

**Squirrel Hill Urban Coalition**  
Board Meeting  
6:30 p.m., Tuesday, June 18, 2019  
Hillman Conference Room at The Children's Institute

**MINUTES**

**Attendees:** Ray Baum, Dalia Belinkoff, Vivian Didominco, Rich Feder, Lori Fitzgerald, Heather Graham, Barb Grover, Marshall Hershberg, Mardi Isler, Gina Levine, Lois Liberman, Cindy Morelock, Lisa Murphy, Joe Ott, Mary Shaw, Lisa Steindel, Erik Wagner, Eveline Young

**Staff:** Marian Lien, Executive Director

**Guests:** Jan Kurth, PRINT; Jill Beck, Community member

The meeting began at 6:30pm. Rich announced that this was the last meeting for Marian. She has served as our Executive Director for 5 years and is now ready to move on to new adventures. She will be a Senior Administrator of the inclusion and equity program at St. Edmund's Academy here in Squirrel Hill. She expressed her appreciation for the opportunity to work with us and we've taught her "what it means to be a community." We all wished her well in her endeavors.

Lois moved and Mary seconded a motion to accept the May 15 meeting minutes. Unanimously approved.

**Election of Board members to terms; and Election of Officers:**

Joe announced that write in votes were needed for Secretary and Assistant Secretary since no names were on the ballot for those positions. Ballots were distributed and completed as secret ballots. The results of the election were: President, Mardi Isler; Co-Vice Presidents: Marshall Hershberg, Lisa Murphy. and Josh Sayles; Secretary: Ray Baum; Assistant Secretary: Dalia Belinkoff; Treasurer: Gina Levine; Assistant Treasurer: Lisa Steindel.

Ray suggested that we identify a President Elect in the future. Lisa Steindel suggested that the past President be the chair of the nominating committee next year. Both ideas will be discussed at the August Board meeting.

For term limits: each Board member drew out pieces of paper with the numbers 1,2, or 3 on them. These numbers indicated the length of a Board members term. For those Board members not attending, Marian drew for them. Results are as follows:

Board members up for re-election for a three year term:

2020 Ray Baum, Heather Graham, Gina Levine, Lois Liberman, Lisa Murphy, Joe Ott, Josh Sayles

2021 Vivian Didomenio, Barb Grover, Michael Henderson, Mary Shaw, Lisa Steindel, Eveline Young

2022 Dalia Belinkoff, Rich Feder, Lori Fitzgerald, Marshall Hershberg, Mardi Isler, Cindy Morelock, Erik Wagner

These results along with contact information can be found in the board portal on our site:

<https://shuc.org/for-board-members-only/> Password: SHUCBOD2018.

**Treasure Dinner planning and selecting the 2019 Squirrel Hill Treasures:**

Joe moved and Lisa S. seconded a motion to ratify the four proposed Treasures: Jewish Community Center of Greater Pittsburgh as place, Michael Ehrmann (president of the Squirrel Hill Historical Society), Sunburst School of Music, and the City of Pittsburgh First Responders.

Vivian has kindly taken on the responsibility of the Program/Ad Book. All Board members are asked to secure ads for the book. Please let Vivian know which businesses you plan to contact so there is no duplication of effort. In an effort to sell more tickets, the raffle ticket prices are changed to \$5 for 1 and 6 for \$25. Most

tickets are sold at the Farmers Market. The cost of the ads in the Program/Ad book was not increased because of complaints about last year's increase. Marian suggested we review additional options for promoting the dinner, the ads and the raffle tickets given new communication opportunities.

### **Adoption of FY 2019-2020 budget:**

Gina is in transition to a new version of Quickbooks so a review of the budget and vote were postponed to the August meeting. At that meeting, she'll have the comparison between 2018-19 and 2019-20 budgets. Prior to the meeting, Gina should talk to the Economic Development Committee to see if the budget numbers are achievable (e.g., revenue projections for the Treasures Dinner, Board Challenge campaign, Executive Committee donations). SHUC is definitely struggling financially to meet our expenses.

Lisa S. praised the design and articles in the Summer Issue of the Magazine. The back cover of the magazine encouraging support for our work seemed to have resulted in \$400 of new and sustaining memberships. We definitely need to constantly remind the community about our contributions.

### **Recap of Retreat of April and May:**

Copies of the Squirrel Hill Urban Coalition Internal Planning Report by Susan Houk from the Bayer Center were distributed. Board members were asked to evaluate the two sessions. Most comments were positive about the value of the sessions and Susan's facilitation of the discussions. Perhaps the most significant issue resulting from the sessions was to determine whether we consider ourselves a Governing Board, a Volunteer Board, or some hybrid of the two approaches. It would be helpful to clarify our view prior to hiring a new Executive Director, so we can convey clear guidelines as to the expectations of the Board and what kind of Board we are. Marian plans to talk to each of the committee chairs to gain some understanding of their plans for the next 5 years. This information will be passed on to the new Executive Director.

Board members should think carefully about the decisions made on pages 2 and 3 of the report. A strong suggestion to improve the effectiveness and efficiency of our meetings was: At least a week in advance, Chairs of committees should provide written summaries of their meetings/plans and put in RED any Action Items needed to be addressed at a Board Meeting.

Marian is creating a several items prior to leaving to help SHUC improve the efficiency of its work. These include:

- creating a Board Binder for each Board member that includes by-laws, Board member contact list, meeting list for 2019, Modern Rules of Order, committee descriptions, and other items. Suggestions for additions or deletions are welcome. All items in hard copy are also electronically on the website. Binders for all will be distributed at the August meeting.
- All committees will have a Google Drive. Each committee gets its own ID and password. This is free.

### **Planning for Annual Meeting to be held on 9/17/19 at JCC Levinson Hall, 6:30pm-8:30pm:**

Rich, Marshall, Lois, and Lori volunteered to serve on an Adhoc committee to plan this September public meeting. Ideas suggested for the meeting included:

- A speaker to attract attendees
- Brief review of SHUC and what we accomplished
- Listening to the Community Session so residents could speak to elected officials and representatives of Agencies (e.g. Pittsburgh Water and Sewer)
- A Deliberative Democracy Forum Format for an Issue or Issues
- No speeches
- Have a Board member record the questions/issues that are raised in conversations with elected officials/agency representatives
- Include the voices of the community in some way

## **Magazine Issues:**

The Fall Issue, IF published, will be published prior to the September public meeting and one page will advertise the meeting. Early August should be the deadline for content in order to give the designer sufficient time to create a publishable form.

The magazine is in financial trouble. Marian indicated that we have been short about \$4500/issue. We print 15,500 copies and mail out 13,200. Printing costs are the main expense. We may not have sufficient advertising to publish a fall issue. She suggested that we might consider publishing as Fellowship Work. This means we offer student fellowships at a cost of \$12,000/year per student. Perhaps drawing from a reasonably large pool of students at our universities can be successful. In addition, Grant organizations might be willing to support Fellowships, whereas they would not support an Editor and Marketing person. Natalie Kovalchik, the former leader of Undercover Squirrel Hill, may be interested in such a position. Natalie wrote 2 articles for the Summer issue. Ruby Chang, a sophomore at Pitt who did the program book for the Treasures Dinner last year and the Lunar New Year this year, is doing in-office administrative work for \$500/mo.

Marion also suggested these options to consider:

Option 1: Reduce the number of pages from 40 to no less than 32;

Option 2: Reduce the number printed and supplement with a digital version.

Option 3: Mail copies ONLY to members for free; Require others who wish a hard copy to pay for it. Others can read it on line.

Option 4: Treat the Magazine as a major part of the organization.

Heather suggested that the Board needs more information before making a decision. The Magazine Committee should provide the following:

- Revenue and Expense specifics and financial loss for every issues during the past few years
- Number of ¼ page, ½ page, full page ads needed to at least break even
- Any other financial information deemed relevant by the committee

Other items:

- Items in **bold** on the Agenda are anticipated to involve voting by the Board.
- A Sign up sheet was sent around for people to volunteer to represent the coalition at 3 future events - Farmers Market, Bach, Beethoven & Brunch, and Night Markets.
- Committee Chairs need to meet with Marian starting next Monday.

Meeting adjourned at 8:13pm.

Respectfully submitted,

Barb Grover, Secretary

Written Reports Follow