

Spruce Hill Community Association
Board Meeting May 05, 2015
257 South 45th Street
Minutes taken by Mary Ellen McCarty

Present (64%): *Calkins, Monica; *McCarty, Mary Ellen; *Richman, Andrew; *Wagenveld, Mark; Bush, Julie; Feldman, Brett; Grossbach, Barry; Guffanti, Richard; Halligan, Ed; Hamerman-Brown, Sylvia; Line, Laura; MacQueen, Susan; Nelson, Elaine; Potter, John, Powers, Judy; Santoro, Craig; Potter, John

Absent (36%): *Santoro, Eric; Borkon, Pauline; Ferguson, Monica; Henderson, Haven; Lee, Huang; Maier, Brennan; Waiters, Jackie

Welcome and Introductions (Monica Calkins)

Introduction of John Potter who the board agreed over email that John will take over the business attraction committee. Next meeting will be a vote.

Walnut Hill West is asking for SHCA to support their plans to construct a bike lane on 5000 block of Chestnut Street. The lanes and other streetscaping work are meant to calm traffic, reduce accidents and protect pedestrians. The board had an open discussion about the pros and cons of a project of this nature on Chestnut Street. A question arose, asking if adding a bike lane was proven to calm traffic. It was explained that it was known to help improve safety and that the lanes on Walnut street were a "god-send". One said that the three lanes on Chestnut caused a problem, drivers are changing lanes and driving more aggressively. Some were concerned that Chestnut Street was the only arterial street moving east, so it should not have added restrictions that might slow down traffic. Others believed that since Walnut Street had a bike lane, Chestnut should also, because they functionally mirror each other. It was also mentioned that Market Street was equipped with bike lanes, so we do not need them added to Chestnut. It was suggested that we invite them to talk to us in person about the traffic calming plans. All felt that a meeting was unnecessary. The question was asked, why should SHCA oppose the project, if Walnut Hill thinks it is necessary. A motion to vote for supporting Walnut West's bike lane decision was called. The vote was approved with the majority voting in favor of support, with one voting no.

Committee Updates

May Fair (Mark Wagenveld)

- May Fair weather is looking good for Saturday, streets will be blocked in the next few days and music, vendors and general plans are now set up.
- Need help with:
 - Volunteers on the day of. A spreadsheet was handed out to encourage members to fill in the volunteer slots.
 - Barry Grossbach suggested that we hire young people to help with set up. Susan MacQueen suggested the UCGreen youth workers as a possible resource for set up and break down. Sue will enquire and get back to mark with their answer.

- Judy said that raffle prizes are looking good, but need to sell more raffle tickets
- Price setting open discussion for balloon animals, pony rides, bounce house, face painting, petting zoo.
 - Tickets - 2 for \$5, 1 for \$3
 - balloon animals - 1 ticket
 - pony rides - 2 tickets
 - bounce house & obstacle course - bracelet for \$5
 - face painting - charge by artist
 - petting zoo - free
- If we have pictures of last year's Mayfair, send to Mary Ellen to add to Facebook
- General spreading the word about the event through email, word of mouth, message boards.
- The music and new attractions should make it a great event this year!
- Round table discussion:
 - Where to get books, talked about Last word bookshop and other sources, Monica will be setting up boxes at local schools for donations.
 - Pony Ride logistics
 - Petting Zoo logistics
 - How to keep Mr Softy from fee-loading. Never pays the fee so he shouldn't be allowed to vend during the event.
- Board members should raise awareness about the organization and free memberships during May Fair.
- April Minutes approved

Zoning Committee (Barry Grossbach):

- Studio 34 worked out a deal to exclude the downstairs business from nightclub designation.
- Fraternity at 4030 Spruce St house is in good order, well maintained and renovated. The zoning committee will support the permit with a limit of 5 years.
- 4224 Baltimore zoning hearing update - Barry expressed disappointment with the outcome of the zoning meeting on April 23rd, where the meeting fell far behind schedule. There was an apparent division on the zoning board, and no formal vote was cast. Barry is hopeful that the development zoning change request will be approved.
- Open discussion and questions and answers about various projects.
- Barry handed out 40th Street trolley portal fundraising materials to help UCD reach its goals but selling personalized pavers.

Education (Sylvia Hammerman-Brown/Laura Line)

- We have paid the home school association
- The repairs are soon to start for PAS playground. There are some DIY repairs where volunteers are needed. The work includes painting and patching the fence.

- Laura had a big thank for the recent donation from the Coleman Center for their generous \$3,000 donation. Barry explained the family foundation's significance in the community as having helped spur Baltimore Avenue revitalization and the SHCA Trust.

Operations (Mark Wagenveld)

Nothing to report

Greening Block Grants (Sue MacQueen)

- Sue talked about work with Lauren Peterson of the Walnut Hill Association

Bird Sanctuary (Julie Bush)

- Girl Scout bird houses were installed. New poles were purchased to mount the houses on. New donations have been coming in and Julie hopes to purchase some new trees. Twenty different visiting bird species have been identified.

Business Attraction Committee (Lee Huang)

- Lee was absent and John Potter is too new for a committee update.

Communications (Rich Guffanti)

- Membership List has been restructured to include members that have been inactive since 2010. All inactive members have been contacted by two emails and one snail mail. A list of the members living on their block was given to each board member. Currently the list has 380 names, 51% are active, 75% with email.
28% of the list are due in 2015 and 28% of the list are due in 2016-2019
8% of the list are Lifetime or Honorary. The renewal rate is 23%.
- Email List has 349 participants, 48% are members and 52% are nonmembers. Board usage is at 2.9/wk down from our 2014 average of 3.4.
- Website Online Payment is 37% of our members, an 9% increase over 2014. In 2015 the visits is 28% over the 2014 visits for the same time period (Jan 1 - Apr 30)
- Facebook has shown steady growth of 12% since Jan 1, with 471 Likes

New Business

- Mary Ellen McCarty suggested that the organization install a bike rack outside. Mark said that it might require some concrete repair. Mary Ellen will research how to get one from the city.
- Andrew Richman talked about bringing a night market to Spruce Hill. Someone said there was one on 38th & Market
- Andrew Richman agreed to do the minutes in June.