

**SPRUCE HILL COMMUNITY ASSOCIATION  
BOARD MEETING MINUTES FOR FEBRUARY 11, 2014**

Minutes taken by Andrew Richman

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PRESENT: Borkin, Paulene; Calkins, Monica; Cole, Andy; Ferguson, Monica; Feldman, Brett; Grossbach, Barry; Halligan, Ed; MacQueen, Sue; Maier, Brennan; Powers, Judy; Richman, Andrew; Santoro, Eric; Shashasty, Michael; Wagenveld, Mark; Waiters, Jackie

ABSENT: Gayle, Lee; Guffanti, Richard; Hammerman-Brown, Sylvia; Henderson, Haven; Huang, Lee; McCarty, Mary Ellen; McCulloch, Marie; McDaniel, Justin; Nelson, Elaine; Wilson, Pamela

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**1. Welcome -- Monica Calkins - Last meeting's minutes approved.**

**2. Zoning Committee Update:**

- Barry gave an update for the meeting planned for 4224 Baltimore Avenue on 3/3/14 and will send out more information to the list serve.
- Barry then gave an update on the 40th and Pine Street Zoning Appeal, which was remanded in part and upheld in part. Barry then explained the dilemma of the project going forward, mainly the fact that the approval would be for taking down the entire structure. On the other front relating to this project, the Councilwoman does not want to change the zoning of the plot.
- On the agenda for the next zoning hearing is a proposal to change the Baltimore Avenue facade of the City School.

**3. Education Committee Update:**

- Eric gave update on non PAS related news --- the Education Committee will continue to reach out to other groups (such as Garden Court) and will evaluate other opportunities as they present themselves

**PAS Update**

- Eric discussed the meeting that the Education Committee had with Superintendent Hite's office. Overall, the meeting was positive, respectful and helpful in terms of getting new information on PAS data and wait-list information.
- Eric discussed the e-mail he sent to the SHCA list serve and the data collected from the district.
- Some of the highlights from the meeting with the district and the information received:
  - Changing the border for PAS catchment is not under consideration;
  - The 34 students who are currently enrolled at PAS who do not live in the catchment will remain at the school;
  - Historical wait list data do not exist or may not be reliable for PAS;
  - How the wait list works and why there appears to be spots in each grade open when there are children on the wait-list is ;
- Eric discussed that in the future, communication should start with the Principal of PAS and the School Advisory Council (SAC).
- Eric has a meeting with Principal Sydnor this Friday to discuss fundraising plans for the grounds and playground of PAS, and will also open up a dialogue on future issues with PAS.

**Other Educational Issues:**

- Barry discussed some of the issues involving real estate planning of the former U-City High School building and the possibility that Drexel may be involved in acquiring and using the property to help build a new high school;

**4. Budget Update**

- Judy reviewed the attached Budget documents that she handed out
- Judy discussed the SCHA outreach fiscal plan that was distributed;
- There was a proposal that the outreach fiscal plan be adopted with two changes, any request for \$300 (not \$250) or less may be decided on and allocated by unanimous decision of the executive committee and report at the following board meeting. Any requests over \$300, the executive committee will make a recommendation to the board, request a vote of approval, and will respond to the request within 4 weeks.
- It was also recommended that the guidelines in the SHCA Outreach Fiscal Plan be amended to include "be consistent with the by-laws of SHCA"
- The Board unanimously approved that the SHCA Outreach Fiscal Plan be adopted with the above modifications and that the outreach budget, currently at \$3,000 per year could be increased by units of \$1K with approval of the Board
- The Board also approved the Budget as given.

## **5. Business Attraction update:**

- Monica Calkins summarized for Lee Huang who was not present; the survey results are in and the data is currently being analyzed; Lee will circulate a draft of the findings in March and hopes to finalize a report in April; there is the possibility that Mary Ellen may develop interactive maps from the data.
- Barry discussed what we can do with the information since we may not have that much commercial real estate available; Monica Ferguson discussed that Lee envisions being proactive with the insights gained.

## **6. Greenblock Grants - Sue**

- There is \$1,200 in the budget for block grants right now;
- Sue will communicate with Rich the changes that need to be made to the web site regarding block grants since the information is dated on the site;
- The Board did not agree to increase the block grant budget by \$5,000 to \$6,200.
- There was an understanding that if we get more applications, we can evaluate whether or not we need to increase the budget for block grants

## **7. Communications Update**

- Rich was not present to update but sent his report to Marie McCullugh.
- The need to update the SHCA Facebook page was briefly discussed; Monica Ferguson and Andrew agreed to work on updating the page together.
- Website

**Payment is unchanged at 13% of our members.**

**Only 8 board members have used online payment.**

**Visits:** Visits are down in January (184) when compared to the 2014 average of 338. The average visitor stayed 2:42 and visited 3 pages.

- Email List

**The Email List added 6 in January and is at 324, with 60% of the members on it.**

**Emails and phone calls have been made to the members not on it. One board member with email is not on it: Haven Henderson.**

**The board uses it at the 2013 average of twice a week.**

- Membership

**The membership is unchanged in 2014, at 273. Currently 14% are expired.**

**Email and snail mail has been sent with no response.**

**Two board members have an expired membership: Pauline Borkon, & Lee Gayle**

- Facebook

**Facebook growth has slowed from the 2013 average of 10/mo to 2 in January 2014.**

## **8. RCO Update - Ed Halligan**

- Ed had a meeting with the City's Planning Commission where he learned about the process of registering as a RCO under the City's new guidelines;
- Ed was able to register online to continue SCHA's status as a RCO for the next two years

## **9. New Business**

### Trust Update

- Barry Grossbach gave an update on the Trust; the Board members were recently approved for the Trust which included most of the same people as last year and the addition of Sarah Davis from University City District.
- The Board voted that the Trust Board is accepted
- Other Trust news: the Trust received more money for the PAS window replacement; has almost \$1,000 in the education budget; and \$7,500 in historic district money

### May Fair Update

- Barry has secured a delicious assortment of trucks for the fair

### 46th and Market

- Monica Calkins informed the Board that City Council has approved a bill for the Police Department to acquire the parcel at 46th and Market and move headquarters to this location