

May 19, 2020 SHUC Board Meeting

Minutes

Board Attendees: Anna Batista, Raymond Baum, Jill Beck, Dalia Belinkoff, Richard Feder, Lori Fitzgerald, Heather Graham, Barb Grover, Michael Henderson, Marshall Hershberg, Martha Isler, Lois Liberman, Cindy Morelock, Lisa Murphy, Joseph Ott, Mary Shaw, Lisa Steindel, Josh Sayles, Erik Wagner, Eveline Young

Staff: Maria Cohen

Guests: Ose Akinlotan, Hersh Merinstein

1. Welcome – Mardi Isler – Intro Moses Hetfield (Maria) and Moses spoke about his background

2. Roll Call – Maria Cohen

3. Action Items

1. Lois motioned to approve the March Minutes, Rich Seconded the motion with corrections that he provided. The motion carried.
2. Approval EIDL Motion to Lisa Steindel Approval, Marshall Seconded. Motion carried.
3. Approval of PPP Joe Motioned, Josh Seconded. Motion carried.

4. President Report

1. Merchants (Heather) Update – Robyn (Coordinator) has been contacting businesses to see what is happening. Partnered with Sustainable Pittsburgh. They ask many questions. We have 7 or 8 sustainable restaurants. Gave 8 restaurants approximately \$1,100. Partnered with East End to promote who is open in Print. Councilmembers have been extremely helpful.

Restaurant Program with 412 Food Rescue – Restaurants will earn about \$25k and it will help food insecure.

Some merchants are concerned about fully opening. Classic Lines and Games Unlimited are opening for curbside only.

Uncover Squirrel Hill is hosting a June Zoom Merchant meeting. Hopefully the guest will be someone from the Health Department. How do you deal with a worker who has COVID?

Games Unlimited conducted a loyalty survey. His customers did not want anything other than curbside.

The Sustainable Issue/restaurants should be added to the SHUC website.

Honeycomb Gift Card Program with URA – Loyalty Notes – We can offer 10 of our businesses. 30% back with each gift card purchase.

Are there any businesses that won't open?

Loyalty program – through Saltwater to move forward.

President Report

1. O'Connor's Corner - Selected Bianco as the contractor – Start in Mid June – 60 day job
 - a. Build outdoor seating for New Dumpling House.
2. Magazine – We can't continue to bleed money the way we have in the past. Proposal – Should we skip Fall and make Holiday Issue larger? Depending upon the Treasure Dinner we may or may not be able to sustain for 4 magazines. Cost between \$13,000 - \$16,000
3. Earth Day Tree – Supposed to have 13 trees in Squirrel Hill. Only one was planted by staff and carefully orchestrated. Sixth Presbyterian Church was the recipient.

Executive Director Report

1. Giving Tuesday Day Now – SHUC earned \$1,300
2. Mural Project – The lease is complicated but all parties seem to be behind it.

Kinsey is helping us to try to get through the bureaucracy. One complication are the pillars and ownership. They can't be painted unless they are repaired. We should be able to secure the rights to paint the mural and will keep the Board posted. We will be asking artists for RFP soon.

3. Census – SHUC is tracking census activity vs. the grant. We will be placing another ad in the Magazine, have been sending out Social Media post, have attended/spoken at JCC virtual classes about the Census and are putting posters with different languages in locations like Giant Eagle and Rite Aid.

5. Committee reports

1. Built Environment – Nothing to Report
2. Education Committee Update – Nothing to Report
3. Litter Patrol – We will send Barb's report
4. Magazine Committee – the Magazine is slated to go out this week.
5. Bike – Ped Committee – We will send Marshall's report out. Thanks to Hersh's

intervention and response. We will get to look at safety issues at crosswalks. Beacon and Murray are getting close consideration. Shady Ave and Beacon will be covered by the study underway. Hersh responded to a letter from a resident. Attended a meeting by Councilmembers Strassburger discussed bike-ped safety. Mentioned walking map and the Squirrel Hill Bike Plan. Happy that Moses will be working on our FB group and site. Reintroduce the walking routes and biking routes google group.

6. Treasure Dinner – We are up in the air due to COVID 19. We are coming up with many ideas of what we can do. Ray is contacting the sponsors to see their thoughts. What would you support? We still want to do the film. Charlie will most likely help. Most of money comes from sponsors. What will happen?

Have some really good ideas of Treasures.

7. Tree Planting – Will submit for the Spring.

8. Events – Sunday Porch Parties seem to be going well and the same with Kindness is Contagious.

Marsh's Report – Farmer's Markets will begin on Sunday June 7th.

Drive in Movies will be something new and fun. Location will be announced soon.

Tennis Courts, pickle ball and basketball are open. Large events canceled. Not sure about block parties, Mellon Tennis Bubble is

Distributed 33,000 meals to seniors and others who need it.

DOMI – reimaging business district – recommendations for the business

All standard – pruning and street cleaning is back

Paving has started. \$16 Million 27 miles of streets. Utility Coordination will also happen. Mechanical Patching.

CARES ACT- \$12 Million - Small Business and other community support

New Business

9. Proposal for small business loan support – working with Mark Fishmen – crowd sourcing type of investment/loan – 3.5 year commitment. It becomes a donation and will be given a letter to show it as a donation.

10. June Night Market is canceled.

11. RCO – approved! Boards and Commission meetings will begin again in June. HRC might have an effect on Mellon. Marshall offered be our Strategic Committee Lead for our Neighborhood Plan.

Lisa motioned to Adjourn