

Spruce Hill Community Association
Board Meeting September 08, 2015
257 South 45th Street
Minutes taken by Mary Ellen McCarty

Present (60%): *Calkins, Monica; *McCarty, Mary Ellen; *Wagenveld, Mark; Bush, Julie; Grossbach, Barry; Guffanti, Richard; Halligan, Ed; Hamerman-Brown, Sylvia; Line, Laura; Potter, John; Savin, Sam; Kasrare, Cameron; Waiters, Jackie

Absent (40%): *Richman, Andrew, *Santoro, Eric; Feldman, Brett; MacQueen, Susan; Maier, Brennan; Santoro, Craig

Guest Speaker: Mr. Willis "Nomo" Humphrey - Mural Arts Building Brotherhood Initiative - 4008 Chestnut Street Mural

Welcome and Introductions (Monica Calkins)

Special Topics / Guest Speaker

Mural Arts Building Brotherhood Initiative - 4008 Chestnut Street Mural

Mr. Willis "Nomo" Humphrey gave the board a preview of a mural planned for 4008 Chestnut St. Mr. Humphrey is one of a 5 member collective working with Philadelphia Mural Arts Program. The project's theme is in keeping with President Obama's My Brother's Keeper campaign that helps create opportunities for men of color. Mr. Humphrey emphasized that men of color includes men of multiple ethnicities including Latino, Asian and African American.

In preparation for the mural, workshops and town hall meetings were held to decide the location and concept for the mural which features an Olmec Head from Veracruz surrounded by cultural threads shared by men of color. These threads are represented by colorful imagery of people and significant historical events, as well as typography depicting truths about selves, both strengths and struggles.

Mr. Humphrey asked for questions and feedback from the committee. Some general questions were asked but the response was favorable towards the mural.

Committee Updates

Halloween Tot Parade (Ed Halligan)

Halloween will fall on a Saturday this year so the event should be bigger. Ed will be applying for the permit very soon for a parade permit at the Managing Director's Office and contacting UCD and PPD for police support this week. Insurance will be needed as always. Additional help from SHCA members and board may be needed. Support from local vendors and Penn's Marching Band will be arranged soon. The Parade start time will be moved up to 3pm with a 3:30pm march time. Mary Ellen will post about the parade on Facebook soon. A question arose about the age limit for the parade. Everyone thought it was 7 but generally accepted as a family event open to parents and siblings.

Executive Update (Monica Calkins)

Vacancies - 6 board member vacancies are open and Monica encouraged the current members to recruit community friends and neighbors for nominations. Monica asked that if anyone was stepping down to notify her soon.

Outreach Request - Lori Waselchuck from UCal is requesting a \$400 financial contribution from SHCA for an art exhibit called *Windowishes*, to be displayed from late October to early December. The exhibit will fill window displays on the west side of 40th street between Chestnut and Ludlow Streets. The exhibition is a collaboration with local block captains. Questions about funding sources arose because the property is currently owned by UPenn and many wanted to know more about the current financial arrangement with UPenn before we commit to sponsoring the project.

Crosstown Coalition - Monica brought up a need for a procedure for voting on Crosstown Coalition matters. Executive committee will work out a practical procedure for future decisions.

Zoning Committee (Barry Grossbach):

The Spruce Hill zoning committee will meet on September 16th to discuss the following cases:

- 44th Street--construction of a one car garage with roof deck in side yard setback, including a curb cut and a driveway
- 39th Street (Cavanaugh's) - application for a Special Exception for proposed use - nightclub and private club
- 4131-37 Woodland Avenue - 5 year term on parking lot expiring and applicant seeks to make the lot permanent
- 4410 Sansom Street - addition of rear garage and roof deck

4224 Baltimore will begin construction next summer

Clarkville is set to open at the end of October.

40th & Pine demolition is complete and will be replaced with 5 story building

Council woman Blackwell has called a special meeting to discuss the Market Street corridor - more information to come.

New construction next to SHCA on 45th street - Local residents from the block attended the meeting to discuss problems with construction site mismanagement. Scaffolding is being stored on neighbors porch, and a strong odor is coming from the port-a-john which is sitting on a neighboring property. Barry offered his support in trying to resolve these issues by issuing a complaint from SHCA.

Mark Wagenveld talked about the lot on 4300-02 Osage Ave. A request for historic designation will be heard by the City's Historic Review Committee on Wednesday September 16th at 9:30 in room 578 in City Hall. Mark is seeking community support by asking people to attend the upcoming meeting. The Trust is contributing \$3000 for the nomination. The committee voted on a motion to designate the site as a historic property and all approved.

Education (Sylvia Hammerman-Brown/Laura Line)

On June 14th Sylvia met with Ann to check in on the playground renovations that are currently underway.

There is a new background check / security clearance for those, even parents, who wish to volunteer for school events. There is a worry that the new policy will cause problems. Monica agreed to bring the issue up at the SAC meeting.

Jeff Forstein of the Crosstown Coalition invited the education committee members to participate in their education committee called Friends of Neighborhood Education (FONE).

PAS admissions - A line formed for admission to grades 1 - 8.

Operations (Mark Wagenveld) - Nothing to report

Greening Block Grants (Sue MacQueen)

- Sue was not present but Barry informed the board that she has left her SHCA position for personal reasons.

Bird Sanctuary (Julie Bush)

Feeding has resumed after a summer break.

Richard is working on a solar powered water circulator DIY project to move drinking water.

Business Attraction Committee (John Potter)

John reached out to existing committee members to reignite the committee but the existing members are no longer interested in participating. He actively looking for new volunteers.

UCD and SCHA is hosting corridor tours with Young Involved Philadelphia (YIP).

John shared ideas for events with businesses when a new businesses open in the neighborhood, for example ribbon cuttings or wine and cheese events. Whatever the businesses feel most comfortable with. A possible partner is the Baltimore Ave Business Association (BABA).

Communications (Rich Guffanti)

Membership

List has 382 names.

Paid members is at 235, 62% of the list, 77% with email.

46% of the list are due in 2010-2015.

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8% of the list are Lifetime or Honorary

27 new members have joined us in 2015.

76% of our 2010 - 2015 members renewed in 2015

Lifetime Board: Grossbach, Potter, Eric Santoro.

Inactive Board: Calkins (4/8/15), Feldman (9/10/15), Maier (10/8/15). All have received at least two email and two snail mail notices.

Eight mailings were made over eight months. We have spent 79¢ each for \$557 total and received about \$2,500 in memberships, (Expense/Renewal = 22%).

There are 152 members who have not renewed after getting two emails and two snail mails. They will get a letter asking them to check off some reasons why.

Email List

The list has 369 participants, 46% are members and 54% are nonmembers.

Board usage is at 2.6/wk down from our 2014 average of 3.4.

Website

Online Payment is unchanged at 31% of our members.

In 2015 the 3778 visits is 8% over the 2014 visits for the same time period (Jan 1 - Aug 31)

Facebook

Facebook has shown steady growth of 39% since Jan 1, with 584 Likes