

SHCA Board Meeting, June 11, 2013

Meeting began at 7:30 PM, Minutes taken by Lee Gayle and Marie McCullough

ATTENDANCE: Absent Behr, Bob; Feldman, Brett; Froehling, Ann; Halligan, Ed; Powers, Judy; Shashaty, Michael

Present Borkon, Pauline; Calkins, Monica; Cole, Andy; [Ferguson, Monica](#); Gayle, Lee; Grossbach, Barry; Guffanti, Richard; Huang, Lee; Lochrie, Andy; MacQueen, Susan; McCullough, Marie; McDaniel, Justin; Nelson, Elaine; Santoro, Eric; Wagenveld, Mark, Waiters, Jackie; Williams, Pamala; Wolfe, Matt; Young, Mark

GUEST SPEAKER: Jon Potter, Economic Development Manager, UCD. Jon's role is new, but was previously the quarter manager. Potter's new position is as corridor development for both Lancaster and Baltimore Avenue. He's been asked to think about economic development more broadly which includes things like start up, thinking about the neighborhood retail environment corridors more broadly. His role overlaps b/c of retail development and recruitment. Keeps a running list of the kinds of businesses we want to see here and the types of businesses who want to be here.

Q- Barry Grossbach; are you working with the marketing survey from previous years?

A- Yes. There was a survey looking at 3 categories of retail and where there is room for more, and also getting feedback from the community. That study starts me with a list of 40 retailers in the area and I'll be building off of that.

Q- Lee H. Can you talk about the role you play with CDCs in the area?

A- I've met with most of the significant groups that are working in the area. There are overlaps with many groups and we respect those boundaries. I've tried to open up communication lines with the other groups.

Q- Eric S. - Can you talk specifically about the categories of businesses you have in mind?

A- Food and restaurants, neighborhood goods and services, infrequent retail like a clothing store. One of the outputs of the study was locating areas for possibilities for these businesses.

Q- Eric S. - How are you making these judgement calls?

A- I haven't done that yet. I've had probably 80 1-1 meetings getting to know the area. My feeling is that one of the things we hear from the neighborhood is that we prefer independent retailers. If we can drum up interest so that there is more demand for space than there is, we can drive the market. I don't think there's a problem with having a waiting list for business

Approval of April and May minutes

Committee updates

Greening Block Grants (MacQueen) A \$500 block grant has been awarded to the 4400/4500 block of Sansom St. for cleaning, mulching, planting and otherwise improving the playground at the corner of 45th and Sansom. The group, led by resident Tulia Faletti, had requested \$1,200, but has been encouraged to apply for another grant if more money is needed/warranted.

Communications (Guffanti)

Website

- 1] Normally, we get 265 ± 100 visits a month. We had triple that (817) in May. This is likely due to the zoning (4224 Baltimore) and education (School District) activities.
- 2] Nine percent of our members have used the website payment system.
- 3] The list of expenses to be put on the website is on hold.

Email

The email list grew by 5 last month for a total of 414.

The board's use of automated email last month returned to a normal 11.

Mark Young agreed to compile the Committee Chairs individual annual reports into a SHCA Annual Report. The deadline is the October Meeting, 10/8/13. Once completed it will be emailed to those on the automated email list.

Membership Database

The Membership Committee (Eric Santoro, Lee Huang, et. al) recommends the door decals 4allpromos.com--5" Square \$360/1000 for the one color old logo, \$472 for two color new logo. The board needs to approve the purchase

Next Steps:

- Phone-a-thon to former members with lapsed memberships is scheduled Tuesday, June 25, at 7:45, at 257 S. 45th St.
- Door-to-door pamphletting. Contact Eric Santoro to volunteer.
- Our total membership is 285, up 4 since May.

The only board member with an expired membership is Justin McDANIEL, exp 12/30/12
We have 214 Facebook Likes, up 8 since last month.

Membership (Santoro) Plans for a phonathon were discussed

Education (Calkins)

Monica Calkins updated the board briefly on the status of the School District of Philadelphia budget crisis. She distributed a list of resources for individuals wishing to contact public officials regarding the crisis. Also, she reported that the Penn Alexander School's School Advisory Council, for which she is the community association representative, would be holding their first planning meeting next week, Monday, June 17.

Zoning (Grossbach) Discussion of proposed development at 43rd and Baltimore:

Board members were encouraged to attend the next community development meeting for 4224 Baltimore Avenue on June 18th. The meeting was designed to show some proposed footprints for construction based on responses from participants at the first meeting. The point was stressed that the June meeting was probably the most important, since results from the meeting would shape the final design and residential composition of the development. The final proposal would then have to be accepted by the property owners.

Adjournment – 9:30

Next scheduled board meeting: Tuesday, September 10, 2013, 7:30 PM, at the SHCA Center