

**Spruce Hill Community Association
Board Meeting Oct. 8, 2013**

Minutes taken by Marie McCullough

Attendance:

Present (72%)

Borkon, Pauline; Calkins, Monica; Feldman, Brett; Ferguson, Monica; Grossbach, Barry; Guffanti, Richard; Halligan, Ed; Huang, Lee; Lochrie, Andy; McCullough, Marie; McDaniel, Justin ; Nelson, Elaine; Powers, Judy; Santoro, Eric; Wagenfeld, Mark; Waiters, Jackie; Williams, Pamala; Wolfe, Matt

Absent (28%)

Behr, Bob; Cole, Andy; Froehling, Ann; Gayle, Lee; MacQueen, Susan; Shashaty, Michael; Young, Mark;

Approval of Sept minutes: unanimous

Committee Updates:

Halloween Parade: (Halligan) see email 17th year. Thursday, October 31, starting at/after 4 P.M. Attracts more than 1,000 children and parents. Children and parents begin assembly at the start of the parade, 45th Street, above Baltimore Ave to Larchwood Ave. Proceed to Larchwood, right turn heading East to 43rd Street. Left at 43rd to Little Osage, 4200 block, where the parade concludes and refreshments are served.

Nominating Committee: (Wagenfeld) Monica Calkins has agreed to be president. Other officers will continue. The five candidates for the board are:

Sylvia Hammerman Brown -- of the 4400 block of Osage Ave. Sylvia is an artist. She is involved as a parent at PAS and is also a committee person (Democratic).

Andrew Richman -- of the 300 block of 43rd St. Andrew and his wife, Sarah, are relatively new homeowners in Spruce Hill and have two small children. Both are lawyers -- Andrew works for the city solicitor's office.

Haven Henderson -- of the 4300 block of Larchwood Ave. Haven is a retired teacher and administrator (NYC public schools) who moved back to her childhood home a few years ago to look after her parents. She's been volunteering with UC Green gardening projects.also worked in the Obama campaign.

Mary Ellen McCarty -- of 46th Street (east side) near Baltimore Ave. Mary Ellen is working in watershed development for the PWD and is studying community and regional planning at Temple. She has been active in supporting St. Mary's Nursery. She and her husband moved here a few years ago from North Carolina for him to work at Penn, now CHOP.

Brennan Maier -- of the 4500 block of Sansom St. Brennan teaches communications skills at the Wharton School. He and his wife Marina have lived at their current address since 2010. She's a transplant nurse at HUP. They have worked on block cleanups and the playground at 45th and Sansom.

Education (Calkins): The district is still in dire financial straits and is looking for ways to supplement the budget shortfall. Eric Santoro will replace her as committee chair

Zoning: (Grossbach) Consultant Jennifer Hurley gave birth but has been ill, but sent a final version of the Visioning Statement and Placemaking Principles. The zoning committee is using these principles as a guide. Board unanimously approved visioning document.

4224 Baltimore development is still in discussion with the zoning committee. The project is "in limbo." The developers are uncertain about proceeding via the traditional zoning by way of the ZBA or possibly seeking an ordinance through city council.

The former Jubilee School on Chester Ave is considering selling the building to developer Pete Statz.

Watusi I and II remain closed

There is a proposal for a tattoo shop at 4510 Walnut St across from the new Chinese Christian Church

Newsletter "2013 in Review:" (Lochrie/Young) Aiming for distribution Nov. 1 – after Halloween but before annual meeting. The newsletter will include info about the business survey and solicit input to the survey. The plan is for 8 pages, 8 x 11 inches, folded. About 5,000 copies. The board voted to spend about \$2,400 for a color cover and back page. Eric Santoro will coordinate the door-to-door distribution by board members.

Communications: (Guffanti)

Website:

Payments: 12% of our members (35) have used the website payment system. The usage has grown slowly from 12 in February to 35 today, a rate of 3 per month. Google is discontinuing Checkout on Nov 20 and not replacing it. I will explore other options like Paypal. The website will have to be changed.

Visits: We get 250 ± 100 visits a month.

Email: There are 400 ± 25, in the email list. It has grown by 49 (13%) since January 2013. I'm attempting to move the members onto the automated system by letting them know after emailing the October minutes I will no longer be using my personal SHCA email list. My personal list has shrunk 10%, from 125 to 112.

Mailing List: Our total membership has been stable this year, only a 2% change since January. Currently 12% (35) have expired memberships.

Facebook: We have 249 Facebook Likes, up 9/mo or 55% since January 2013.

New Business

Judy Powers reports that the association computer has died. Monica Ferguson's husband is working to rescue and transfer financial data from the hard drive to a new disc. Meanwhile, Judy is doing accounting manually. In the future, accounting documents will be cloud based and officers will access info from their home pcs. The fund balance is just under \$20,000

Barry Grossbach says a December meeting may be necessary to vote on developments at Pine St and Baltimore Ave.

Meeting was adjourned at 9:25