

Spruce Hill Community Association
Board Meeting June 14, 2016
257 South 45th Street
Minutes taken by Mary Ellen McCarty

Present: *Calkins, Monica; *Santoro, Eric; *McCarty, Mary Ellen; Bush, Julie; Carr, Tyree; Feldman, Brett; Grossbach, Barry; Hamerman-Brown, Sylvia; Line, Laura; Potter, John; Waiters, Jackie

Guests: Budick, Seth; Fayez, Rana; Johnston, James

Absent: *Richman, Andrew; *Wagenveld, Mark; Alvarez, Veronica; Bosse, Alexa; Halligan, Ed; McGarvey, Vicki; Moore, Richard; Rosof, Libby; Santoro, Craig; Borkin, Pauline; Maier, Brennan; Guffanti, Liu, Roseann; Richard; Nelson, Elaine; Philip; Wagner, Elise

Introduction (Eric Santoro):

May Minutes approved with following changes:

Change to zoning first bullet "...asked zba to hold the vote for 2 weeks"

Change June to April

Eric welcomed guest speaker, Seth Budick.

Guest Speaker (Seth Budick, UCD Dirt Factory)

June marks the 4th anniversary of University City District's Dirt factory, a community composting facility located at 4308 Market Street. Seth Budick wanted to speak to the board in the hope that SHCA would remind the community about this free community composting resource.

UCD transformed the vacant lot into a active composting facility which is open on Wednesdays from 5pm-6pm and Saturdays from 10:30am to 11:30am. Seth passed out flyers and went over what household waste accepted and not accepted. Organic waste from households is accepted but not animal products. The Dirt Factory has 2 distribution days each year where the community can pick up processed compost for gardens. The Dirt Factory does educational work, touring school groups, holding workshops, and hosting the soil kitchen, a mobile soil testing lab. For more information email compost@universitycity.org. Currently the factory is being underutilized and can take a lot more from the neighborhood. Seth is asking for SHCA to remind the neighborhood on its listserv and social media outlets.

Barry talked about the personal benefits of composting.

Fact sheets were distributed about why composting is important and seth answered a variety of questions about composting. The board suggested that Seth provide general information about the Dirt factory that SHCA will distribute to the neighborhood.

Executive Board Announcements (Eric Santoro)

Vicki McGarvey is starting a new engagement committee, which will serve as a resource for social events, sponsor events, and potlucks. The committee would like to invite people to join and help out.

Generally, committees should be filled with non-board members

Question: What about merging engagement with communications committees? May not be a good fit. Communications is centered on membership not events.

Guest, Rana Fayez attended the meeting to see how her journalism / writing skills may help with social media and a newsletter. She lives in the neighborhood and sees ways that our outreach can be improved with better listserve emails, marketing tools, and twitter. Some marketing tools have ways to track people's interest and gather data about the reader's behavior. She has the ability to schedule posts and cycle basic facts or write a newsletter.

Donations – \$1000 donation was made to the scholarship fund in honor of Sheila Sydnor.

Andrew suggested a donation for Christopher and Danny, whose son passed away from tragic accident. Thursday is a service and board will consider a donation - will investigate further.

May Fair (Mark Wagenveld / Ed Halligan):

Andrew distributed the May Fair Financial Summary. SHCA came earned a net income of \$1,500.

There was a discussion about what works in terms of raffle. Perhaps a silent auction would work better. Mary Ellen suggested that next year we prepare early and that silent auction idea is more appropriate in a more formal setting, not appropriate for a fair. The idea to change to gift baskets was tossed around. We need more involvement because the raffle is too much for one or two people to manage.

Mary Ellen held a raffle redrawing for a few prizes that went unclaimed.

Education (Laura Line, Sylvia Hamerman-Brown, Monica Calkins):

Monica talked about the PAS Principal, Michael Farrell. She talked about his enthusiasm for community involvement and values all children. She thinks that he will be a great fit for PAS and sees ways that PAS and SHCA can continue to have a relationship. He was heavily vetted in the selection process.

The education committee will set up a time to meet Mr. Farrell, maybe in August. There they will invite him to a SHCA meeting and discuss the playground rehab project.

Lea principal resigned in May and will be searching for a new principal ASAP. The school invited SHCA input but the search is moving rapidly. The education chairs will attend meetings if needed and reuse the content developed for the PAS principal search. Sylvia will follow up with Lea selection.

Zoning Committee (Barry Grossbach):

46th and Spruce project is approved and there is now a 30 day appeal period. Not sure if it will be appealed. Alex did intend to appeal but we will see. Business attraction should set up a meeting with developer to suggest possible businesses.

43rd and Baltimore – still waiting for more information and project movement.

The 40th St. trolley portal project will be starting in the fall.

40th and Pine construction will start soon – 5 stories apartments with no retail.

We should be rethinking the approach for 40th street as a corridor

RCO renewal is coming up and due by the end of the month. It is the responsibility of the Executive Board to apply, not zoning committee. Being a RCO gives SHCA a seat at the table in the zoning process. PCPC will begin a monitoring process for RCOs to weed out corruption.

Barry suggested that we send a card or small gift to James Robuck to honor the life of his wife Cheryl. Eric volunteered to deliver a card.

Barry said some nice things about Seth Budick's importance to UCD.

Business Attraction (Jon Potter):

There is no commercial real estate brokerage for the area, however recently new businesses on Baltimore Ave have been driven by Michael Hersch of MPN Realty. MPN is filling the role of attracting businesses (small and local). Michael is good with communicating with Jon and perhaps willing to come to a meeting.

Loco Pez is coming to Baltimore Ave
Tony's is for sale
Zeds moved again near Royal Pizza.

Block Improvement Grant (Mary Ellen McCarty):

SHCA hosted a well attended RainCheck Workshop on June 2nd. The workshop went well and PHS may want to host another event at the center.

Bird Sanctuary (Julie Bush)

The compost bin was removed because neighbors complained about it. It is removed but folks want to wait to see if complaints come in before it is reinstalled.

A solar panel for automatic watering device is being installed

Operations (Mark Wagenveld):

The apartment tenants will renew their lease for another year.

The Apple Watch was returned to raise more money for SHCA. We need to think over how to deal with it.

Crosstown (Monica Calkins):

The SLA bill is dead.

RCO regulations – accepted 5 new regulations. See the minutes distributed by Monica.

Crosstown is building a network to support public schools and there will be will be more meetings.

Looking for recommendations for an insurance company for non-profits.