



SHUC Board Meeting, October 18, 2022, 6:30 PM, ZOOM/In-person

Present: Ray Baum, Justin Berk, Dalia Belinkoff, Guy Costa, Lori Fitzgerald, Marshall Hershberg, Melissa Hiller, Mardi Isler, Lisa Murphy, Mary Shaw, Lisa Steindel, Jon Prince

Staff: Sophie Bean, Maria Cohen

Guests: Matthew Mahoney (candidate for City Council), Barb Warwick (candidate for City Council), Scott McMurtry (District 8)

1. Action Items

- a. Approval of August Minutes – Mardi requested a motion to approve the distributed August 2022 minutes. Justin motions; Marshall seconds. The August minutes are approved.
- b. Request for letter of support for PPC's Budget –Mardi received a letter from Pittsburgh Parks Conservancy (PPC) requesting SHUC's support for the part of the budget that the City designated for the PPC and the parks themselves. Budget accounts for 27% of heavy equipment, and Mardi's letter to the Mayor says the budget targets 5 of 9 council districts and SHUC encourages improvement in all city parks, not just RAD parks.

Mardi was also asked to write a letter that supports the goals of the Park Trust Fund. Ray suggested adding a paragraph about how many city parks only have porta potties now and instead of operational and clean bathrooms, like Wightman Park. Jon suggested adding a request for a specific call to action or follow up in the letter. Mardi requested a motion to approve the letter to the Park Trust Fund as amended, with an addition about porta potties and an addition requesting a specific follow up. Guy motions; Ray seconds.

- c. Second letter in support of PPC's request from the City for \$2.9 million allocation for FY 2023. City decided on that amount. Mardi requested a motion supporting the Pittsburgh Park Conservancy's request. Justin motions; Guy seconds.

2. Executive Director's Report

- a. Application to Forbes Fund – Strategic Plan + Financial Plan – SHUC will apply for a grant to create a strategic and financial plan for 23/24 FY. SHUC needs to diversify funding arms and the Coalition hasn't created a new Neighborhood Plan in approximately 30 years. Goals are: to gain funding for the plan, resources for a better administrative system and to cover magazine losses. The application deadline for 2022 was at the end of July. SHUC will apply for a 2023 grant in Q2 of 2023 or before.
- b. JCC Center for Loving Kindness – SHUC partnered with the JCC CFLK for the High Holidays of Hope. Speakers from the Yom Kippur event are giving their recommendations for a three-part class series, that SHUC will partner in, related to women's reproductive rights.
- c. Night Market Volunteers needed – October 22nd – The October 1st Night Market was rescheduled for this Saturday, October 22nd from 6 – 10 pm. SHUC board members are asked to sell Treasure Awards Dinner Raffle tickets if possible. [Link to sign up](#) was shared. Litter patrol volunteers need as well and should contact Maria with questions.
- d. Murray Hill/Chatham Meeting – On Tuesday November 1st @ 6:30 pm, Councilmember Strassburger and SHUC will host a community meeting to act as a liaison between the Murray Hill Ave Association and Chatham. The University agreed to host on campus, in person. It looks like there will not be a hybrid/zoom option.

- e. Other – Save the date for our Ten Thousand Villages holiday shopping event on Tuesday, November 29 from 4 – 7 pm. Proceeds from the sales go to SHUC.
- f. Upstreet trick-or-treating in Squirrel Hill Business District is on October 31st from 5-7 pm.
- g. Hanging Basket project is close to goal with a month left to fundraise.

3. Treasurer's Report

- a. P & L for August – In August 2022, SHUC had income of \$20,252. \$8,000 of that came from sponsorship income, including a \$5,000 donation from Edwin Beachler. SHUC also had \$2,331 in contributions, most being for the 50th anniversary. Finally, there was \$4,665 in magazine revenue.
SHUC had \$13,886 in expenses for August. Some of the larger expenses included professional fees of \$3,329, \$3,000 of which was for Melissa Eppihimer to edit the Fall magazine. There was a \$1,135 postage expense for the magazine.
SHUC's net income for August was \$6,386. If we turn to our balance sheet we have \$10,191 dollars in cash in our main checking account. There is an additional \$777 dollars in a PayPal account. There is money in other accounts but they are restricted accounts and therefore cannot contribute to the primary month-to-month expenses. August was better because of sponsorship income but there is less cash than in previous years at this point.
- b. P&L for September – SHUC deposited \$29,750 in Treasure Dinner sponsorship income and donations. This included generous sponsorships from Robert Levin and Dr. Kerry Bron, UPMC, Mardi & Bill Isler, Vivian and Rocco DiDomenico, Clark Hill, PJ Dick and more. Truelive, Debbie Demcheck and CMU are among the recently committed sponsors.
- c. FONLH secured a \$50,000 grant to help stabilize and restore the log house. Our total September account balance was \$134,612.53, but most of that is in the NLH account.
- d. Our main account balance is currently \$34,612.52 and was \$25,447.36 on September 30th.
- e. SHUC is currently working on financial statements for a future audit.

4. Committee Reports

- a. Built Environment – There was a recent DAM for Phipps for restoration of glasshouse restoration. There will be another DAM coming up with Tree of Life and Solway Street neighbors in November. Mardi said the feedback from the first Tree of Life meeting was very positive. Ray and Maria agreed that SHUC will likely eventually be asked to write a letter of support for the Tree of Life project.
- b. Litter Patrol – Barb Grover is retiring but found a replacement, Rachel Lecrone. Rachel is already active and looking for locations for the cigarette receptacles and for Litter Patrol support for upcoming Night Market.
- c. Ped-Bike – Committee meeting via Zoom at 6:30 on Wednesday, October 19th. No representatives from DOMI and PennDOT will be at the meeting. The agenda is updating committee on material submitted in writing to PennDOT regarding surface deck of the bridge and a non-permanent barrier. The Committee submitted a letter to DOMI about width of sidewalks and shared-use path on South side of bridge, and that they're not wide enough to be adequately safe. Marshall said bi-monthly bike-ped meetings will be reinstated soon. There was a recent DOMI meeting at the JCC about the intersections near Fern Hollow Bridge, where residents raised many questions. Bike-Ped will summarize residents' concerns and share with DOMI or PennDOT.
- d. Treasure Award's Dinner – Ray said last year's final number was \$77,000-\$79,000 and SHUC is close to that number again this year. Pittsburgh Festival Opera will at least buy tickets if not sponsor the event. Ray will work on the Pittsburgh Cultural Trust.
- e. Trees and Parks – Six trees planted in the Business District. 11 or 12 trees will be planted as soon as Treevitalize gets to Squirrel Hill. Another six trees were planted by Tree PGH earlier today. Since Treevitalize began its Forbes Initiative, there have been over 350 trees planted in Squirrel Hill. Ray asked if Board members can go door-to-door in areas of tree deserts and give people Treevitalize applications. Mardi said yes.

5. President's Report

- a. Neill Log House Update – Object conservators went to the house and inspected each artifact inside the house. Artifacts were purchased in the 1970s by the Junior League. All items have been cataloged. A lot of the items are not salvageable. Next phase will be replacing artifacts or restoring ones that are worth restoring. Mardi submitted three grants that total \$225,000 if all of them come through. Lori is getting another cost estimate, but construction will not start in the spring. Lori met someone who runs programming out of a log house in Washington and wants to connect them with FONLH.
- b. Koerner Events Report – Last weekend was full of events in support of FONLH. Manor Theater was not as successful because it was expensive to rent the theater on a Friday night. House tours had a lot of walk-ups. JCC event was very popular, especially with students. Overall, a success for spreading the word about Neill Log House.
- c. 50th Anniversary Winter Campaign – Dalia will work on a letter and share it with Mardi and Maria. Maria said snail mail seems to work better in the winter.
- d. Magazine 2023 – The magazine needs to be studied from a business point of view because it's an expensive venture to subsidize. Maria is in negotiations with a CMU Professor in the Heinz College of Information Systems and Public policy for students to evaluate the magazine and help SHUC secure a grant. CMU selection will be made by the end of October.
- e. Board Member Recruitment – Mardi put out the call to Board members for ideas for new board member recruitment.

6. Old Business

- a. Fern Hollow Bridge Coalition Update – Mardi said the word is the bridge will be open by the end of 2022. SHUC will stay looped in about the art installations for the bridge.

7. New Business - none

8. Announcements

- a. Mardi thanked Erika Strassburger for filling in as Squirrel Hill's elected councilmember.
- b. Ray requested all Board members sell Treasure Dinner tickets, raffle tickets, and ads.

Guy motioned to adjourn. The meeting was adjourned.

Next meeting: Tuesday, November 15 @ 6:30 pm