



SHUC Board Meeting, January 17, 2023, 6:30 PM,  
In-person Room 220 JCC

Present: Ray Baum, Justin Berk, Guy Costa, Heather Graham, Marshall Hershberg,  
Melissa Hiller, Mardi Isler, Mary Shaw, Lisa Steindel, Erik Wagner

Guests: Gisele Betances (City), Helen Wilson, Tony Indovina, Jeff Pollock, Barb  
Warwick, Scott McMurtry

Staff: Maria Cohen

**1. Welcome**

**2. Action Items**

Approval of November Minutes –Lisa motioned to approve the November Minutes,  
Guy seconded the motion, the motion carried.

**3. Executive Director’s Report**

- a. Winter Campaign – Our 50<sup>th</sup> Anniversary Winter Donor Campaign is going strong with \$12,814 in donations. This includes a \$5k Pittsburgh Foundation grant and \$2k from a private donor in LA. Special thanks to Dalia Belinkoff for creating an incredible letter and Mardi Isler for also supporting the campaign.
- b. Application to Forbes Funds – Strategic Plan + Financial Plan - SHUC’s MAG (Management Assistance Grant) LOI was approved. The Coalition was invited to apply for the MAG grant and our application was accepted on Monday, January 16, 2023. Our request is for support to create a strategic and financial plan with Uncover Squirrel Hill as our partnering organization. We expect to hear from the Forbes Funds in mid-March for the final decision.
- c. Uncover Sq Hill – SHUC has been the fiduciary to raise funds for a neighborhood beautification project for Hanging Baskets in the business district partnered with Uncover Squirrel Hill. The project has been put on hold. Funds have been partially raised for one season. Uncover’s board voted to discontinue the project and we are currently in limbo. We will report any updates.
- d. JCC Center for Loving Kindness - We are partnered with the JCC CFLK on another 4-part class series. Excerpts We Should Read, talk About and Act On: Important Passages to Guide Us to Stand UP with Our Neighbors; It is planned as conversation series beginning in December 2022; The series continues in February with a Tuesday, February 7<sup>th</sup> discussion of Killing the Black Body by Dorothy Roberts and Thursday, March 16<sup>th</sup> discussion of Under the Skin by Linda Villarosa. Both classes will be virtual evening classes from 7 – 8 pm.

**4. Treasurer’s Report**

P & L for November and December - For the month of November we had income of 26,885. and expenses of \$45,936., for net income of negative \$19,050 dollars. Our largest expenses in November were \$17,359. in Treasure Dinner expenses and a

printing expense of about \$9,000. We know of course, thanks to the hard work of Ray, that the Treasure dinner was a success and brought in \$57,456. net. Expenses associated with it happened to fall in November.

In December, we received an \$75,000. grant from the Allegheny Foundation for Neil Log House, which is reflected both in our cash flows for the month as well as in the restricted bank account for Neil Log House shown our balance sheet. For SHUC we had income of \$15,333. in December, and expenses of \$12,066. , net income \$3,267..

At the end of December, we had \$31,257.16 in our unrestricted accounts (which consisted of our main checking account and our paypal account). Last year at this time we had \$46,015. in unrestricted money. However, last year we had \$2,671. of our PPP note still outstanding and this year it has been paid off. We are in good position financially for the year ahead.

## 5. Committee Reports

- a. Built Environment – The built environment did not have a DAM meeting in January.
- b. Litter Patrol – Litter Patrol is planning for the Earth Day event. The Litter Patrol is also hosting a sendoff for Barb most likely March 3<sup>rd</sup> or March 4<sup>th</sup>.
- c. Ped-Bike –
  1. Most work has been focused on the Fern Hollow Bridge replacement. The bridge reopened successfully with 2 lanes and bike lanes. DOMI has been responding to concerns about changes. South Dallas is only South bound with no north bound. When conditions allow for more stripping, a left turn lane will be added at S. Dallas. Improvements in congestion and Traffic patterns are planned with flashing signals, more crosswalk and other improvements. The bike ped committee has been working with the Briar Cliff Association.
  2. The bike ped committee will host a mini meeting about the bridge tomorrow 1/18/2023. The committee will host more events in the Spring and neighborhood exploration events utilizing the Walking Map. They will also be taking a look at the park entrance at Beacon and Murdoch.
  3. The City can make changes to the bridge/resurfacing after completion and traffic patterns are examined. We need to make sure that this opportunity for changes is kept on the table.
  4. Rick Seback posted photos of icy sidewalks on the Fern Hollow Bridge. Bike Ped requested that Gisele (City) take it back to the city to make sure they clear the sidewalks going forward.
- d. Treasure Award's Dinner – The Committee will host the kickoff meeting tomorrow, 1/8 @ 9 am.
- e. Trees and Parks – The application is due in March. If the board or interested parties have any requests, please let Mardi know. The request should be between 8 – 15 street trees and on contiguous streets. Western PA Conservancy will cut

tree pits if needed. Mary Shaw suggested adding the information to the Magazine and Mardi shared that we plan to add it to the Spring issue.

## **6. President's Report**

- a. Neill Log House Update – (Report by Tony Indovina – FONLH Board President)  
The FONLH is at a critical juncture. Ray Baum has been working on the lease agreement with the city in order to be able to engage contractors. Mardi has secured several grants including a \$75k grant in December. Lori Fitzgerald is working through the plans for the log house and for the ADA compliance path.
- b. Magazine 2023 – SHUC has committed to subsidizing the Magazine for 3 more issues. We are engaging past advertisers and reaching out to real estate agents, banks, advertisers that haven't engaged in awhile and advertisers related to this Magazine's On the Move Spring issue. Phipps has agreed to an annual contract. We could definitely use board support and are happy to send a media kit if board members would like to help get ads.
- c. Deer Overpopulation Update – There are several interested parties throughout the city who have been collecting data about the damage from over population in our large parks, small parks and gardens. The goal is to put together all the city data in one place. Research on potential solutions will follow. The Game Commission is helping by providing research and papers on the topic.

## **7. Old Business**

- a. Fern Hollow Bridge Coalition Update – Marshall updated under the Bike ped committee report.

## **8. New Business**

- a. Neighborhood Services has expanded its team. Gisele Betances has been newly assigned to the team. Gisele mentioned the snow angel project. Sign up to volunteer or to ask for support on the City's website.
- b. Guy Costa brought up the fact that the community has been promised a crosswalk at Beacon & Murdoch. Bike Ped will bring it up at their next meeting.
- c. Tomorrow evening @ 6:30 pm Barb Warwick and District 5 is hosting a meeting for Squirrel Hill South at the JCC and virtually.
- d. Zone 4 meeting will host its January meeting at the JCC on Thursday, January 18<sup>th</sup>. Zone 4 will host on the 2<sup>nd</sup> Thursday, February 9<sup>th</sup>. It will include stroke awareness and have CPR training session.
- e. Helen Wilson asked if we could look into graffiti removal near the Squirrel Hill entrance for Squirrel Hill. Ray will ask PennDOT.

## **9. Announcements**

Adjourn: Heather Graham motioned to adjourn, Guy Costa seconded the motion.