

Tuesday February 15, 6:30 PM

ZOOM Conference Call

Board Minutes

Attendees: Ray Baum, Jill Beck, Dalia Belinkoff, Lori Fitzgerald, Heather Graham, Barbara Grover, Marshall Hershberg, Melissa Hiller, Mardi Isler, Lisa Murphy, Joe Ott, Mary Shaw, Lisa Steindel

Guests: Edward Wrenn, Alex Greenberg and Emilie Yonan

1. Action Items
   1. Approval of January Minutes Motion to approve Marshall Hershberg, Barb Grover seconded, all in favor
   2. Board Nomination Vote: Justin Berk

Joe Ott Motioned; All in favor; Motion carried

1. Executive Director’s Report
   1. Business District Hanging Baskets – Uncover and the Business District would like to purchase Hanging Baskets for the district but need our support as a 501(c)3 for donations. They are looking for our permission to set up a restricted account to accept donations. Uncover will support us administratively. SHUC will only be housing the account. Heather Graham will do the administrative work.

Originally Uncover was looking into the Hanging Baskets for the holiday and now. The Business District can have up to 50 baskets and plan to have 25 baskets in 2023 or for the Holidays this year. Uncover can also add Winter and more baskets next year. Western PA Conservancy will take care of all maintenance. SHUC and Uncover will partner on the fundraising. The cost is approximately $500 per basket and about $16,000 - $17,000 per year.

* 1. 2022 Squirrel Hill Calendar Update - Calendar sales are currently at $1,417.10 - $835.14 (printing expense) for $581.96 income. The price was just reduced to $9.35 and $10 with tax. We have approximately 8 calendars left at the SHUC office. Calendars are still available at Littles, Games Unlimited, Riverstone Books and 10,000 Villages and are going fast! Please pick one up or request one soon if you would like a calendar. SHHS and SHUC split the profits.
  2. PNC Services - We met with our account managers two weeks ago. They suggested an inhouse check deposit processor which has no upfront fees and will cost $25 a month. I go to the bank for deposits sometimes a few times a week and this should save several hours a month. Also, we are looking into a gateway solution through PNC for another option to accept payments on the SHUC website. The PNC system is very secure and because we already use clover for mobile payments this could be a really good addition to accept payments.

c. Winter Donor Fundraising Campaign – We have received approximately $5,600 in donations for the Winter Donor Fundraising Campaign with about 55 neighbors contributing. Donations are still trickling in! We typically average $5,000 - $6,000 for the Winter Donor Campaign and about $10,000 for our Summer/SHUC End of Year Campaign. . Thank you to all of you who contributed and to Mardi, Lisa Steindel and Dalia for putting together an excellent letter for the campaign.

d. Outdoor Dining Testimony – Last Friday SHUC testified on behalf of legislation to allow for DOMI’s easier process to continue permanently. Council passed the legislation today. SHUC was interviewed for comment by Bob Mayo of WTAE.

1. Treasurer’s Report

a. P & L for January - In the month of January, we had income of 11,720 dollars. Of this amount, 6,045 dollars were in the form of contributions. Notable contributions included 500 dollars from Bill Slivka, 200 dollars from David and Susan Brownlee and $1,500 for the Love Your Block Grant. We also had 3800 dollars in magazine revenue which contributed to this month's totals.

Expenses were mainly administrative for SHUC, our FONLH admin expense in the Neill Log House account but transferred into our SHUC general account, and printing and postage expenses.

As a result, we had net income of 1,032 dollars.

If you look on our balance sheet, we have 44,740 dollars in our main checking account. Our Neil Log House fund is separately funded with 20,947 dollars. We are in very good financial position for the coming months, with our outstanding balance on the PPP loan excess at 2,137 dollars and getting smaller each month. Overall, the outlook is good.

1. Committee Reports
   1. Board Recruitment – Justin Berk was just approved as a board member. SHUC needs more candidates. Joe Ott asked the Board for candidates.
   2. Built Environment – Justin Berk and Lori Fitzgerald have been trying to commit. ZOOM meetings for the committee have been poorly attended. There are a few members that might be leaving the committee. Candidates will need to understand zoning and be able to write letters of support. Lori will forward the criteria. Ray is also in!

Mardi and Maria have been working on several of the projects including Northumberland Flats, Chatham, CMU, Art in the Park and others. The CMU Master Plan and Art in the Park on March 1st.

Mardi will also ask Heather Graham to give a report regarding improvements to the business district. SHUC can create an ad hoc committee.

* 1. Litter Patrol - The Litter patrol had its first planning meeting on January 26, 2022. The following actions have occurred based on the results of that meeting.

1. Barb will keep the new Volunteer T-shirts until early April when distribution to our volunteers will occur prior to our Earth Day activities.
2. We will sponsor a hybrid Clean Up – a) A morning Community Clean up on Sunday, April 24, 2022, from 9am-noon like we did prior to the pandemic; and b) a week long “Clean up on a day and time of your choice” from Friday, April 22 (Earth Day) to Sunday May 1 like the Grand Pandemic Clean Up we did last year. Barb met with Maria and Fritz to discuss details of publicizing the events and creating a registration form. They will handle most of the publicity. Board members will be asked to volunteer to staff a SHUC table at the April 24th Community Clean Up. Contact Maria and Barb indicating when you can volunteer -8-9am (set up), 9-10am, 10-11am, 11-12, 12-1pm (tear down).
3. Publicity strategy will include notices in the March issue of the SH magazine, posting on social media, contacting public and private schools in Squirrel Hill, contacting Universities, contacting organizations which have volunteered with us in the past, walking the streets of Squirrel Hill with Mr. Murray the Squirrel in the week before the event.
4. Mary Ellen Droll will contact our City and County Council representatives (i.e., Erika Strassburger, Corey O’Connor, Paul Klein) to determine the possibility of installing signs that focus on cigarette butts as Litter. Eleanor Herschberg shared some examples: “Your sidewalks are not an ash tray”, “large photo of a cigarette butt with the saying This is litter too”.
5. Hold 2 sessions during the summer to recruit volunteers for the Litter Patrol. We set up a table on Forbes and/or Murray and encourage shoppers to sign up for one of our committees. This approach was successful last summer.
6. Submit articles to Missy Eppihimer for the March Issue of the Squirrel Hill Magazine since its theme is Environmental and Sustainability Issues . Ann Rose, Barbara Jones, Bob Danenberg and Barb Grover have submitted articles highlighting the history of the Litter Patrol and personal experiences related to Litter Patrol activities over the years.

Next meeting is Feb. 22, 2022 Zoom Meeting 7 pm.

* 1. Ped-Bike – Most of the last committee meeting was about the Fern Hollow Bridge detours and full design of the replacement bridge. Rich Feder, Marshall Hershberg and Mary Shaw sent a letter to Councilmember O’Connor. They are setting up a meeting next week with Councilmembers O’Connor and Strassburger’s offices to discuss detours and redesign.

The committee is also looking into traffic calming measures on 5th Ave and Beechwood near Mellon Park.

* 1. Events – Spin Scooter Safety/Information Event. It will be on Sunday, March 27th from 1- 3 pm at the Blue Slide park. There will be a SHUC table and request for board members to volunteer. SHUC will also use the opportunity to ask and understand filing complaints and sharing that the process is very challenging.
  2. Trees and Parks – TV Application – Western Pittsburgh Conservancy does not have as much a budget this year. SHUC might be cut in favor of communities with less tree canopy. The City Forester will cover the business district. There are several being replaced.

1. President’s Report

a. Art in the Park – The Director of the program and the Artist are hosting a community meeting tomorrow evening @ 5 pm via zoom.

b. FONLH Progress – FONLH is moving along. There is a meeting with Chatham about educational opportunities.

1. Old Business

a. Air Quality Awareness – SHUC can do some awareness and keep the Board informed. The initial memo will be followed up.

1. New Business –
   1. Maria Cohen will be taking a month long unpaid family leave. SHUC will have everything covered.
2. Community Member Edward Wrenn shared his contact information to connect with Maria Cohen on Friday. edwardwrenn@icloud.com and my cell phone number 412-818-1118.
3. Announcements

Motion to Adjourn – Mary Shaw