

RESOLUTION NO. 2899


BE IT RESOLVED, by the City of Salisbury, Maryland that the following individual is appointed to the Friends of Poplar Hill Mansion Board of Directors, for the term ending as indicated.

Name
Loudell Insley


Term Ending
January 2022

THE ABOVE RESOLUTION was introduced and duly passed at a meeting of the Council of the City of Salisbury, Maryland held on January 14, 2019.

ATTEST:



Kimberly R. Nichols
CITY CLERK



John R. Heath
PRESIDENT, City Council

APPROVED BY ME THIS

15th day of JAN, 2019.



Jacob R. Day
MAYOR, City of Salisbury



City of
Salisbury
Jacob R. Day, Mayor

MEMORANDUM

To: Julia Glanz, City Administrator
From: Laura Baasland, Administrative Office Associate
Subject: Appointment to the Friends of Poplar Hill Mansion Board of Directors
Date: January 14, 2019

Mayor Day would like to appoint the following person to the Friends of Poplar Hill Mansion Board of Directors for the term ending as indicated.

<u>Name</u>	<u>Term Ending</u>
Loudell Insley	January 2022

Attached you will find information from Loudell Insley and the resolution necessary for her appointment. Please forward this information to the City Council so it may be placed on their agenda at the next Council meeting. Please let me know if you have any questions.

Attachment

cc: Mayor Day

1701 Old Mill Lane
Salisbury, MD 21801

July 26, 2018

Board of Directors
Poplar Hill Mansion

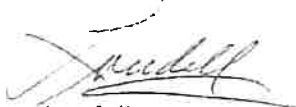
Ladies and Gentlemen:

Betsy Wolfe has encouraged me to approach you about my interest in the Poplar Hill Mansion since over the years I have been so active a supporter of Newtown.

In my real estate career, I've been fortunate to have been involved with the listing or sale of over seventeen homes in Newtown. The older homes must speak to me. The Mansion certainly has. I've watched it as it has grown more and more attractive and as our community has seen its beauty and claimed it as their own...for a day or an evening.

Should you have a need for another person on your Board, one who doesn't live in Newtown but loves it still, I'd be happy to share with you my enthusiasm for our lovely, historical centerpiece of Salisbury.

Life is good & getting better!



Loudell Insley

410-726-2249

Loudell Insley
1105 S. Schumaker Dr, Apt 210
Salisbury, MD 21804
410-726-2249

1963 Graduated from University of Maryland, College Park with B.S. in Elementary Education

1964 Graduated from Katharine Gibbs Secretarial School, New York City

1964-1965 Employed by Pharmaceutical Manufacturers Association, Washington, D. C.

1965-1970 Employed by Senator Edward M. Kennedy as Immigration Caseworker, then Assistant Press Secretary.

1968 Traveling campaign secretary for Senator Robert F. Kennedy

1971 Assist to Deputy Press Secretary, Peace Corps

1971-1972 Assistant to Convention Manager Democratic National Convention

1972-1976 Manager of Secretarial Department, Perdue Farms

1976 to now Real Estate Salesperson, Long & Foster Real Estate, Inc,

Two terms on Salisbury Area Chamber of Commerce Board of Directors

15 years as Chair of Beautification Committee for Chamber of Commerce

Initiated the Beautification Fund with the Community Foundation of the Eastern Shore

President of Friends of Coastal Hospice

President of Wicomico Garden Club

BOD John B. Parsons Foundation

BOD WorWic Foundation

Advisory Board Salvation Army

Altar Guild Trinity Methodist Church
Member Green Hill Country Club
LLC member of Green Hill Country Club
Elected to Democratic State Central Committee

Single

Born and reared in Salisbury, my childhood home was 401 Pennsylvania Ave, a lovely Tudor home built by one of Salisbury's premier architects, George Booth. Its beautiful design, woodwork, and architectural features have stayed with me through time.

I served as an active member of the Salisbury Area Chamber of Commerce for many years. As Chairperson of their Beautification Committee for fifteen years, I helped create the Chamber's Beautification Fund held by the Community Foundation of the Eastern Shore.

Because we had created a wish list of landscaping ideas for Salisbury, when Frank Perdue offered us \$50,000 for a landscaping project, we were able to convince him to increase his contribution to \$200,000 with matching funds from the State of Maryland. With that we upgraded the landscaping on Route 50 from Owens Mill Rd to Perdue Stadium and added \$100,000 to our Beautification Fund for future maintenance. Our triangles, trees in the park, the painting of the tunnels under the railroad track on E. Main Street were projects I helped to oversee. We introduced the "winter pansies" in our triangles and sold them through the Chamber. Now homeowners routinely plant pansies in the fall, thus helping to make Salisbury a more beautiful place to live. All of which contributed to my receiving an award from the Chamber for my efforts.

In 1976 I obtained my real estate license and while I've sold nearly 800 homes in my career, the older homes are the ones that appeal to me. In Newtown, over the years, I've had 19 sides of various transactions. When I began young families often purchased them with the thought of a large house for less money and "Oh, Honey, won't it be fun to fix it up," attitude. Then in about three years they were

crying uncle at all the hidden expenses. Today's investors are buying those low-priced homes and fixing them up. Young buyers learned from their parents not to sink a ton of money into homes. But at the same time out-of-the-area buyers are finding Newtown to be a desirable re-location prospect.

Because of my experience in Newtown, a few years ago I was asked to meet with a committee from Newtown to discuss its marketing. The Dressels were concerned about the number of houses available then and the lack of apparent interest in selling them exhibited by the Realtors. I explained that crime in Salisbury, as reported on the internet, was a big inhibitor. So, we met with Barbara Duncan about that. Crime hasn't decreased all that much, but now we have a better response to buyers' concerns about crime here. Marketing Newtown houses takes a special presence and sales pitch that owners are uniquely qualified to do. I recommended my webmaster as an affordable and talented person to help with a new website. And told them I would be happy to work with her to funnel Newtown MLS listings onto their website. They agreed to work with Dana and subsequently they were awarded, by the Maryland Historic Trust, the 2017 Preservation Award recognizing its new website, www.newtownhistoricdistrict.com, as an educational project engaging the public.

The Poplar Hill Mansion is an important part of Salisbury's history and yet few Salisburians even know it exists. We have David Scheid on the Board already. He is a horticulturalist teaching at SU, and a landscape designer as well as a creative spirit. He needs to be implemented more. Curb appeal is important at Poplar Hill just as much as it is for homeowners wishing to sell their homes. And if done well, perhaps we can teach homeowners in town how to duplicate some of the landscaping ideas displayed at the Mansion. Then people will also want to enter the house to learn more.

I'm interested in helping Poplar Hill anyway I can. If you see fit to add me to the Board, I will be an active member for the enhancement of Poplar Hill but also for Salisbury.