

Spruce Hill Community Association
Board Meeting April 14, 2015
257 South 45th Street
Minutes taken by Mary Ellen McCarty

Present (60%): *Calkins, Monica; *McCarty, Mary Ellen; *Santoro, Eric; *Wagenveld, Mark; Ferguson, Monica; Grossbach, Barry; Guffanti, Richard; Halligan, Ed; Hamerman-Brown, Sylvia; Lee, Huang; Line, Laura; Maier, Brennan; Nelson, Elaine; Powers, Judy; Santoro, Craig;

Absent (40%): *Richman, Andrew; Borkon, Pauline; Bush, Julie; Feldman, Brett; Henderson, Haven; MacQueen, Susan; Waiters, Jackie;

Welcome and Introductions (Monica Calkins)

- Minutes from March approved from last meeting.
- Welcome to new board member Craig Santoro

Committee Updates

Special May Fair Appeal (Mark Wagenveld)

- May Fair reminder that we need full participation from board members.
- Need help with:
 - distributing flyers to schools like PIC, SMNS, PAS, local businesses
 - yard signs
 - raffle tickets
 - Raffle tickets need to be passed out to local blocks
 - Soliciting local vendors for raffle prizes
 - Old and new businesses
 - See the Google docs spreadsheet for last years vendors and contributions
 - Use the letter and form distributed at the meeting to help justify solicitation
 - It is important to cover the types of things the organization supports, i.e. schools, community activities, etc..
 - If we have pictures of last year's Mayfair, send to Mary Ellen to add to Facebook
 - General spreading the word about the event through email, word of mouth, message boards
 - The music and new attractions should make it a great event this year!
 - Round table discussion:
 - Where to get books, talked about Last word bookshop and other sources, Monica will be setting up boxes at local schools for donations.
 - Pony Ride logistics
 - Petting Zoo logistics
 - How to keep Mr Softy from fee-loading. Never pays the fee so he shouldn't be allowed to vend during the event.

Zoning Committee (Barry Grossbach):

Barry said that there was a lot happening for the zoning committee, too much to cover, so he referred to the email sent to the listserv copied below:

The Committee will meet to take up several zoning items at various stages of discussion:

a) Orens Brothers proposed development for 150 apartment units, 50 parking spots, and 3 commercial/retail spaces--4415 Chestnut thru to Ludlow and down Ludlow, both sides, to 44th street. This will be an opportunity for neighbors to the site to hear the proposal and offer questions and comments. Though not an official RCO meeting, I will "flyer" the neighborhood following the RCO list obtained from City Planning for this address (some 100 properties). This will be the major topic for a lengthy discussion. Approximate time--6:30 to 7:15-7:30.

Other agenda items will follow in order:

b) 217 S. 42nd Street--committee and neighbors already approved two units for this building. This is the official RCO meeting--approximate 7:15-7:30

c) Studio 34--application for a Special Assembly License--RCO meeting--

d) 22-28 S.43rd Street--RCO meeting--continuation of discussion on development of land adjacent to an existing mosque--update from the architect on design issues

e) 4530 Locust Street--application for a 3 unit building

The only certainty is the starting time and the time allotted to a discussion of 4415 Chestnut Street. It is impossible to tell how long the other cases will take, but most are fairly straight-forward and should not need an excessive amount of time. I appreciate the willingness of the other applicants and their attorneys to work with us and to exercise patience. After all, it is only the zoning committee members who are rooted to their seats for the entire evening.

The meeting is open to the public and all interested parties are invited to attend and to ask questions and offer comments. It will be the chair's responsibility to keep the meeting moving forward in fairness to all the participants.

The next zoning meeting will occur on April 23rd, where 6 zoning cases will be heard.

Flyers for April 23rd exploratory meeting about a potential redevelopment on the 4400 block of Chestnut Street were passed out and all were encouraged to attend.

Barry strongly encouraged attendance at the April 29th zoning board meeting to support the 4224 Baltimore Avenue project.

Outreach (Monica Calkins)

Monica went over the policy for financial requests

- Requests under \$300 - executive board makes decision and reports to the board.
- Requests over \$300 require executive approval by vote.

She referred to her outreach summary email, which is copied below:

If this is your understanding as well, I believe that the current exec has approved:

PAS - Ad for grads - \$10

UCAL - Ci Lines - \$500

St Marys - Spring Fundraiser - \$250

UCAL - Auction Ad - \$250

PAS - 5K sponsorship - \$250

*PAS - Spring Musical - \$250 (*Note, Andrew, this did not appear on your statement but this was in the same e-mail as the 5K*)*

Crossroads Music Series - \$250

Total = \$2,010

Pending - to bring to board 4/14/15

- Shakespeare in Clark Park - \$1,000

- UCReview/UCD - Close-At-Hand Ad - \$365

So, we will likely want to ask for the next \$1,000 increment in order to support any further requests coming in through the summer.

In regard to the Shakespeare in the park request for 10th anniversary Winter's Tale production (Scheduled for July 29th - August 2nd), she reported that the executive committee was ok with upping the contribution to \$1000, but did not want to exceed this amount in future productions.

Monica reminded the board about our policy that requests for financial contribution must promote SHCA's visibility and be favorable for the community.

A motion to approve Shakespeare in the park's request was cast and unanimously approved.

Monica asked for approval to publish a half page color ad in UC Review's Close at Hand publication in the amount of \$365. It was approved.

Education (Sylvia Hammerman-Brown/Laura Line)

Sylvia: PAS report on enrollment: A 7th grader on the list for 4 years got in!

Laura: Met with Mary McGinty in community outreach at the University of the Sciences. Mary is interested in building a community engagement commission to

- build student volunteer opportunities and work with local schools
- looking for ideas for building connections in the community
- talked about expecting future zoning variances for the former Wilson school

Laura talked about the need to pay for installation and repair of PAS playground equipment. The surface repair will require a 48 hour closure. Work includes equipment repair, surface patching and fence painting. She discussed a second, bigger phase to renovate the playground in full, including both active and quiet areas. She is working with Sarah Davis from UCD to help look for grant funding and stormwater management opportunities. The current playground is green certified and there is promise for a green focus in phase 2.

Operations (Mark Wagenveld)

- The new kitchen floor in the apartment was \$650 and it looks great
- A recovery group would like to use the SHCA space on Saturday mornings from 10am- noon.
 - Committee suggested the we post a calendar on the door, so people know when it is in use. The purpose of the group would be kept anonymous.
 - Rich reminded the group that there is an online calendar which may be edited in Google.

Greening Block Grants (Sue MacQueen)

- Sue was not present but Monica reported that the community garden at 44th and Locust is looking for help with organizing plantings and communications. They are in communication with Sue for guidance.

Bird Sanctuary (Julie Bush)

- Julie was not present but Rich reported that a Girl Scout troupe donated \$200 from cookie sales, the nesting box is inhabited, and a hawk and a goldfinch have been sited. Several members have visited the sanctuary and think it is well kept.

Business Attraction Committee (Lee Huang)

- Lee is stepping down from the committee chair and is looking for a replacement. John Potter was suggested by Barry. Barry said he would approach him to talk about the idea.

Communications (Rich Guffanti)

Rich reported the stats for active (75%) and inactive (25%) memberships. The committee held an impromptu round table discussion to brainstorm how to get people to renew memberships and attract new members. Ideas included bolstering Facebook posts and activity, continuing to send two email reminders and two snail mail reminders, delete the people who have moved, contacting members who have been inactive for five years, sharing the membership list internally so that we can encourage neighbors to join.

New Business

Philadelphia Crosstown Coalition invited SHCA to join as members. It was suggested that we invite them to present at a future board meeting to learn more.