

Squirrel Hill Urban Coalition

Board Meeting

7:00 p.m., July 18, 2017

The Children's Institute

1405 Shady Avenue

Pittsburgh, PA 15217

Attendees:

Board: Ray Baum, Rita Botts, Vivian Didomenico, Andy Dlinn, Rich Feder, Barb Grover, Steve Hawkins, Michael Henderson, Marshall Hershberg, Gina Levine, Lois Liberman, Cynthia Morelock, Lisa Murphy, Josh Sayles, Erika Strassburger, Erik Wagner, Chris Zurawsky

Staff: Marian Lien, Executive Director; Britt Reints, Magazine Editor

Guests: Roy Cochrane, Pittsburgh Police Zone 4; Sgt. Ronald Griffin, Pittsburgh Police Zone 4; Commander Herrmann, Pittsburgh Police Zone 4; Ernest Rajakone, Office of Community Affairs; Kathryn Schlesinger, Pittsburgh Community Reinvestment Group; Helen Wilson, Squirrel Hill Historical Society.

Meeting began at 7:00 pm. Marshall moved and Erika seconded a motion to approve the June minutes; unanimously approved.

Community Safety - Zone 4 Police Report

Roy Cochrane is the newly appointed Neighborhood Resource Person. He will be dedicated to the Squirrel Hill neighborhood. Britt will include a photo of Roy and information about his position in the next issue of the magazine. Major crimes in our area are thefts of bicycles and items from vehicles. Commander Hermann strongly recommended that residents call 911 if they see anyone suspicious wandering the neighborhood. Currently there is a shortage of officers and we have only 11 officers in our precinct. Reinstating the Citizens Patrol will be a topic of discussion at a future meeting.

Financial Report – 2016-2017:

SHUC's finances are basically healthy. Loss of ~ \$8000 as shown on the financial report for June, is a reflection of cash flow variation rather than an issue of concern. The 990 Form will be on the SHUC website as financial information for the public. Ray moved and Marshall seconded a motion to approve the 2018 Fiscal budget. Unanimously approved.

Administrative:

A chart listing Board Members and their positions within SHUC was distributed. Board member Rita Botts was omitted and will be included for the September meeting

Rich's proposed list of requirements and expectations of Board Members (shown below) was discussed.

Overall Responsibilities:

- Attend board meetings and be a dues paying member, as required by our By-Laws
- Attend the Treasure Dinner
- Participate on at least one SHUC Committee
- Participate in at least one activity of SHUC; activities include Night Markets, Bach, Beethoven and Brunch, attending SHUC public meetings, etc.

Financial Expectations

Board members are asked to make a “meaningful contribution,” which is defined as “an annual contribution to SHUC that falls within the top three charitable contributions that the board member makes annually to their chosen recipients.” The timing of financial contributions made to SHUC are at the discretion of the board member; the following are some opportunities that SHUC regularly offers for persons making contributions:

- Participate in annual fundraising events (e.g., challenge campaign, year-end letter)
- Participate in fundraising as part of Treasure Dinner such as getting sponsorships, selling raffle tickets, and becoming a sponsor

Highlights of the discussion are:

- Be clearer about what a “meaningful contribution” means; we want to be sure people who don’t have a great deal of financial assets can contribute and be a part of this organization.
- We should consider getting a better balance between Grant funds and Membership donations/fundraising.
- Review the By-Laws to determine whether revisions are needed; A discussion of the By-laws might be an Agenda item for the September meeting. Perhaps form an Ad-Hoc committee to conduct the review. Last review was done in 2009.
- Perhaps encourage more Board members to participate in writing Grants.
- All board members are encouraged to contact Rich with additional comments if they were unable to offer them in the open meeting.

Michael moved and Steve seconded a motion to accept the slate of officers as listed on the Board of Directors chart distributed. Unanimously approved.

Commercial Development and Residential Quality:

- Forward-Murray area (Gateway District) –the proposed medical marijuana dispensary was approved by the state; the developer accepted all our suggestions; we are depending on Curt Conrad at Councilman O’Connor’s office to get the city’s commitment. City Traffic has to approve the traffic flow.

- Proposal for 5800 Forward Ave. (former movie theater + corner site) – A public meeting will be held Monday, July 24, at 7pm at the JCC to obtain community residents' input to the current plans. Consistent with SHUC's various plans and studies conducted over the years, SHUC wants to support development at this site but needs a better understanding of the size and bulk of the development and the traffic flow and parking situation. While construction is occurring, the bus stop at the corner of Murray and Forward will be eliminated. Nearby bus stops are at the corner of Murray and Morrowfield and the corner of Murray and Phillips.

Development Committee/Events (Treasure Dinner, Night Market): *(see the written report for details)*

A "Job" description for committee members will be ready for discussion at the next meeting.

The committee is preparing a one year plan for the fundraising of the organization. These plans will include goals for individual contributions, fund raising, and grants; as well as how Board members and others can help with various aspects of these efforts.

Treasure Dinner – Have commitments for \$20,000 in sponsorships, and are continuing to seek more. The Goal is 200 attendees. Help is needed for Raffle sales, preparing invitations, and recruiting people to attend.

Next Night Market is August 26.

Natural Environment (Parks, storm water, etc.):

New Golf Club House – a public meeting is scheduled for August 7 at 7pm at the JCC; Seeking community input at this very early stage of planning. No specific design has been created but the building will be similar to the old building and about the same size. The idea of including a Golf Hall of Fame in the new building has been discarded.

Tree Pittsburgh did lots of work on trees along Murray from the Verizon building up to Shaare Tora; all are encouraged to participate in the Prospect Drive clean up on August 12.

Pedestrian-Bicycle Committee:

No meeting was held in July. The next meeting is scheduled for August 10.

Magazine Report Summer Issue: *(see the written report for details)*

Britt is updating the website. She needs Bios from all Board members and committee updates (by end of July). Please email information to her. If anyone attends a Zoning Board or other meetings, let her know the results of those meetings. These are ways to engage the membership; magazine and the website and need help of board members to give her info of what is going on in the community.

Executive Director's Report:) *(see the written report for details)*

New carpet will be installed in the office. Help is needed Saturday, August 5 around noon to move the heavy items out of the office into the conference room.

Pittsburgh Parks Conservancy requested a letter of support for 2018 Capital funding from the city for Schenley Park 4-Mile-Run Green First project.

Expenses for police for Lunar New Year Activities will be \$1000-\$1500.

According to some Grant program directors, our community's relative affluence is an obstacle for obtaining Grant money. They suggest that we look to our own community for funding. They don't understand, or have not focused on, the fact that there is poverty in the neighborhood as well as populations with social and economic needs.

NEXTPittsburgh interviewed Marian for an article about housing in Squirrel Hill.

The meeting was adjourned at 9:00pm.

NO AUGUST MEETING; Next meeting is September 19, 2017

Respectfully submitted,
Barb Grover, Secretary

Written Reports Follow

Committee chair updates:

Development Committee Report –submitted by Erika Strassburger

- July meeting took place July 5, 2017
- Discussion of draft development committee job description – major points discussed: role of Executive Director in fundraising and expectation of board members
- Also discussed annual fundraising plan. Still a work in progress and should be done by the end of August after next committee meeting.
- Initial brainstorm for next year's 45th SHUC anniversary: a giving challenge in increments of \$45; 45 days/45 people video/audio interview project; alternate fundraising event next year. Longer discussion planned for next committee meeting.
- Lawn signs, magnets, stickers, window clings (some or all of the above) with welcoming, Squirrel Hill-specific messages to sell. Hoping for trial run with small batch of yard signs at Night Market.
- Next Night Market August 26th

Magazine Committee, submitted by editor Britt Reints

Magazine Fall Issue progress—Currently sold \$15345 for fall issue, aiming for \$16,000. Upcoming stories include interview with Lynda Wrenn and Dr. James McCoy, new Allderdice principal.

Web updates and improvements—Added board bios that we had. Many missing.
Donation page updated – one-time payments and sustainable memberships available on same page, all goes through PayPal
Good coverage of night market, bike ride, and grand prix on website & Facebook.
Our “what to do in squirrel hill this summer” page has been very popular!

No other Committee Chairs Updates received this month.

Executive Director’s Report:

Moving Day! Saturday August 5th, must move everything out of SHUC office into Wightman conference room and hall for 3 days while new carpeting goes in. Tuesday August 8th, everything must be moved back into office (with new carpets!) before 6pm to avail conference room.

PPC asking for letter to Mayor’s office re: capital campaign for Schenley Park 4-Mile-Run stormwater mitigation project

Working on grants to Vibrant Pittsburgh (due august 31) and Rivers Casino foundation (rolling due date)

SHUC Public Meetings—

- ✓ July 24th, 7pm: 5800 Forward Apartments project Public Meeting JCC Levinson Hall
- ✓ August 7th 7pm: Bob O’Connor Clubhouse, JCC Sq Hill Levinson Hall

Meetings—

Hilda Fu and staff of Luminaire: June 21st
PCRG one-on-one with staff for board ins and outs: June 22nd
Anna Wan Lunar New Year grants: June 20-23
Uncover Squirrel Hill: July 13, members meeting to introduce new coordinator Lauren Beyleh

Xenophobia and Islamophobia public hearing in City Council Chambers, presided in role as human relations commissioner in panel on discriminatory practices in employment and housing: June 30th

Welcoming Pittsburgh Advisory Committee: July 6
Leslie Aizenman, Jewish Family & Childrens Service: July 12
GoBurgh at PCRG, Port Authority updates: July 12
Clean Rivers community meeting re: PPC’s 4 Mile Run project: July 12
Program Associate Patricia Kievlan at Sprouts Fund: July 13
Linda Metropulos on start of ACTION HOUSING/ Forward Gateway Project: July 14
Charles Peterson, Corporate Responsibility officer and Kathleen Dietz, mgr of local branch, Keybank: July 18th
Bob O’Connor Club House with First Tee: July 17th

SHUC Committee meetings and events—

Bach, Beethoven & Brunch: July 9th

Phone interview with PittsburghNExt: July 14th (on topic of why live in Squirrel Hill and the diverse market range of housing).