



SHUC Board Meeting  
January 19, 2021 6:30 PM  
ZOOM Conference Call  
Meeting Minutes

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## Welcome

Board Attendees: Ray Baum, Jill Beck, Dalia Belinkoff, Vivian Didomenico, Lori Fitzgerald, Heather Graham, Sarika Goulatia, Barb Grover, Marshall Hershberg, Mardi Isler, Lisa Murphy, Joe Ott, Mary Shaw, Erik Wagner

Staff: Maria Cohen

Guests: Helen Wilson, Hersh Merenstein, Emilie Yonan, Ose Akinlotan

### 1. Action Items

- a. Approval of November Minutes – Marshall moved, Barb seconded, all in favor
- b. Gene Robinson passed away. Gene arranged to share cost of planting and did so much for the community. She will be missed.

### 2. Executive Director's Report

- a. Winter Campaign Update - Our Winter Donor Campaign has been going well. We are currently @ \$7,739 with 88 donors. We will continue to keep you posted!
- b. 2020 Census Closeout – Pittsburgh in general and our Squirrel Hill neighborhood had excellent reporting numbers with the percent of citizens filling out the census higher than the last census. Many groups collaborated to make this happen. It was a huge success!
- c. SHUC/SHHS Calendar Sales - Calendar sales have been reasonably good considering the pandemic. We have sold approximately 89 calendars and have made a profit of almost \$370. Calendars are still being sold at Classic Lines and Amazing Books. We will discount to \$10 including tax. Profits will be split 75% to SHUC and 25% to SHHS. We even shipped a calendar to the UK!
- d. JCC Center for Loving Kindness - We are continuing our discussion regarding Social equity and justice. Join us next Thursday, January 14<sup>th</sup>, from 7 – 8 pm, for *Excerpts We Should Read, Talk About and Act On: Important Passages To Guide Us On Being Antiracist*. We'll

be exploring key ideas from Ibram X. Kendi's *How To Be An Antiracist*. We will share the excerpts on-screen during our conversation. There is no requirement to read the book beforehand and no requirement to join all four conversations in this series. There will be one or two more discussions in the series on Thursdays, February 11 and March 11. The next book is *Waking Up White* by Debbie Irving.

- e. Saltwater Rewards Update - Squirrel Hill Rewards - Squirrel Hill Rewards is a coalition of local businesses that rewards customers for their loyalty for shopping at local merchants in the Squirrel Hill shopping district. Please [sign up \(https://squirrelhillrewards.com/\)](https://squirrelhillrewards.com/) to get information and to be included when we officially launch this exciting program to promote LOCAL LOVE for our Squirrel Hill merchants, restaurants and businesses late January.
  - i. Saltwater is also putting together a website for us pro-bono. If anyone has any suggestions or would like to be a part of the steering committee please let me know.

### 3. Treasurer's Report

- a. November - In November, we had 15,000 dollars in sponsorship income and 5,110 dollars from the treasure dinner itself. We ended the month with net income of 15,495 dollars.

- b. December - For the month of December, we ended up with a net income of negative 6,155 dollars. Although we had about 3800 dollars in contributions this month and 2500 dollars in sponsorship income, we had an additional 7000 dollars in professional fees which were mostly related to the publication of the Squirrel Hill Magazine.

We have 47,394 dollars in unrestricted funds compared to 51,000 dollars that we had in unrestricted funds last year at this time. We're in a very similar position to where we were last year at this time despite the extraordinary circumstances of this year. Much of that is due to the great efforts Ray and others made with the Treasure dinner.

### 4. Committee Reports

- a. Built Environment – There was no January meeting. No new items. We are waiting for the Wilkins house to come up to the zoning agenda.

- a. Litter Patrol - The Litter Patrol held a Zoom meeting on Monday, January 18, 2021, to discuss ideas for our activities in 2021. The following decisions were made:

**We will NOT hold our annual Community Clean Up event in April around Earth Day.**

**We plan to sponsor a “Grand Pandemic Litter Clean Up from April 18-24**, that Encourages individuals and families to sign up to pick up litter during that week at a location of their choosing in Squirrel Hill; Sign up would include, name, email, phone number, location of litter pick up, need for supplies (e.g., vests, bags, gloves (cotton or Nitrile))

-Encourages participants to take photos of their volunteer work and send the photos to Maria(?) for posting on the SHUC website, Facebook, etc. Submitting photos automatically enters them in the photo contest or we allow them to opt out of the competition.

Provides prizes(to be determined) for different categories of Litter (e.g., most photogenic Litter, weirdest Litter, largest piece of Litter)

-Provides a listing of ‘locations that are in special need of clean up’ for participants to select from instead of one of their own.

**-Encourage residents to “Walk-A-Block” throughout the year to pick up Litter.** This would be an extension of our “Adopt-A-Block” program. The pitch to everyone would be something like – “Many of you are working from home tied to a computer. Take some time to get some fresh-air and exercise by picking up litter. The younger – less vulnerable to COVID – are strongly encouraged to sign up. Their participation would ease the burden on the retired, older, more vulnerable individuals who make up a large portion of our Adopt-A-Block members.”; Sign up would include name, email, phone number, location of litter pick up, need for supplies (e.g., vests, bags, gloves (cotton or nitrile)).

**-Merchants in Squirrel Hill Business District -**

- b. Remind our 30+ Good Neighbor businesses of their commitment and encourage them to focus on Litter Clean Up during our Grand Pandemic Litter Clean Up week and throughout the year.

- c. Contact the owners/managers of other businesses to join our Good Neighbor program or, at least do litter clean up during our Grand Pandemic Litter Clean Up Week.
- d. Check on listing of Good Neighbor Merchants in the magazine; not sure that happened
- e. A subcommittee from the Litter Patrol will work with Heather at Uncover Squirrel Hill on the details of implementing a,b,and c.

**-Publicity for events in 2 & 3 above**

- f. A subcommittee from the Litter Patrol will work out the details with Mardi and/or Maria

Litter Tracking from Lori - <https://www.litterati.org>

-Earth day clean up partnered with CMU, Chatham, Central Catholic, Oakland Catholic or another group

- b. Magazine – SHUC will have two issues of the Magazine due to COVID. We have started a newsletter to better inform the community with few Magazine issues.
  - c. Ped-Bike – Waiting to hear from Cassandra Leopold, DOMI, will be coming to speak at the next Bike-Ped. Mary Shaw and Roy Weil added notes to share what the trails in Shenley park present to DOMI. Planning a joint ride with Pittsburgh Major Taylor. Working on the Walking Map – Footloose in Squirrel Hill. Continuously monitoring the Pittsburgh Capital Budget with request for Engineering studies.
  - d. Treasure Committee – We netted approximately \$56k. Ticket sales were over \$7k. Many of our sponsors stayed and expenses were down.
  - e. Trees and Parks – Collecting a list of tree pits that need to be replaced. Does anyone know of a pit that needs a tree? Please forward to Mardi.
5. President's Report
- a. Update O'Connor's Corner – Need to reinstall a few items. It is almost complete. We posted a beautiful winter photo of O'Connor's Corner.
  - b. Outdoor seating – we are getting the permit. A ribbon cutting will happen in the Spring. It will depend upon COVID – social distancing.

- c. 4 Mile Run/Mon Oakland Connector Update – PWSA is continuing with the plans. The lake will be deepened to meet standards. For all PWSA-related updates to Mon-Oakland Connector:  
<https://www.pgh2o.com/projects-maintenance/search-all-projects/four-mile-run-stormwater-project>
- d. 2021 Lunar New Year Activities Cancelled – We are hopeful for 2022!
- e. Board Recognition – We had so many contributions. So many board members helped with so much during the pandemic.

## 6. Old Business

## 7. New Business

- a. SHUC 2021 Meeting Dates and Holiday Schedule (Note May date is Primary election Day – can we go to the 20<sup>th</sup>?)
- b. BRT – They decided not to put the bus stop in front of Krauss Commons. It will be in front of Starbucks. This is a really good result.  
Beacon and Murray – The area that has a beautiful parklet. The plans will be to take out trees and tree grates. It will be a mess if this happens. Mardi and John Katz are trying hard to make sure that it doesn't happen.  
O'Connor' Corner – Port Authority wants to change out the rehabbed bus shelter.  
SHUC can organize a community meeting.  
What if we take a position as a board that it is inappropriate for them to come in after we have made significant improvements. Mary – let's take a stand about the amenities that are important. These are called "context sensitive design" or "context sensitive solutions" in the transportation world. Mardi will send something to the board for the board.
- c. Lewis and Clark Partnership – Partnered with SHHS to create a visitor map with key attractions, restaurants and places to stay. This has sparked a huge interest in repairing the Neill House. It seems to be the 2<sup>nd</sup> oldest house and oldest still standing. There are many partnerships.
  - SHUC is involved in the commercial application. There is a map that show the community. SHHS driving tour is tied into it.
  - SHUC is getting together and explaining all of the other places that you might like to visit when you visit the Neill House.
  - <https://lewisandclark.travel/>

- d. Resolution from Uncover to put cameras at Forbes & Murray, Forbes & Shady and Murray & Beacon. Pedestrians are unsafe. Heather will share the letter from Uncover with SHUC and we will put out a letter. ARLE  
^Automated Red Light Enforcement program from PennDOT link:  
<http://www.dot.state.pa.us/Portal%20Information/Traffic%20Signal%20Portal/FUNDARLE.html>.  
[http://www.dot.state.pa.us/public/Bureaus/BOMO/Portal/ARLE\\_What\\_Is.pdf](http://www.dot.state.pa.us/public/Bureaus/BOMO/Portal/ARLE_What_Is.pdf)
  - e. SHUC Newsletter – This is to update the community more regularly in 2021 given the reduction in Magazine Issues.
  - f. The schedule and calendar were approved. It will be posted to the SHUC site.
  - g. Mayor’s Office Update - Hersh Merenstein – 4 Mile Run/Mon Oakland Connector Update <https://www.pgh2o.com/projects-maintenance/search-all-projects/four-mile-run-stormwater-project>; Still accepting applications for snow angels. Snow Angels: [pittsburghpa.gov/snowangels](http://pittsburghpa.gov/snowangels) ; Still accepting trees from Christmas and will be giving out mulch.; We have renewed the contract for the crossing guards. They will get pensions!!
    - Hersh will discuss the BRT and the issues affecting the neighborhood.
    - Mayor’s Newsletter: <https://mailchi.mp/9f344c2356a9/mayor-pedutos-newsletter-looking-back-on-2020?fbclid=IwAR16XojHWUG8LVMuG00IBDhAK5YSRa9dRvICIwolz6ZY-YloKcUdWhQ90FU>
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8. Announcements – Helen – adopt a grate – keep storm sewer clean. This could be a great program for Litter Patrol.

Adjourn – Jill Beck motion to adjourn. Barb Grover seconded.