

Spruce Hill Community Association

Board Meeting Jan. 13, 2015

257 South 45th Street

Minutes taken by Andrew Richman

Members Present (64%): *Calkins, Monica, *Richman, Andrew, *Wagenveld, Mark, Bush, Julie, Feldman, Brett, Ferguson, Monica, Grossbach, Barry, Guffanti, Richard, Halligan, Ed, Hamerman-Brown, Sylvia, Henderson, Haven, Line, Laura, MacQueen, Susan, Nelson, Elaine, Powers, Judy, Waiters, Jackie,
Not present(36%): *McCarty, Mary Ellen; *Santoro, Eric; Borkon, Pauline; Huang, Lee; Maier, Brennan
* = Executive Board.

Guests: Azephra Hamilton (Bicycle Coalition) and Cara Ferrentino (Mayor's Office of Transportation & Utilities)

Welcome and Intro - Monica Calkins

- Around the room introductions

Guest Speakers - Philly Bike Share - Azephra Hamilton and Cara Ferrentino

- Introduction to what the Bike Share is; monthly and single ride options; Handout from the Bike Share;
- 2 phase rollout; 60 stations to launch in Philly this spring;
- Looking at potential stage locations -- 6 ft by 60 ft per station; sidewalks need to be at least 12 feet wide for the station
- Looking for feedback for Clark park location -- the intersection at 43rd and Baltimore is not wide enough; need input on location for Clark park;
- Reviewed options for Clark park - most involved a "nature strip" or extension of hard surface/paving
- Friends of Clark park voted for option 4;
- Demonstration at the May Fair?
- Feedback from SHCA on location near Clark Park --we will provide feedback to them after the meeting

Zoning Committee - Barry Grossbach

- 4224 - Developers filed for zoning on December 16th; spruce hill is the designated RCO to convene the other RCO's and hear the case - have to convene Matt Wolf and SW Kingsessing; will likely be taken up at the next SHCA Zoning meeting on 1/26/15
- 41st Ludlow still ongoing discussions
- Fresh Grocer - in discussions over selling beers - have to sell "higher quality" beers;
- Conservation District
 - Meeting with other community groups to discuss problems in west philly with development and historical designations; Powelton is looking into forming a conservation district
 - What is a conservation district? different criteria than a historic district, from the meeting - concerns - simple, non-threatening; need to try and retain landscape/streetscape of district; discussion headed to protecting streetscapes -- common setbacks; porches;
 - Barry does not want to take up the cause as part of zoning; it is bigger than zoning; if SHCA is interested in looking into, we should put together a working group;

- Question- any downside? -- Barry didn't see one; nothing to lose in exploring;
- Barry voiced concerns over what is planned on 45th; there are no parameters in place to protect streetscapes
- Question - would the reception for something like this be better than something for historical designation? Barry discussed the history/fight to have area designated as an historic district and the negative feedback that was received from numerous homeowners/blocks; and developers
- Barry thinks we would be better off with individual districts for this but the idea of signing off on something jointly among community associations would play well with Blackwell
- Next steps -- see what consensus is from other groups; have asked historical society to come up with a broader framework for this

Monica made Motion to proceed w/ proceed with investigate conservation district - all in favor

Minutes from last meeting approved - Sue motion and Judy seconded - all in favor

Education Sylvia Hamerman-Brown

- Next step for playground will be to meet with Ann and PAS playground
- Trust is looking into applying for grants for the playground - Barry
- Phase one goals were met and exceeded for the playground
- Possible more involvement in the PAS 5K

Greening Block Grants - Sue MacQueen

- There is now a committee
- Looking into updating and simplifying the block grant application and ways that we can promote it

Bird Sanctuary - Julie Bush

- Has a meeting coming up this week
- Want to get registered with PA Audubon and Butterfly Registry
- Working on a plant database
- Still thinking about educational signage -- looking for add'l funding sources;
- Looking at some site improvements for birdhouses

Executive- Monica Calkins

- Have vacancies on the board - 4 to fill; encourage people who may be recommend to the Board;
 - Areas of need: membership, May Fair, Zoning - North and East borders; Historic Conservation District Investigation; Biz. Attraction
- Going to have a January Newsletter that is almost complete

Communications - Rich Guffanti

- Paid Membership is down 15% in the last year at 220.
69% of our members renewed in 2014.
22% of our paid membership joined in 2014.
13% of our members are Lifetime Members.
Two emails and one snail mail are routinely sent to lapsed members.
- Website: Online Payment is unchanged at 11% of our members.
Four additional board members have used online payment in 2014 bringing it to 48% of the board.
In 2014 the visits averaged 13% over the 2013 average.
- Email List: The list rose 5% in 2014 with 60% of the members on it.
Board usage is at 3.4/wk up from our 2013 average of 2.5/wk.
- Facebook: has grown 47% in 2014

Operations - Mark Wagenfeld

- Tenants in both apartments leaving early; but both have lined up replacements; under lease until the summer of 2016

New Business

- Philadelphia Jobs with Justice Campaign - Rich; trying to get UPENN to pay property taxes; Rich will send out e-mail

Announcements

- UC Green recycled 268 xmas trees last week; going to spread the mulch next Saturday