

**SPRUCE HILL COMMUNITY ASSOCIATION**  
**Board Meeting September 9, 2014**

Minutes taken by Andrew Richman

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PRESENT: Borkin, Paulene; Calkins, Monica; Cole, Andy; Feldman, Brett; Guffanti, Richard; Henderson, Haven; Nelson, Elaine; Powers, Judy; Richman, Andrew; Santoro, Eric; Wagenfeld, Mark; Waiters, Jackie.

ABSENT: Ferguson, Monica; Gayle, Lee; Grossbach, Barry; Halligan, Ed; Hammerman-Brown, Sylvia; Huang, Lee; MacQueen, Susan; Maier, Brennan; McCarty, Mary Ellen; McCulloch, Marie; McDaniel, Justin; Shashasty, Michael; Wilson, Pamela

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**1. Welcome -- Monica Calkins**

**2. Guest Speakers**

- Leon Robinson - Partnership CDC - discussed Partnership CDC programs including block captain training, resources for residents and upcoming events including a mediation program on 10/4, an Emergency Preparedness Workshop on 10/15, and a consortium of mental health agencies on 10/29;
- Shawn McGett - Partnership CDC - runs the housing department and discussed Partnership CDC's committee for the promise zone; passed out a handout for housing counseling programs
- Bethany Fallon - Drexel's Community Bridge program - described the program which pairs Philadelphia residents with foreign language students for one year; passed out brochures

**3. June 2014 meeting minutes approved unanimously**

Committee Reports

**1. Halloween:** Mark Wagenfeld

- Marc - looking into getting permit from the City for parade and police escort
- Judy- extended insurance coverage for more than one event (the parade); hoping to get Fresh Grocer to contribute

**2. Education:** Eric Santoro

- Eric - Since the last meeting, the committee approved and sent a letter to state and local officials on the importance of school funding;
- Is working with PIC, PSA Home and School, St. Mary's to start a community wide playground fundraiser for PSA playground short term improvements; hoping to raise \$7K
- Mark discussed the meeting at the Lea school last week with the new principal; teachers were excited; the Lea playground has been updated with the Wilson equipment

**3. Zoning:** Brett Feldman

- Brett gave an update on 245 South 45th Street and the plan by the new owner to demo the building and build a new structure; under the zoning code, 8-9 units are permitted as of right; if the owner buys the vacant lot next door, there is the possibility of 16-18 units as of right; Brett is not sure if Barry has had any discussions with the owner (a Calif. corporation) on what their plans are; Brett will discuss with the zoning committee a possible way to reach out to the owner/developer
- Neighbors present who live on the block same block expressed displeasure with the possibility of the development without community input;
- Monica gave an update on 4224 Baltimore - letter was written to the Councilwoman's office regarding the U3 Ventures proposal in hope that there will be an ordinance change for the plot to allow the U3 plan to move forward without the need for variances and the chance then of costly appeals

**4. Executive Committee:** Monica Calkins

- Monica - starting to look at the composition of the Board for next year;
- Monica - **executive committee drafted a policy on responsibilities for individual board members; this policy was unanimously adopted; (attach the policy)**

5. **Budget:** Judy Powers
- Judy updated the May Fair financial summary (handout)

6. **Communications:** Rich Guffanti

Membership: Since Jan 1, paid membership at 220 is down by 15% (39).

Recruiting Efforts

a] In June 2013 we had a phonathon contacting lapsed members with only 7 renewals!

b] 86% of the members get one or two email membership reminders.

Those that don't respond get a snail mail reminder.

Due to the lack of response to the phonathon there are no phone reminders made.

c] First time members get a second year of membership free.

d] First time members joining the email list can get a one year free membership.

e] In June 2014 it was recommended we have a membership committee.

The tasks of this committee are to be determined.

New Members: 21% (47) of our paid members have joined in 2014.

Two board members have lapsed memberships: Williams & McCarty.

Miss Williams has been absent for all of our meetings this year, creating a second vacancy.

Website: The SHCA Center's calendar can be shared by the committee chairs and is now on the website under About.

Online payment has only brought in 12 new members but helps us sustain our membership. Twenty two percent (49) of our members use it at a cost of \$2/member.

Visits are up 21% compared to 2013. One page visits are up 19% compared to 2013. That is more people are visiting but staying a shorter time. The average visitor stays less than 2 min.

65% come from Philadelphia, 27% are new and 73% returning.

Email List: There is a total of 324 people using our email list; 45% are members and 55% are non-members. The list will be used to solicit new members.

Facebook: Facebook Likes has grown by 19% (53) or 6/mo since January

- The board will start thinking about the development of the annual report and will look at the need to bring in new members;

**Next Meeting is Tuesday, October 11, 2014**