Board Meeting

Tuesday May 17, 6:30 PM

ZOOM Conference Call

1. Roll Call - Maria

Board members present: Ray Baum, Jill Beck, Dalia Belinkoff, Guy Costa, Lori Fitzgerald, Heather Graham, Marshall Hershberg, Mardi Isler, Lisa Murphy, Mary Shaw, Lisa Steindel, Erik Wagner

Guests: Emilie Yonan

Staff: Maria Cohen, Sophie Bean

1. Action Items

**Approval of April Minutes** – Marshall moved to approve April minutes; Lisa Steindel seconded the motion. The motion carried.

**Approval of 2022/23 Budget** – Mardi made a note about the budget: Exec. Committee recommended Maria apply to Leadership Pittsburgh, and there is $500 in the budget for application fee and eventually a cost to attend, but scholarships will be available for this.

Report on annual budget: SHUC will begin the fiscal year with $26,121 from our unrestricted accounts. To be conservative we project $72,000 dollars in sponsorship income from the 2022 Treasure Dinner, which would be a bit less than the approx. $76,000 that came in last year. This is a reasonable projection given the fact that it's our 50-year anniversary and sponsorship income is likely to be as good as in previous years.

We are booking less income as "membership income" and more as contributions since we don't have a formal membership and it makes more sense to consolidate those categories.  Our magazine revenues are expected to rise in line with the income we generated for the last two issues since we hired a new person, Robyn, for advertising sales. There is a corresponding increase in professional fees for her salary. We also have additional administrative support that we expect to spend about $20,220 over the next year. This is based on the expectation of paying $18/hour for 20 hours/week plus an additional $1500.

We decided to project $30,000 in grants. We project $10,000 to be unrestricted and therefore this amount can offset some expenses and $20,000 to be earmarked for a particular project, which will have a corresponding expense of $20,000 below.

We expect a year similar to previous years, with our main checking account accumulating money during the summer and then more expenses as we enter winter and Treasure Dinner money stops trickling in.

Motion to approve: Ray moved to approve 2022/23 budget; Guy seconded the motion. The motion carried. **Approval of Board Member Re-appointments** – Dalia Belinkoff, Lori Fitzgerald, Marshall Hershberg, Mardi Isler, Erik Wagner, Paul Katz, Jill Beck and Anna Batista

* + 1. There are board members who could roll off this year, but every member wants to step up for another term. To fill the upcoming vacancies, Joe, Jill, and Heather will work on finding new candidates. Marshall asked about the criteria for prospective board members and Jill said the nominating committee is interested in diversity of membership and Squirrel Hill residents (80% of board needs to live in the neighborhood). There are two positions to fill but nominating committee would like to bring on five new members to offset any SHUC loses next year. Mary Shaw suggested we ask committee chairs to consider committee members who are particularly active on committees. Jill moved for re-appointment of members who agreed to serve another term on SHUC Board. Lisa seconded. The motion carried.
    2. New officers will be elected in June and Joe Ott will do a survey for those who might be interested in the open positions.

1. Executive Director’s Report
   1. Night Market Volunteers needed - I Made It! Market is taking over most of the responsibilities for the Night Markets. SHUC will have a booth and will need volunteers to help with parking signs for the business district, setting up, overseeing the SHUC booth, and breaking down. Barb will need volunteers for Litter Patrol. The [sign up](https://docs.google.com/forms/d/1f2WG29xJKceH4n9FI8ohW1fkI1TppK7ree3wIr_WpMY/edit) for the June 25th Night Market was shared.
      1. The August 27th Night Market sign up will be available at June Board Meeting.
      2. The October 1st Night Market sign up will be available at the August Board meeting.
   2. Farmer’s Market Participation – The Squirrel Hill Farmer’s Market started last Sunday, May 15th and runs through Sunday, November 20th from 9 am – 1 pm. During the pandemic, spacing was an issue and our booth was dissolved. Maria reached out and they do not currently have a booth for SHUC, but she will continue to check back in. Maria asked if SHUC would we like to set up at the corner of Beacon/Murray during the markets. Unfortunately, June/July will be difficult for Maria to be there but she can attend on Sundays in August to sell Treasure Dinner raffle tickets.
      1. Lisa Steindel asked what the purpose of SHUC presence at the farmer’s market is and Maria said it’s about spreading awareness of SHUC, sharing our printed materials (like the magazine and the walking map), and upcoming events.
   3. Allderdice Tree Care – Tree Pittsburgh partnered with SHUC to host an Allderdice Tree Care event. The event was a huge success and all 11 trees are ready for summer. Jake Milofsky from Tree Pittsburgh and Gary Crouth (SHUC Tree Committee) ran the event. Lisa Baker from 10,000 Villages, who has been very supportive of SHUC, was among the volunteers. This summer the trees will need to be watered 1x a week and SHUC will share a sign up within the next few days.
      1. Mardi said SHUC paid for the fertilizer because it wasn’t in anyone else’s budget.
2. Treasurer’s Report

P & L for April - In April, we received $29,722 in grant money that was a reimbursement from our Greenways Trails and Recreation Grant (state grant) for O’Connor’s Corner. Both state and county grants are now closed. We had a project-related $15,542 expense for O'Connor's Corner. Last part of O’Connor’s Corner was repainting the clock.

If we look at the revenue and expenses that impact our unrestricted funds, we had income of $9,315 and expenses of $19,110. The income is from $2,500 in sponsorship income (Gold Sponsorship from Paul Peffer & Leslie Miller) and $6,010 in magazine revenues.

Of our $19,110 in non-project related expenses for April, our largest expense was $6,893 for printing and $1,028 for postage. Our net loss from our main operations was -$9,795, much of it attributable to the cost of publishing the magazine.

We have $26,122 in our unrestricted accounts. This money is from our main checking account, the magazine account, and our PayPal account. In past years, SHUC begins to see positive net income in June and July as Treasure Dinner money starts to come in.

1. Committee Reports
   1. Built Environment: Asked to provide a letter of support for CMU and Arts Commission for Frick Park art project after writing a letter in opposition to the project in Schenley Park. Lori said that the Tree of Life building renovations proposal went public without running anything past SHUC informally. Lori reached out to Dan Rothschild about the public process of the renovations, and Dan responded that they’re not ready to engage with the public. Ray said there were two DAMs about Summerset at Frick Extension art proposal, but SHUC wasn’t asked to take a position. Lori has heard chatter about a different proposal at the Irish Center. Marshall asked about Flats on Forward construction and whether it is on schedule and Mardi said yes.
   2. Litter Patrol: Clean Sweep Week was a success with 68 volunteers at the in-person event and about 180 volunteers going out on their own between April 22-May 1. Litter Patrol will need volunteers for Night Markets (4-6pm to set up; 6-10pm to monitor event; 10-11pm for cleanup).
   3. Ped-Bike: Committee will present ideas at next Ped-Bike meeting about non-motorist traffic and safety. Eric Setzler (Chief Engineer of DOMI) will attend meeting to give committee an update on any updates. There has also been communication with Ken Doyno and the Briarcliff Association (official community connection between bridge construction and PennDOT).
   4. Treasure Dinner: This year’s treasures are Carol Brown (Founding CEO of Pittsburgh Cultural Trust), Mildred Miller Posvar (opera singer), Dr. Harry Clark (founding principal of CAPA High School), and SHUC for 50th Anniversary celebration. Mayor Gainey has offered to give remarks at the event. The photo booth will return. There will be a change in the seating format—smaller tables for more movement, more like a cocktail party, heavier on the hors d’oeuvres.
   5. Trees and Parks: Mardi said Gary is organizing Tree Care days within the business district—next one will be in June for Murray Ave. A tree fell on the plantings behind Squirrel Hill welcome sign and Mardi asked Forestry Department to remove the log that fell and the stump there. Mardi was told that the lights are out, and she has to go back to sign company to find out the problem.
   6. End of Year Campaign: First meeting is Thursday, May 19th at 9:30 am. Campaign will highlight the 50th Anniversary somehow. Dalia, Lisa S., and Mardi will work on the campaign and highlight this year’s Treasure Dinner as well as 50th Anniversary.
2. President’s Report
   1. Koerner Events: Tour of Koerner House for FONLH fundraising. Owner of the house (Caroline Boyce) and Joseph Koerner (Henry Koerner’s son) have met and have settled on the weekend of October 14th-16th. There will be a documentary showing at Manor Theatre on Friday night with a possible reception beforehand. House tours on Saturday and Sunday will be smaller groups of 12 people. Joseph agreed to be available the entire weekend. Next meeting is at Chatham and hopefully there will be a lecture on Chatham campus about Henry Koerner. Mardi received permission to get two Koerner paintings from PNC for the event and also wants to convince Carnegie Art Museum to show some Koerner artworks that weekend.
   2. Magazine Committee: Magazine needs a committee with people to look at production from a business POV to cut down on costs/generate more revenue. Refer to Mardi or Maria with ideas.
3. Old Business
   1. Fern Hollow Bridge Coalition Update: Seems like the City is willing to support more bike and pedestrian-friendly plans and a safe way to cross Western end of the bridge where Clayton Loop is. Regent Square and Point Breeze Associations have passed resolutions supporting proposals they created last month. Mary Shaw agreed we need a united front, but we need more space on the bridge for separate bike and pedestrian paths and Briarcliff isn’t accurately representing every organization. Marshall will follow up with DOMI tomorrow after a Ped-Bike presentation about how to connect with PennDOT about concerns and community input.
4. New Business
   1. Election of SHUC officers in June.
5. Announcements
   1. Mayor’s office news: City has opened applications for Love Your Block grants and the grant amount increased to $5,000. There is a final push to recruit lifeguards and pool managers.

Adjourn: Mary motioned to adjourn meeting.

\*Executive Session immediately following the Board Meeting to discuss Personnel Matters