

Squirrel Hill Urban Coalition

Board Meeting

7:00 p.m., March 15, 2018

The Children's Institute

1405 Shady Avenue

Pittsburgh, PA 15217

MINUTES

Attendees: Ray Baum, Dalia Belinkoff, Vivian Didomenico, Rich Feder, Barb Grover, Michael Henderson, Marshall Hershberg, Mardi Isler, Cindy Morelock, Lisa Murphy, Josh Sayles, Mary Shaw, Erika Strassburger, Chris Zurawsky

Staff: Marian Lien, Executive Director; Rosemary Bernth, Magazine Editor

Guests: Michelle Delahanty, Pitt School of Public Health; Cara Halderman, Preservation Pittsburgh; Jan Kurth, PRINT; Joseph Ott, First National Bank; Ernest Rajakone, Office of Community Affairs; Charlie Stewart, Shady Avenue Magazine; Caroline Tibbetts, resident; Craig Toocheck, City of Pittsburgh Department of Mobility and Infrastructure (DOMI)

Meeting called to order at 7:07 pm. Mardi moved and Marshall seconded a motion to approve the February minutes; unanimously approved.

Pittsburgh Police Officer Cochrane

Caroline Tibbetts raised the issue of speeding on Denniston Street. Officer Cochrane indicated that speeding is very difficult to enforce because there are very short stretches of street between stop signs. The police can consider Stop Sign enforcement. Another place where speeding occurs and extra enforcement is desired: Wilkins Avenue, especially from Beeler down to 5th Avenue – between 7-8 am, early afternoon, and at school dismissal times.

A continuing problem is thefts from the front seat of cars. ALL residents are strongly encouraged NOT to leave any valuables (e.g., phones, computers, iPads, purses) visible.

Officer Cochrane distributed flyers about the "Lets Talk" Zone 4 Public Safety Meeting, March 22, 6-8:30pm, at the Hazelwood Public Library.

Mary Shaw alerted us to traffic disruption on Forbes Avenue: Repaving, repainting, and realigning stop lights will occur along Forbes Avenue from the Birmingham Bridge to Margaret Morrison as car lanes are changed to 3 lanes and bike lanes are added. Work will probably occur through October 2018.

Litter Patrol:

Volunteers staffed a table at the Lunar New Year kickoff and cleaned Murray Avenue prior to and following the Lunar New Year parade. Final preparations will be made at our meeting on March 19. A Sign Up sheet was passed around for Board Members to volunteer to staff the SHUC table at the April 22 Community Clean up. A group of volunteers from 1000Plus will be cleaning up an area in Squirrel Hill on Saturday, April 7. Carole Wolsh and Marian continue to work with Phipps Conservatory on the Civics Enhancement program April 11 at Minadeo School.

Magazine Report:

Copies of the Spring issue were distributed at meeting. Copies currently at Northside Post Office awaiting distribution bulk mailing to homes and businesses this weekend. Most ad contracts are ending with this issue. Efforts are being made to renew contracts. The theme for the summer issue is Labors of Love, focusing on handmade and homegrown. Deadline for summer articles is April 28. Rosemary is drafting a writer's contract for contributors.

Pittsburgh Preservation:

Cara Halderman distributed information about the organization's efforts to have Frick Park designated as a National Historic Register area. Frick Park's period of significance for historical consideration is between 1919 and 1963. In 2019 and 2020, they plan to apply for this designation for Highland Park and Riverview Park, respectively. This designation places no restrictions on what property owners near the park can or cannot do. The designation does open opportunities for getting Improvement Grants. Also want the parks to be listed on the City's designations of Historic places. Those designations would not only honor the parks but protect them. Allegheny Cemetery and Schenley Park already have both designations. In May a public meeting will be held at the Frick Environmental Center about these plans.

4-Mile Run Corridor Mobility Study update:

SHUC's issues related to the transportation plans between Hazelwood and Oakland are:

- Include public comment
- Preserve the parks
- Impact of small, more frequent use vehicles (11-15 passengers) vs. larger, less frequent use ones
- Strong support for electric vehicles
- Concern for areas where vehicles/pedestrians/cyclists may all use the same space
- Storm water control construction continues for 2 years. Workers need to get to the area—thus need traffic estimates: e.g., number of jobs involved, number of residences affected; number of commuters coming from the south side, etc.
- Use storm water construction funds for this construction?
- Anderson and Swinburne bridges will be replaced.
- No funding for this project has been secured at this time.

Commercial Development and Residential Quality; Built Environment:

Solara Project/2700 Murray Avenue Condominiums: Keller Williams Realty continue their presales.

See back cover ad of SHM Spring Issue .

O'Connor Corner: \$150,000 grant from County CITF was received in 2017 but cannot spend any money until all funding is set and the entire project is ready to go.

- Colcom Grant: Received \$25,000 from Colcom to be sure there is project oversight and so all finances for county and state grants are properly reported.
- Greenways Grant: The application is due May 1st; Representative Frankel's office is helping with the paperwork. The amount requested is \$70,000 to complete the amount needed for the total project.

TreePittsburgh: Please sign up on TreePittsburgh website to help 9am to noon on May 5 to care for the trees on Forbes (including weeding tree pit and replace with new mulch); Murray Avenue tree care day will be scheduled in June. Comcast provided \$15,000 to replace (based on the Canopy report) some of the trees they destroyed in South Squirrel Hill by inappropriate pruning. TreeVitalize approved the 13 tree applications secured by TreePittsburgh/SHUC intern Miriam Kwagh and Jen Moreth for spring planting around Minadeo and some on Beacon.

Solevo Wellness: is working with city forestry to use some of the PennDot right of way to landscape that area. Some pruning and mulching will also be needed.

Five Points Bakery: Ray Baum was unable to attend the March ZBA hearing, and learned there was no opposition to their plans.

St. Edmunds School Renovation: a letter of support to Planning Commission was drafted by Ray, signed and sent by Rich.

2900 Forward Apartments Project/Herky project received zoning approval. However Ray reports the developer may still be trying to raise funding and so we have no idea when the project will be moving forward to next phase.

Financial Report:

Balance sheet and P&L were distributed showing the balance to be in the positive. Burn rates to be discussed at next board meeting.

Development Committee/Events; Lunar New Year, other:

Marian Lien reported on upcoming fundraising events/opportunities:

- SHUC Night Out planned for Wednesday evening May 23rd; Night Out has traditionally been a “friendraising” event for SHUC and community members to come and meet Board members in a more relaxed setting;
- Until now, annual membership renewals were sent out on a rotating monthly basis, with memberships due the month of last payment. Would like to change process to reflect and match Fiscal year: June 1 through May 31, with all membership renewal letters to be sent out in May.
- Set major fundraising campaigns throughout the year, and opportunities for Board members to contribute:
 1. April – Challenge Grant (raise a match pool from Board to go forward and ask funding from membership)
 2. End of October or first week of November –Treasure Awards Dinner celebration : biggest fundraiser of the year: sponsorships and identifying Treasures will start in April
 3. November – Pittsburgh Gives (online fundraising effort with help of Pittsburgh Foundation and Pittsburgh Magazine)
 4. December – Year End letter

Executive Director's Wrap-up Report:

City Council District 8 Forum: 41 responded to the evaluation of the Forum with favorable or very favorable outcomes. 12 respondents indicated they weren't voting. We assume they lived outside District 8 and were ineligible to vote.

Lunar New Year : Revenue earned was about \$6000 from sponsorships and program book with expenses at about \$2000. 20 Commissioners of Governor Wolf's Advisory Commission on Asian Pacific American Affairs from across the commonwealth participated in the parade and held their Southwest PA Town Hall in Squirrel Hill's Carnegie Public Library. They were so impressed with Pittsburgh turnout (nearly 100 attended the town hall) they plan to focus on Pittsburgh for 2018. The Asian community from Harrisburg and Erie saw the parade on the news and contacted Marian because they want to be involved in our parade in the future. Highmark has asked to be a sponsor of the parade.

G-Tech Grant: Marian applied for G-Tech's Regeneration Grant for the corner by the parking garage for Action Housing; the plan is to make this area a demonstration showcase for green infrastructure.

The Political Activity Policy: introduced last month was simplified to about a single page draft by Josh Sayles. Details of specific procedural examples were deleted so that just policy guidelines remain, and that implementation and follow through is responsibility of the staff. Ray moved and

Dalia seconded a motion to accept the revised draft of Political Activity policy. Unanimously approved.

Letter to Sen. Casey - Penn Environment was requesting that SHUC sign on to a letter to Senator Casey related to the impact of climate change and supporting a “cleaner, greener, healthier future.” Concerns were raised about the political alignment of the issues in the letter with our mission. The issue was tabled until April board meeting.

Resignation from the Board: Erika Strassburger resigned because of her newly elected position as City Council person. She feels it is inappropriate to serve on the board of an organization that focuses on only one part of District 8. Her resignation was regrettably accepted.

Report from Ernie Rajakone, Representative from Pittsburgh’s Office of Community Affairs:

- *City’s On-line tool – Balancing Act*: Balancing Act is an on-line tool to allow residents to better understand the City’s budget and how it is created. He wishes to provide a demonstration of the tool to the Board and will discuss that possibility with Rich and Marian.
- *Innovation Week, April 2-8* – Details at WEINNOVATEPGH.NET.

General Meeting concluded at 8:55pm

Written Reports Follow

**Squirrel Hill Urban Coalition
Committee Chair and Executive Director Updates and Reports for March, 2018**

Magazine Committee
Submitted by Editor Rosemary Bernth

Spring Issue has been published and mailed to the post office. Spring ads have brought in \$14,525, with Summer ads already at \$7,385. I will be following up with expiring contracts to see if those advertisers would like to renew.

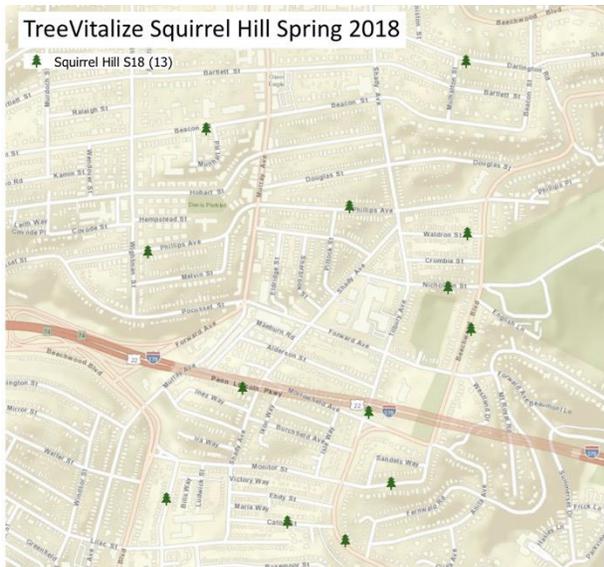
Next Issue's theme is "Labors of Love," focusing on handmade and homegrown. The deadline for content is April 28th. Possible stories include: Pittsburgh Honey, Sustainable Restaurant, Chatham University Food Studies, and a feature on the Night Markets.

I am also drafting a magazine contract for our contributing writers that includes first-print rights and magazine article requirements (ex: article cannot be previously published; article must be original work; etc.).

Gateway Committee
Submitted by Chair Mardi Isler

Tree Vitalize

The SHUC Tree Vitalize application, submitted with the help of a Tree Pittsburgh intern who actually secured signed tree request forms for the streets identified, was approved for 13 trees for Spring 2018. Because the trees are spread out throughout our neighborhood Western PA Conservancy staff will be planting them on March 29th. SHUC will provide drinks and lunch for those doing the work.



Comcast Alternative Compliance

Because Comcast inappropriately pruned a number of Squirrel Hill Street trees resulting in the need to remove them, a fund was created to replace the lost canopy. Therefore, 14 locations where tree pits exist in South Squirrel Hill (the area of the city that has lost the most canopy) were identified and will be receiving trees through contracted plantings. Included in this number are the replacements for the dead trees on Forbes.

Remembered Garden

May 12th from 9:00 to 11:30 am is the date we have for weeding and replacing perennials as needed in the Parkway Entrance Garden. The Western PA Conservancy provides the gloves, bags, tools and the mulch, Sestilis Nursery donates the plants. We are responsible for getting the volunteers.

Development Committee Submitted by Marian Lien

SHUC Night Out planned for May 23rd possibly at Classic Lines Books and More or Bodiography.

Annual Memberships will have effective dates of June 1 to May 31 (shadowing our fiscal year). Member renewals will no longer go out monthly but once a year in May.

Four major campaigns for funding solicitation:

- Challenge Grant (April)
- Treasure Dinner (August)
- Pittsburgh Gives (November)
- Year End (December)

Executive Director's March Highlights and Updates:

Recap

District 8 Candidates Forum (2/22): 200 attendees, 8 community organizations; 41 respondents favorably and very favorably to the event including the range of questions, the orderly conduct, audible, easy space to find. (Interestingly 12 of 41 responded they would not be voting. They might not be eligible District 8 residents.)

Lunar New Year (2/17 and 3/4): More attended this year than last 2 years. Preliminary sponsorship and program ads sold numbers: ~ \$6000. Governor's Commission on Asian American Affairs was so impressed they will be making a concerted effort to direct resources and energies highlighting Pittsburgh region this coming year. News of parade were shown on Harrisburg and Erie local channels. Those Asian communities are calling to ask if they can participate in the parade next year.

Next Mon-Valley Mobility Public Meeting planned for early April.

Meetings attended:

Pittsburgh Jewish Community Study (2/20 Rodef Shalom)

GSPIA Internship Fair (2/21 William Pitt Ballroom, University of Pittsburgh)

Enrichment with Minadeo Scholars (2/21, 2/22, 2/26)

PCRG Board Meeting (3/7)

Mid-Tier Bankers Council, PCRG (3/12)

PCRG Presidents Round Table (3/13)