

Spruce Hill Community Assn
Board Meeting June 10, 2014

Minutes taken by Marie McCullough

Present (52%): Monica Calkins, Brett Feldman, Monica Ferguson, Barry Grossbach, Rich Guffanti, Ed Halligan, Lee Huang, Brennan Maier, Mary Ellen McCarty, Marie McCullough, Elaine Nelson, Eric Santoro, Mark Wagenveld

Absent (48%): Pauline Borkon, Andy Cole, Lee Gayle, Sylvia Hamerman-Brown, Haven Henderson, Susan MacQueen, Justin McDaniel, Judy Powers, Andrew Richman, Michael Shashaty, Jackie Waiters, Pamala Williams,

Guests: Rachel Wallace (Repair the World); Richard Gordon, principal of Paul Robeson High School, 4125 Ludlow St

Meeting started at 7:35

May minutes unanimously approved

Guest Speaker: Richard Gordon said his school, which has a special focus on human services, is looking to form partnerships with community organizations like SHCA. He would like an SHCA member to be on the school's advisory council, which meets once a month.

The school is 10 years old, used to be part of Bartram, and was on the closure list last year. Students protested and convinced Superintendent Hite (who had never visited the school) to rescind the decision. Mr. Gordon passed out a summary of the school's mission and points of pride, including an award-winning health technology program, 90 percent graduation rate (higher for the current class) and \$1.5 million in college scholarships for the Class of 2014. Last month, the school put on Dream Girls in cooperation with the Philadelphia Theater Co.

Zoning--Barry Grossbach:

The status of the projects, 4224 Baltimore Avenue and Azalea Gardens at 40th and Pine, were described as status quo. The zoning committee is waiting for word from developers for 4224 about "next moves," and there is no new progress to report on reconciling differences between developers and Penn with opponents of the proposed project. Board members were also counseled to be aware of any zoning postings during the summer months and to report them to Spruce Hill."

Education--Eric Santoro: The committee met last week. It is collaborating with other groups to protest the school district budget cuts. The committee made 41 life-sized student cutouts to show City Council what a class size of 41 would look like. The committee also sent a letter from SHCA to elected official to protest the cuts.

PAS playground: The committee is meeting this Thursday, June 12, with reps from PIC, UCAL, UCD, and St. Mary's to discuss cooperating on restoring/maintaining the playground.

Mayfair--Mark Wagenveld: He reported that we broke even on this year's fair.

Communications--Rich Guffanti:

Membership is down by 14% (236) because Rich dropped the members who lapsed in January-April after sending them email and snail mail reminders. There are two board members who have not paid their dues and two who are lifetime members. A discussion ensued about ways to retain members. Monica C. suggested reestablishing a committee to look into it. Rich saw a need for more contact.

Website: Online Payment is used by 19% of our members and 36% of the board. Rich offered some statistics indicating that the website doesn't get much use. In 2013 53% visited only one page, in 2014 it rose to 62%

Email List: The list is unchanged from January (318), with 62% of the members on it. Fifty four percent of the list is non-members. Board usage is up 23% from 2013. (3.8/wk vs. 2.5/wk)

Facebook: Facebook Likes growth steady at 7/mo or 12% since January 1st.

There was also discussion about the need for a designated FB administrator to answer messages. Monica Ferguson said she will make it a point to do so.

Online Calendar: Barry asked for an online calendar so the board can know when the center is scheduled for meetings. Rich said he will set up a Google calendar.

Block Grants: Monica Calkins said the bird sanctuary clean up day was very successful.

New Business: Ed Halligan said we need insurance coverage for the Halloween parade. Barry spoke to UCD about possibly getting coverage through UCD. He is waiting to hear back from UCD. Monica Calkins said the approval for the June minutes will be done by an online vote.

The meeting adjourned at 8:50.