



SHUC Board Meeting, November 15, 2022, 6:30 PM, ZOOM/In-person

Present: Ray Baum, Jill Beck, Justin Berk, Dalia Belinkoff, Guy Costa, Heather Graham, Barb Grover, Marshall Hershberg, Melissa Hiller, Mardi Isler, Mary Shaw, Erik Wagner
Guests: Jessica Farrell (City), Helen Wilson, Emilie Yonan, Barb Warwick (City Council)
Staff: Sophie Bean, Maria Cohen

1. Action Items

- a. Approval of October Minutes – Mardi requested a motion to approve the distributed October 2022 minutes. Guy motioned; Marshall seconded. The motion carried.

2. Executive Director's Report

- a. Application to Forbes Fund – Strategic Plan + Financial Plan – SHUC will apply for a Forbes Fund grant to create a strategic and financial plan for 23/24 FY. The goal is to diversify SHUC's funding arms and the Coalition hasn't created a new Neighborhood Plan in approximately 30 years. Maria and Eviana will work on the LOI starting this week or next. Ray said since it's been 32 years since the last Neighborhood Plan and suggested it go on the January 2023 agenda when LOI is ready. Goal is to gain funding for the plan, resources for a better administrative system, and to cover magazine losses.
- b. Professor Tiong Lim (T.K.) in CMU's Heinz College of Information Systems and Public policy offered a group of his grad students to work on a master budget evaluating the Squirrel Hill Magazine. SHUC plans to utilize the data from CMU's findings to help with case for funding. On Friday, a professor from Tepper offered a similar opportunity for Spring. Maria said the plan for the Tepper project is for the students to help SHUC with a grant application.
- c. Uncover Squirrel Hill – The December Wine Walk will take place on Saturday, December 3rd 6 – 10 pm and SHUC will participate. Uncover is in the process of figuring out how many merchants are serving wine. If they have enough SHUC will serve snacks and H2O. Also, Uncover raised over \$7k in funds for the Hanging Baskets project. There are two more weeks to raise the rest of the funds, and Uncover is hopeful to have them for Spring 2023.
- d. CMU PACE students are slated to volunteer on Saturday, 11/19 for a neighborhood cleanup and to hang Holiday lights before black Friday/small business Saturday.
- e. JCC Center for Loving Kindness - SHUC will partner with the JCC on a three-part class series about books selected by High Holidays presenters.
- f. Murray Hill/Chatham Meeting - On November 1st District 8, Chatham, and SHUC hosted a community meeting. Rothschild Doyno (Ken Doyno is working with Chatham on Institutional Master Plan) and Chatham addressed community concerns regarding some of the items in their MOU that are incomplete. Chatham is working to rectify the situation by quickly fixing the items left on the list. Some of the items are seasonal and might require going into the Spring/summer months. The neighbors are planning to assign a point of contact and the two organizations are planning to meet quarterly moving forward.
- a. Solway/Tree of Life Meeting – On Thursday, November 3rd SHUC, Rothschild Doyno Collaborative, and Tree of Life hosted a meeting to address the concerns of the Solway neighbors. Lori Fitzgerald and Councilperson Strassburger were in attendance. Neighbors, stakeholders, and design team came together to make sure concerns are being heard. The meeting's outcomes included:

1. Tree of Life is committed to infilling the gaps in the rear fence that abuts the residential properties.
2. Tree of Life will identify a contact person for the project going forward. Our client is currently identifying who that will be, and will be announcing the contact before the December 1st Zoning Board of Adjustment meeting.
3. Ensure Solway neighbors are regularly connected to Tree of Life and design team.

SHUC forwarded the outcomes, recording of the presentation and zoom info for the December 1st ZBA meeting to the neighbors.

3. Treasurer's Report

- a. P & L for October – In the month of October SHUC had a total income of \$44,013. There was \$18,500 in sponsorship income for the Treasure Dinner and \$11,155 in contributions. SHUC's expenses totaled \$28,096. The largest non-recurring expenses were a \$5,193 Treasure Dinner expense and \$6,136 event expense.

SHUC's net income for October was \$15,916 as a result of everyone involved in the Treasure Dinner sponsorships. As a result, SHUC has about \$43,735 in unrestricted cash when the amounts in the main checking and PayPal accounts are combined. There is over \$98,000 in the Neill Log House account. While SHUC doesn't have quite as much in the main checking account as we did last year at this point, the Treasure Dinner was a success and helped SHUC financially. The outlook looks good for the coming year as our cash position is now very solid for the upcoming year. In January there will be a P&L for the Treasure Dinner once expenses and revenue are finalized. There will also be a FONLH P&L in January.

4. Committee Reports

- a. Built Environment – Nothing to report.
- b. Litter Patrol – Barb Grover found her own replacement, Rachel Lecrone, who started at the October Night Market. Barb will still help in the background. The 2023 Community Clean Up will be taken over mostly by Rachel.
- c. Ped-Bike – Marshall said the committee will resume their bimonthly meetings and next one is scheduled for Wednesday, December 14th. There is an effort underway to create a quiet meeting with bike/ped/micro-mobility community with District 5 and 8 offices, leaders of DOMI, and representatives from the Mayor's Office. Focus of the meeting will mostly be on Fern Hollow and Forbes/Beechwood/Dallas/Beacon areas. Marshall also said the Committee will discuss the Hobart/Schenley Park to Murray Ave corridor, which is dangerous for all users. Studies have been conducted, but nothing specific has come out of them. If the quiet meeting takes place, Ped-Bike will ask for a reminder from DOMI about planning on Hobart/Schenley and a crosswalk on Beacon Street @ corner of Murdoch. Guy said DOMI guaranteed a crosswalk would be put there at least two years ago. Mardi asked Jessica to investigate and report back at the next meeting. Barb said there has been a huge amount of traffic calming initiatives in Squirrel Hill, but very little in other neighborhoods which introduces the issue of traffic calming equity. City is trying to take a different approach where they prioritize routes to school, for example. Mary Shaw asked if traffic calming is part of Complete Streets policy, and Barb said it should be added as protocol and not require a traffic study after residents request traffic calming.
- d. Treasure Award's Dinner – Ray said sponsorships came to about \$75,000. 178 guests on the list. Sophie will create a detailed wrap-up report. Food will be changed in 2023.
- e. Trees and Parks – Through Treevitalize, trees were planted at Forward and Shady, and will continue once construction is finished.

5. President's Report

- a. In-person Board Meetings – In January the Board wants to begin in-person meetings, because of technology issues associated with hybrid meetings. Mardi said most importantly, the Board needs to function and form relationships that creates a feeling of being a team. Room 202 in JCC is big and easy for people to spread out. Mardi recommended to the Board

that meetings are in-person starting in January. Mary expressed she would still like the option for virtual meetings and suggested investing in better sound equipment. Ray motioned that meetings are in-person starting in January. Guy seconded. Erik and Mary opposed. The rest of the Board voted in favor. The motion carried.

- b. Neill Log House Update – Another \$75,000 for FONLH thanks to Jay Costa and DCED. Grant income is almost up to \$200,000. Another \$100,000 out to Allegheny Foundation, and will receive response soon. Construction on NLH will hopefully start in the spring 2023.
- c. Koerner Events Report – A lot of participants and walk-ins. Approximately \$7,000 in profit.
- d. 50th Anniversary Winter Campaign – Dalia created a letter that Mardi and Maria went over. The letter is slated to go out the week before Thanksgiving.
- e. Magazine 2023 – SHUC is receiving help from CMU students on how to better manage losses and how to support the magazine with something other than ads. Nancy Johnson recommended someone from Shady AVE to work on magazine layout moving forward.

6. Old Business

- a. Fern Hollow Bridge Coalition Update – Mardi said she believes SHUC will be notified by PennDOT about the completion of the bridge.
- b. Resolution and study about deer – Mardi has a meeting set up with warden from PA Game Commission, who can be quoted on record because Game Commission has control over deer management throughout PA. Highland Park and Riverview Park was to join effort in study to see how many deer the parks can support. Barb Warwick expressed interest in joining a citywide meeting about the issue.

7. New Business

- a. PWSA - Mary attended PWSA meeting and said they're not planning to expand into Schenley Park because they have radically downsized the project. Mary said the green infrastructure went by the wayside. Barb Warwick said the gray infrastructure in the 4-mile run is now the priority- deal with sewage and flooding first. Barb said the person who started the Mon. Water Project in Greenfield will hopefully receive grants.
- b. Mayor's Office update – Mardi asked about where in the city budget does it say the city will take responsibility for cleaning bathrooms in parks and playgrounds. Jessica said the public restrooms and how to keep them safe are an issue across the city. The Mayor's Office thought maybe park attendants could be the answer. Ray said if all bathrooms have remote locking systems, they would be safer. Emilie said Erika has made this a top priority, especially for Wightman Park. Mardi also said the Parks person responsible for letting the contracts can't wait until June again this year but has to let it in February when the parks reopen. Other updates: Jessica said they are in process of finding a new police chief for Pittsburgh. There is a live survey open through early December that Jessica shared in the chat. The City is also pledging community groups to recruit snow angels to help at-risk neighbors- call 311 to sign up and receive application.

8. Announcements

- a. Ray said stormwater study needs to be refreshed that was done by an intern. Businesses on Forbes and Murray said nothing could be stored in basements. Work has been done by City on Forbes, but not Murray yet. Would be beneficial to get an updated stormwater study. Mardi said she'll put it on the agenda and Barb's agenda too.

Mardi requested a motion to adjourn. Guy motioned. The meeting was adjourned.

Next meeting: Tuesday, January 17 @ 6:30 pm