



SHUC Board of Director's Meeting Minutes
June 16, 2020

Board Members: Ray Baum, Dalia Belinkoff, Jill Beck, Vivian Didomenico, Richard Feder, Marshall Hershberg, Martha Isler, Paul Katz, Cynthia Morelock, Lois Liberman, Heather Graham, Lisa Murphy, Joshua Sayles, Eveline Young, Erik Wagner

Guests: Hersh Merenstein, Moses Hetfield, Robyn Crawley, Gisele Betances, Miranda Mircie, Ose Akinlotan, Lia Cueto, Curt Conrad

Welcome

1. Roll Call
2. Action Items
 - a. Approval of May Minutes Eveline motion to accept, Dalia second
 - b. Approval for Drafting SHUC Statement on Social Justice – We will set up a call with the Executive Committee and get approval from the Board via email. With quality of life comes social justice. Josh Sayles shared info about the process. Leave it to the Executive Committee to come up with the statement and the Board will approve.
3. May P & L Statement – Net income loss of approximately -\$6,000 and the PPP was deposited into our account \$16,400. Paul will met with our banker \$39,880 cash position. It is strong now but we are in a unique situation this year.
4. Report from Uncover Sq Hill – All merchants are open. The library is starting to slowly open. Many are struggling with hours that are limited and inconsistent. Squirrel Hill is making Thursday late evening. People are not coming back to work and it is an issue.

PPP is now 24 weeks. You can apply for forgiveness early - \$1500. It will most likely go to 10 or 15 merchants. It might also go to planter. Some are looking at outdoor spaces. We did get a grant from the URA Protests suggested that they closed at 2 pm. Frustrated about the timing but understand the cause. It was ended up being 1.5 hours and peaceful. It was

overall positive. Uncover put out a statement to share that we welcomed. Some store owners also gave out water and decorated their windows.

5. President's Report

- a. Blog FYI - One Life <http://www.heinz.org/blog-the-point/blog-detail/?id=75> – Beautiful Message
- b. O'Connor's Corner Update – Nothing seems to go as planned. Discovered that outdoor platform would encroach on Jerry's display. Contacting platform design group and they offered for it to be prototype and they will make it custom. It will not be as much as the original cost. Contract will be signed on Thursday. No event. We will have a ribbon cutting.
- c. Magazine – Issue is finished and will go out soon. We had many challenges with going yellow to green. Recommend that we skip the Fall issue. It is very uncertain for the Fall. Looking at a more robust holiday issue and it will come out the week before Thanksgiving.
 - i. We are looking at the possibility of reducing to 2 or 3 issues. We need to figure out how to go. It is not an issue with contracts because they will get the same rate.
 - ii. Is there a way to tie in with the historical society? Historical vs. Modern day with sponsors. Mardi and Helen went back to see storefronts etc. Would Moses be interested in setting up a meeting and trying to figure out? It could be a great holiday gift if we get it out before Thanksgiving it could be great!
 - iii. Books for Squirrel Hill Historical society were sold at one of the bookstores and 10,000 Villages. The merchants will probably sell it. Preorder and pick up??
 - iv. For former Squirrel Hillers – can they print on demand? Snapfish and Shutterfly might be able to do it. Can we joint venture with the Historical Society.

6. Executive Director's Report

- a. Mural Project Update – Our first site the Parking Garage is in need of repair. They are supposed to happen but with COVID no one is sure of exactly when it will happen. We will keep you posted.
 - i. Our next site is the building next to Mineo's. It is owned by the Mineo family and we have permission for a Mural. It will be a perfect complement to O'Connor's Corner. We are in the process of developing a timeline and budget. The Mural will most likely be a Mr. Roger's theme or something fun and neighborhood related. Our funder is mostly stepping away as and SHUC will run the project. We are also looking into

another location on Forbes and potentially a crosswalk in a next phase.

- b. Census 2020 Grant – We have been working on getting the message about the Census and Voting out via social media and an email marketing campaign. We also partnered with the JCC to share Census info and support before 2 classes. As we move into green, we will do more together and try to figure out how to set up support virtual etc. for those who need it. In the next few weeks, we will put posters with a few languages present in Squirrel Hill at the Giant Eagle, Library etc. I have also been attending Census meetings to get creative ideas and they have a helpful marketing toolkit.
 - c. Saltwater Loyalty FYI - [Saltwater Loyalty Program](#). As we move into green and our merchants, restaurants and other businesses are going to have to be creative about how to keep customer and gain new we decided to look into a loyalty program for Squirrel Hill.
 - i. We will launch it through Uncover in August/September and thought that you should know about it. Uncover will have an over arching Dashboard for the program. Merchants will have their own page/site with all of their customer data. It will also give merchants access to a database of their customers with cell and/or email. The customers only need to sign up with their name and email. They do give their credit card info one time and it is stored as a token. They can add as many cards as they would like. The token technology appears to be extra safe and secure compared to other systems. They offer a web-based app for customers so that they can choose to download the web app or just use their browser.
7. Committee Reports
- a. Nominating Committee – Board needs to schedule an annual meeting in August to vote on the slate of officers. September was a public meeting and we are not sure if we can host again but will stay in touch with the JCC. Ask Marshall what it might look like. We don't think that we can do a Zoom community meeting. Let's be open, flexible and keep our eyes open for possibilities. We could also shift to October/November. Has there been any recruitment of Board Members. Send recommendations of Board Member. Let's make it more diverse and representative of the community.
 - b. Built Environment – No report
 - c. Education – No report

- d. Litter Patrol – Socially distanced litter patrol event Sunday, June 28th. We will distribute supplies. Have before and after photos and strange items with a contest.
- e. Magazine – already given
- f. Ped-Bike – Capital budget – strong verbal interest in bike trail for run forward. Committee has prepared key elements: New trail segment (Monitor and Beechwood/Solevo) - \$50k ask; Protected bike lane – funding conversation need to speak with DOMI, Environmental/Engineering Study for phase two trails asked for \$75k; Re-sent the Capital Request
 - ii. Hersh was very responsive to a request for Beacon and Murray; suggested more time and safety in crossing; There will be some really good improvements including two direction no turn on red and changes to the timing of signals; Gas company is still working on the intersection – there will be new high visibility cross walks. Signs should be up by the end of June. Pocasset is also slated to have crosswalk improvements.
 - iii. New FB Bike Group and updating Bike Ped refreshed page. There are several tools including Mary’s Map and foot map. Thank you, Moses!
 - iv. Mary – New 5 loops for beginner bikers. They interconnect so that they can do several routes. They created a set of brochures and they shared a link with all routes. It is fine for merchants etc. to put out for customers. Robyn will let the bike shops know.
 - v. Run forward proposal ties in nicely to many other community projects. Interconnects several neighborhoods.
 - a. Treasure Committee – More optimistic than a month ago. Robert Levin is onboard. We think that we have 4 good candidates but are holding off until next month to share. Charlie is onboard to do the video. Some of our sponsors might be fine. We will have a few that might have a tough time. Good ideas for an alternative presentation.
 - b. Trees and Parks – No planting this Spring; Get tree care days; crews will be out in the summer with a lot of catch up

- c. Volunteer/Events – Planning right now is difficult; Trying to figure out creative ideas; concerned about Zoom fatigue; They could do something for a slow street on Pocasset. They is a dead end and there is concern about cars flying around. Moses and Jill maybe there is potential. We can set up a meeting.

- 8. Old Business
- 9. New Business
- 10. Announcements

- a. Mayor’s Office Update - Hersh Merenstein and Gisele-
 - i. COVID update with links; office has supports for mental issues; updated link to Newsletter; all businesses are operating and required to post a sick leave notice
 - ii. Food distribution – will expand to senior and students; daily breakfast and lunch distribution with new locations; Grab and go summer meals for seniors were added
 - iii. Updated 2020 paving list; \$60 Million budgeted
 - iv. Allocated \$12 Million more in funds for neighborhood and Small Businesses
 - v. Updated Community gardens and public spaces – post signage and be mindful of social distancing/safety
 - vi. DOMI – survey future of small businesses and small street shutdown for safety and socially distance
 - vii. Playgrounds/Sports – Organized sports will start; also permits for gatherings of 250 or less; Mellon Bubble will open at 50% capacity
 - viii. Restrooms/Rec Centers – will be closed
 - ix. Camps for children will be done through packets started on 6/15 and will be first come first serve
- b. Slow Street Application – Moses – Valmont Street application; DOMI launched a slow streets program; applied for a block; residents of Valmont asked for our support; Moses drafted a letter of support; They were planning to submit and has probably been submitted by now
- c. Curt – Capital Budget prep; priorities are being outlined; we are already on the list for recommendations to DOMI, City will be conservatively \$32 Million short; feeling effects of pandemic; FB live event to discuss mobility gym plan to plan out next 50 years; Look into the live event starting tomorrow.

- i. Last year's Shady Ave study should be released in the next few weeks. It will create a plan for Shady Ave.
- d. Arco Way – will be temporarily one way near Wightman/Carriage House
 - i. Community Take Out Program – On Friday, they were at \$2k.
- e. “Benefit Pittsburgh” – FYI
- f. First Tee completion – still working on issues and utilities; not sorted out yet and Wightman field will be updated soon.

Adjourned at 8 pm