

SHCA Minutes for March 12, 2013

Meeting started at 7:35. Minutes taken by Marie McCullough, secretary

Board Members/Officers Present: Andy Lochrie, Marie McCullough, Mark Wagenveld, Judy Powers, Bob Behr, Pauline Borkon, Andy Cole, Brett Feldman, Monica Ferguson, Anne Froehling; Barry Grossbach, Ed Halligan, Lee Huang, Susan MacQueen, Elaine Nelson, Eric Santoro, Michael Sheshaty, Jackie Waiters, Mark Young

Absent: Monica Calkins, Lee Gayle, Rich Guffanti, Justin McDaniel, Pamala Williams, Matt Wolfe

Guest speakers:

Michael Froehlich, president of Cedar Park Neighbors, said that organization is joining with SHCA to hold an informational meeting on the city Actual Value Initiative on March 13.

Melissa Barrett, vice president of Penn Alexander's Home and School Assn, said the school is performing Annie Junior on May 21, 22. She requested a \$100 donation. The board later voted to donate \$200.

Marla Burkholder, assoc dir of Shakespeare in the Park, gave an update on the organization. This year's show will be The Tempest. It will be the eighth show, on July 24-28, The budget has grown to \$50,000 and more than 3,000 people now attend a show. Curio Theater, which used to provide backup space in the event of rain, is too small. She requested \$800 for rental of rain space or to continue upgrades of the sounds system. The request was approved.

Committee reports:

Operations: Mark Wagenveld said the tentative new assessment of the center is \$300,000, so taxes will definitely go up.

Communications: Monica Ferguson, standing in for Rich Guffanti, read some of February's report which said he has reverted to rolling memberships rather than calendar year memberships. Although this requires closer attention to membership dates, Rich says he can manage it since the membership is down to about 270. The question of the need for a phonathon was raised. Bob Behr suggested that the first full year of membership be free to new members. Brett Feldman and others suggested capitalizing on the merge of activist groups, such as the Penn Alexander parents, to recruit members. Eric suggested sending an email to Penn Alexander parents. Andy L. suggested having a table at the Baltimore Avenue dollar stroll to offer memberships for \$1 each.

Communications Report submitted but not read:

Website: Google Checkout difficulties have been resolved. Thirteen members have used Checkout for donations to date. None since Feb 16, 2013.

Previously, any text emailed to Rich Guffanti was posted within 48 hours. To allow for quicker postings via a blog component (Word Press) Andy Lochrie felt it urgent to appoint David Brubaker temporary webmaster. David's redesigned website was posted Feb. 19, 2013. To date (21 days later) there is no blog/Word Press component. Until further notice requests for a web post should be directed to David Brubaker.

Email: There have been little change in the email list since February (375 contacts--30% personal, 70% automated; 58% members, 42% nonmembers). The major source of new contacts was a form on the website that has been removed.

Database: There has been no change in membership since last month. Monthly reminder notices have been mailed to all members whose membership expires in March 2013 or earlier. The following 4 board members have expired memberships.: Wolfe (11/20/12), McDaniel (12/30/12), Williams (12/30/12), Ferguson (2/14/13)

Eric, Monica Ferguson and Pauline volunteered to form a membership committee.

Education; Eric said 10 children were denied enrollment in Penn Alexander elementary school after the lottery. The school district and school have not said anything in response to the SHCA petition to increase enrollment to accommodate all students in the catchment area. Lea Elementary School is absorbing students displaced by the closure of Wilson Elementary. Jeff Cooper, a University of Penn official, gave a boilerplate response when asked about Penn's role in the overflow application problem; he said the problem is a one-year problem limited to Kindergarten. Andy L. said he got a call from Karen Lynch, a district official, after emailing the SHCA resolution calling for guaranteed enrollment, but she was dismissive and not helpful.

Robeson High School, a trade school on Ludlow St, was spared closure, but University City High is slated to close.

Other business

Pauline said her notary license expires in September and asked whether SHCA will pay for a renewal. She was told to come back with information about the costs and how many members have used the free notary service.

Zoning:

Barry G said he will update zoning issues at the next meeting. He said he is seeing negative fallout from the ongoing opposition/litigation over the redevelopment of 40th and Pine. Developers are now proposing developments that would not require variances, and thus community input or opposition would be irrelevant.

Mayfair:

Ed says he will get permits and parking signs, as in recent years. Marie M. will do the book table as usual. Judy says she has the solicitation letter ready, but needs help with the raffle. She wants to train a new board member to run it. Mark Young said he would like to take over the raffle but turn the children's games over to other board members.

Meeting ended shortly after 9:10.