

# Spruce Hill Community Association

**September 10, 2013**

**Present:** Calkins, Monica; Cole, Andy; Grossbach, Barry; Guffanti, Richard; Halligan, Ed; Huang, Lee; Lochrie, Andy; MacQueen, Susan; McCullough, Marie; McDaniel, Justin; Nelson, Elaine; Santoro, Eric; Wagenfeld, Mark; Waiters, Jackie; Williams, Pamala; Young, Mark

**Absent:** Behr, Bob; Borkon, Pauline; Feldman, Brett; Ferguson, Monica; Froehling, Ann; Gayle, Lee; Powers, Judy; Shashaty, Michael; Wolfe, Matt.

**Guest Speaker:** Susan Dannenberg, Bicycle Coalition of Greater Philadelphia

She asked for SHCA support for a proposed bike lane on Chestnut Street from 63<sup>rd</sup> St to the Schuylkill. This would serve as a traffic calming measure, as well as increase bike access. Spruce St currently has a lane into Center City. The Chestnut bike lane would not affect parking on that street.

The board later voted unanimously to have Andy Lochrie send a letter of support on behalf of SHCA.

**Approval of June Minutes:** unanimous

## Committee Reports

### **Education (Calkins):**

A large window at Penn Alexander School was broken by vandals. School supporters have raised \$1,782 toward the replacement costs of \$2,800. The board voted unanimously to donate the balance of the replacement costs.

Penn Alexander's newly formed School Advisory Council (on which Monica sits) will seek clarification of the waiting list policy. Apparently, all children on the wait list for Kindergarten have been admitted this year (Some voluntarily withdrew from the list). But a new school district policy seems to suggest that there will be "no carry forward of newly wait listed children" from one academic year to the next . This could create new problems.

### **Zoning (Grossbach):**

The new state liquor store on Chestnut St & 43<sup>rd</sup> opened on Sept 10. The store is not "premium," but is bigger and nicer than other nearby state stores. UCD patrols will help to monitor safety and order at the store.

Three community meetings have been held regarding an alternate development proposal at 43<sup>rd</sup> and Baltimore. It is not yet clear whether the developer will go forward with the "as of right" permit to build 90 apartment units with only six parking spaces.

HUB2 is going forward at Chestnut St on the Thai Singhah House restaurant. The development was actually approved in 2008 but was postponed because of the recession.

Both Watusi I and II are currently closed because of legal and regulatory violations. WI recently had a shooting. WII has not paid its business license fees. City and state officials recently met (including officials from revenue, the District Attorney, liquor control board, L&I) to discuss these nuisance bars. Barry thinks the properties may be put up for Sheriff's sale.

### **Business Attraction (Huang):**

This is a new committee. Lee does not want it to overlap with zoning committee work. The committee met in late July. It plans to do a survey and focus on storefront business needs and opportunities

### **Block Grants (MacQueen):**

As director of UC Green, Sue encouraged board members to attend its upcoming anniversary dinner at the Woodlands.

### **Communications (Guffanti):**

#### Website

- 1] 11% of our members (32) have used the website payment system.
- 2] Normally, we get 250  $\pm$  100 visits a month. We averaged 162 for June, July, & August.

#### Email

There are 360  $\pm$  40, in the email list. It has grown by 86 (27%) since May 2012.

Mark Young agreed to compile the committee annual reports into a SHCA Annual Report. Andy Lochrie has a mockup of proposed pages and is requesting specific content (not a full report from every chair.) He is also recommending that we deliver the newsletter to every house in our boundaries by hand (no postage cost allows us to print more), which he will organize. He would like to have all content in the next couple weeks so that we can have a draft of the newsletter at our October meeting for approval.

To maintain membership and recruit new board members the president should consider sending the proposed agenda for upcoming board meetings to the membership via the automated email list.

#### Membership Database

One thousand door decals have been received. The next step is mailing the SHCA Annual Report w/ decal to all members.

Phonathon Results: 7 new Google Checkout users since May 5. Our total membership is stable at 275 + 10, 13% expired 2013.

We have 233 Facebook Likes, up 9/mo since January 2013.

**Membership (Santoro):**

Eric said the phonathon was not very effective and suggested emailing lapsed members with a link to the online renewal. Rich says he already does this and the phonathon is aimed at those that don't respond to the email.

**Newsletter (Lochrie):**

Andy echoed Rich's summary about this "Year in Review" letter that Mark has agreed to produce, with help.

**Nominating Committee (Wagenveld):**

The board voted to appoint Mark Wagenveld, Marie McCullough and Sue MacQueen to a nominating committee. Cindy Roberts (former SHCA president) has agreed to serve as the "at large" member of the committee.

Meeting adjourned at 9 p.m.