mrs. James I. Marasco
Nicholas E. and Mary Z. Nicosi
Jane Parker and Francis Cosentino
Kathy and Louis Parker
Miss Ann B. Parks
Dr. & Mrs. Ronald Reed
Jerry Ludwig and Sarah Rockwell
Leland Shafer
Glen Skaly and Thomas Wahl Jr.
Mr. Jeffrey Skuse
Ms. Karen Louise Wolf

$1,000-$1,999
Ms. JoAnn D. Beck
Mrs. Jeane Beecher
Mrs. Jean France
Gerald H. Gamm and Charles J. Towles
George and Fran Gotsiuk
Glenn and Jennifer Kellogg
Dr. James E. Koller
Frank E. and Cricket Luellen
Mr. Winn McCray
Carol S. and Thomas J. Mullin
Ms. Laurel J. Pace
Mr. Jeffrey Pollock
Andrew and Virginia Potter
Mr. Harold Samloff
Mr. Richard Sarkis
Mr. and Mrs. Jon Lee Schumacher

$500-$999
Mr. David Alt
Mr. Nana-Yaw Andoh
Mr. John Billone Jr.
Mr. William Brackmann
Rev. and Mrs. Garth E. Brokaw
Ms. Jennifer D. Brown
Christopher Carretta and Joyce Sudak
Thomas and Sandra Castelein
Julius and Kathleen Chiavaroli
Mrs. Sally Constine
Mr. Andrew A. Costanza
Nick Delahanty and Caitlin Meives
Matthew Denker and Laura Beth Lincoln
Ms. Amanda Dreher
Michele V. Dryer
Mr. and Mrs. James Durfee
Ms. Lauren Gallina
Ms. Suzanne Gouvert
Amy R. Hecker and Howard S. Decker
Mr. Grant Holcomb
Mr. and Mrs. Christopher Husson
Ms. Katherine H. Karl
Robert and Judith Ann Kellogg
Mr. and Mrs. James Knauf Jr.
Dr. and Mrs. Anthony J. Leone Jr.
Richard Margolis and Sherry Phillips
Monica McCullough and Tom Kicior
Mr. Richard McGrath
Ms. Sally J. Millick
Bill and Barbara Moehle
Dan and Randy Morgenstern
Dom and Rita Pullano
Mr. Richard Reisem
Ms. Page Rockwell
Gregory and Betsy Russell
Edwin and Gabriel Saphar
Scott and Marjorie Searl
Bernie and Cliff Smith
Ms. Laura Smith
Ms. Rachael C. Spieler
John Strawway and Mark Chaplin
William F. and Barbara J. Sullivan
Mrs. Georgianna Thoman
Samuel and Mary O. Tilton
Mrs. Sylvia W. Watkins
Mr. Tom Weider
Nicholas and Alice Zumbulyadis

$250-$499
Mrs. Ruth Atwater
Ms. Gloria Baciewicz
Michael and Sue Bargmann
Ms. Jennifer Beckley
Linda and Allen Blair
Ms. Marilyn G. Bondy
Ms. Karen Susan Brown
A. Vincent Buzard and Ann Burr
Lisa and Paul Campbell
Mr. Bleu Cease
Mr. Rome Celli
Mr. and Mrs. Frank T. Gregg
Ms. Susan DeGeorge
Mr. Patrick Dutton
Matthew Feldman and Rachel Kowal
Ms. Mary V. Fisher
Mr. William J. Forrest
Mr. Scott A. Forsyth
Larry Francer and Jerome Herron
Marty and Cathy Gardner
Mr. and Mrs. Andrew Germanow
Ms. Beverly Gibson
Sandra and David Goldman
Wayne & Angie Goodman
Dr. W. Bruce Gorman
Ms. Janina Guthrie
Matt Haag and Bill Schaefer
John M. Hourihan and Wendy E. Zimmer
Ms. Diana Atwood Johnson
Mr. Michael Karnes
Mr. Robert L. Keck
Mrs. Jeanne de Keyserling
Esther Krakower
Ms. Penelope Chun Lema
Ms. Sandra Lerner
Mrs. Bettie Lindley
Mark and Carole Lombard
Mr. and Mrs. Staffan Lundback
Mr. and Mrs. John Lynd
Mr. and Mrs. Edward G. MacDonald
Patrick Macey and Jeremiah Casey
Ms. Jennifer Macpherson
Stephen and Ann Martin
Mr. Gilbert Kennedy Mccurley
Ms. Lindsay McCutchen
Ms. Tara Morgan
Ellen Olah and Daniel Burnside
Edward and Mary Olinger
Mr. William C. Olsen
Mr. Thomas M. O'Neill
Mr. Norman A Palmiere
George and Joyce Parker
Mr. and Mrs. Philip P. Parr
Mr. and Mrs. Brent H. Perwarden III
Cassandra and Holly Petso
Ms. Mildred Piccone
Mr. and Mrs. Michael P. Riordan
Bonnie and Edward Salem
John Samuel and Leslie Huey
Alvani and Carol Santos
Martin Scott and Sandy Swanson
Sonja and Wayne Shelton
Peter D. and Christine Smith
Arthur H. and Catherine D. Steffen
Ms. Ann H. Stevens and Mr. William J. Shattuck
Bob and Gayle B. Stiles
Ms. Elizabeth Teall
Ms. Miriam Thomas
Bill and Mary Anna Towler
Arlene A. and Derek Vanderlinden
Robert Veltz and Karen Gesell
Mr. and Mrs. David J. Whitaker
Mr. and Mrs. Paul M. Whitbeck
Craig J. Zicari and Anne C. Coon
Frank Zwemmer and Laura Brewer

$150-$249
Ms. Jennifer Ahrens
Mr. Donald Bielak
Mr. Brant Braege
Anne F. Brayner
John and Barbara Bruning
Sonya L. Burgher
Ms. Cathleen Burnham
Mr. Shawn P. Casey
Bill Clicquaenomi and Karen Rapp
Ms. Angelina F. Colavito
Ms. Mitzi Collins and Mr. Tom Boheer
Katie Eggers Comeau
Ms. Sally Combs
Ms. Elizabeth Cook
Mr. Darren Cotton
Mr. Charles Courtal and Ms. Lisa Gwinnner
Mr. Leon Creek
Mrs. Nancy Curme
Joan Dallas and Jon Eckleben
Dr. and Mrs. Joseph H. Eberly
Mr. Winston Gaum
John and Roslyn Goldman
Mrs. Jane Gorsline
Mr. Robert Grossman
Mr. and Mrs. Morris A. Haigh
Mr. William B. Hauser
Mr. A. Scott Hecker
Mr. Clarence Heininger
Mr. Walter B. D. Hickey Jr.
Mr. Donald B. Higgins
Karen and Sean Higman
Ms. Kristen H. Jenks
Sarah G. Johnson
Ms. Barbara Kennedy
Mrs. Louise H. Klinke
Ms. Rose-Marie Klapstein
Judith A. Koehler and Michael J. Bonafede
Mr. Jim Kraus
Harold and Christine Kurland
Hobart and Elinor Lerner
Richard Linder and Kathryn Whitbeck
John and Dolores Loufas
Thomas and Patricia Low
Mrs. Nancy S. Macion
Annabelle Martin
Frederick H. and Georgia May
Dr. and Mrs. Edward Messing
Ray and Ellie Newell
Mr. Claude C. Noyes
John Page and Sandra Mittner
Mrs. Pauline P. Parks
Dr. Gay S. Pepper
Dr. Beverly Prince
Mr. David Rakov
Ms. Jacklin Randall-Ward
Tom and Betty Richards
Ms. Peggy Rickman
Ms. Nancy Robbins

$100-$149
Dr. and Mrs. Ronald Reed
Fred Klippstein
Mr. John Page and Sandra Mitzner
Mr. and Mrs. Jeanne de Keyserling
Mr. Michael Karnes
Mr. Robert L. Keck
Mrs. Jeanne de Keyserling
Esther Krakower
Ms. Penelope Chun Lema
Ms. Sandra Lerner
Mrs. Betty Lindley
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Frank Zwemmer and Laura Brewer

Ms. Karen Louise Wolf

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If your name was omitted or listed incorrectly in the above categories, please contact us so we can correct our records.

Thank you to our members at the individual, family, patron and senior levels — too numerous to list here!