

**Spruce Hill Community Association
Board Meeting June 6th, 2017
257 South 45th Street
Minutes taken by Mary Ellen McCarty**

Present: Alvarez, Veronica; Gong, Bo; Bush, Julie; Calkins, Monica; Carr, Tyree; Grossbach, Barry; Guffanti, Richard; Hamerman-Brown, Sylvia; Johnstone, Evan; McCarty, Mary Ellen; McGarvey, Vicki; Moore, Richard; Nelson, Elaine; Potter, John; Richman, Andrew; Rosof, Libby; Santoro, Craig; Santoro, Eric; Wagenveld, Mark; Waiters, Jackie

Absent: Bosse, Alexa; Fayez, Rana; Line, Laura; Liu, Roseann; Medley, Leslie

Introductions - Eric Santoro

May Minutes approved

Guest Speakers - Alissa Weiss & Sarah Davis, UCD

Barry Grossbach introduced Alissa and Sarah from UCD and briefly described UCD's new initiative. In honor of UCD's 20th anniversary, UCD is looking to support the community by reaching out to community group to see what help might be needed and to see how the organization can help.

The help is not site specific and is meant to benefit the community in a general way.

The need to get UCD's help to grow SHCA's membership was identified. Many people living in Spruce Hill are not members of SHCA. Help to construct membership drive would be beneficial.

Alissa and Sarah are here talk more about how UCD can help...

Alissa & Sarah:

UCD wants to do something important for each neighborhood association – membership idea was discussed. Interested in hearing the groups' ideas. The project will run from July 2017 - June 2018. UCD would like to build out a partnership with SHCA and asks for other ideas besides membership.

Alissa & Sarah talked about cultivating community engagement and ways that UCD has a similar dilemma. They talked in general about ways to build up and cultivate community engagement and community attraction. Some issues identified included: communicating with the community about what SHCA does and its importance to the neighborhood; approaching new people in the

neighborhood; the structure of SHCA being a volunteer based organization - making it hard to get work done; how to reach out to the renters is in the neighborhood.

Some broad ideas discussed include:

- Why does SHCA association do what it does and volunteer time? Communicating what we do, why we do it, how we make community better.
- The need to build a development and communication plan. Building a strategy.
- What is the message, rather than the tactic?
- Who is your audience?

The board brainstormed some needs and ideas including:

- Membership attraction
- modernizing the center
- hiring a staff person to serve in a fundraising role
- working with block captains and getting a list of block captain for cleanups
- development and communication strategy.

Alissa & Sarah will prepare some ideas in writing and will be in touch to interview SHCA folks for input.

Committee Updates

Exec - Eric Santoro

University City Mix – ask SHCA to be a guest speaker 40-50 people attend
Donation of \$250 was approved for PAYSA baseball league.

May Fair / Book Sale - Andrew Richman

Financial report

Andrew is returning deposits but ran out of checks and is waiting for delivery

Income - \$4,800

Expenses – 3000

Raffle will be held at Dollar Stroll and the date on the website needs to be changed.

Books - We should do a September book sale not sell them at the dollar stroll

Night Market - Barry Grossbach

During the meeting with the city – Original June 29th date was opposed because of traffic issues. The new date is set for Saturday July 1st. We are expecting 20k people. People help distribute cards & flyers all over the city. Mary Ellen is coordinating with the Food Trust's communication's person.

Education - Sylvia Hammerman-Brown/Monica Calkins

Principal Farrell will give update on PAS waitlist

Still outstanding students on the waitlist.

Some teachers are hired with the promise that their kids will be able to go to PAS

The issues is complicated and there will be an update at the SAC meeting.

Playground meeting on June 15th

Crosstown Coalition - Barry Grossbach

There was a vote on police officers – we supported

Board and officers – election with multiple people in the running and the slate went out online and omitted a person running for treasurer. Barry will write letter to say that we feel uncomfortable with the slate and the emails, so we are stepping away from the election.

Zoning - Barry Grossbach

There will be a meeting next week about active construction taking place on historic building.

There is a need to get L&I out to inspect and get them to shut it down. (did not catch location)

42nd and Chester – Barry is angry about the building and wants to write an article about the problem. Maybe bring it to local media outlet. Get Inga to tour the town – story about what AS OF RIGHT means to a neighborhood.

Police Station decision to move to center city – enterprise center and many more are upset about the decision. We need to send a message as a unified group. We should work with other RCOs and orgs. Having a strong position it could hurt zoning initiatives if presented alone.

Operations - Mark Wagenveld

The upstairs apartment available end of July.

Mark and Rich will work to clean up the basement this summer and get a list of projects for the center.

Bird Sanctuary - Julie Bush

New photos of the bird sanctuary look great!

6-7 tours of the sanctuary Saturday coming up.