

QUEEN VILLAGE NEIGHBORS ASSOCIATION

BOARD MEETING MINUTES

June 5, 2014

Present: Jeff Hornstein, Ben Schindler, Amy Shelanski, Cindy Elliott, Kathy Dilonardo, Sean Edwards, Amy Grant, Lauren Leonard, Maria Roberts, Peter Ross, Duncan Spencer, Carla Puppini (Executive Director)

Absent: Eleanor Ingersoll

1. Minutes

The board reviewed the minutes from the May meeting and necessary revisions and additions were noted. Some additional notes from early in the meeting still need to be added.

***Ben Schindler moved that the minutes be revised and re-circulated, Sean Edwards seconded the motion and the motion was approved by unanimous voice vote.**

2. Financials

Ben reports that we're down about \$200 over course of the month, attributable mostly to activity in the restricted funds. There have also been some extraordinary, non-recurring expenses: D&O insurance, expenses for fund-raising materials, a new office computer and purchase of the software Quicken for MAC. Ben notes that we did come in under budget on the computer. The special event insurance for the upcoming Clean and Green program will come out of the Clean and Green restricted fund. The financial picture has improved recently and should continue. Ben notes that we should talk about pushing fund raising and parking lot spaces soon.

***Amy Shelanski moved that the financial statements be approved as presented, Amy Grant seconded the motion and the motion was approved by unanimous voice vote.**

3. Special Guests:

- a. Ryan Callahan, who works for Philadelphia Runner (PR), advised the Board that a Fall event is scheduled that will impact Queen Village. PR is holding a road race (rather than park race) to highlight the City's neighborhoods on September 6th, starting at 7:30am. 4th Street will be closed for about an hour on Saturday morning and there will be no parking; there may be towing, but PR will try to avoid it. PR will put flyers on cars beforehand so people know. Ben noted that no parking on Friday night will have impact on the 4th and South Streets area. Jeff suggested that Ryan go to some of the busier businesses and South Street Head House civic to let them know ahead. Intent – Philadelphia Association of Community Development Corporations is beneficiary of funds raised by the event and there may be funds available for

civics organizations in the neighborhoods where the race is fun. 3500 runners have signed up so far at \$55 each.

- b. Frank Tavani, Chair of the Transportation Committee, addressed the Board and reported that the Committee received 240 responses to its survey. There were a limited number of questions and 100 responses that were available for free on the Survey Monkey they used and the Committee will need to pay to review. Need to spend money to review more than 100 responses. The Committee could purchase a one month subscription for \$26 to review all responses, it will just need to cancel subscription after one month. Amy Grant recommends that the Committee pay \$26 for one month, but doesn't recommend a one year subscription; she noted that she can do something custom for future surveys. Brian Witkowski is co-chair of the Committee and he and Frank will meet soon to set up outlines of Committee work.

4. President's Report.

- a. Parkway/ILMC – The Interstate Land Management Corporation (ILMC) is anxious for us to commit to the new parking lot lease. Jeff told ILMC that we're waiting to finalize our management agreement with Parkway Corporation. The revised management agreement was sent to Parkway and we should have response in next couple of days. July 1st is the day Parkway is scheduled to walk onto the second lot. Jeff believes the 60-days notice is crucial, since we already have that in the ILMC agreement. Carla has verified the number of people on waiting list. Taye had 15 people and Carla got 11 firm responses from her list of 29. Carla's list has been sent to Ty. Ben asked Carla to find out if Taye's 15 are firm. Carla thinks a lot of renters will be interested in spaces. Duncan Spencer suggests we ask area realtors to push the availability of the expanded lot, and that we notify local businesses whose employees need parking. It will cost QVNA about \$7000/month for both the Parkway and ILMC contracts. We'd like to keep the space rental rate at \$100/month.
- b. The pizza shop on the corner of 3rd and Queen Streets didn't get its sidewalk café materials together for recent meeting, so it will have to wait until this Fall to reapply. The former Laundromat at 4th and Queen is being demolished. Fleishman's, at 5th and Monroe, will be moving and the current building will be renovated to include a café and other establishments.
- c. QVNA should contact ILMC if it wants Paradigm to have artists put artwork on the columns in the parking lot. Lauren Leonard said Paradigm has four artists coming this summer and noted that there are costs involved in having artwork done.

5. Executive Director's Report

- a. Carla Puppini, Executive Director, noted that the April and May giving equaled what QVNA received during the entire year of 2013. There's been a good response to fund-raising efforts so far and that might give us leverage for future efforts. Carla is waiting to hear whether the Food Trust on South Street will let us set up a table at Head House Square on Sundays. We do promote the market for free on the QVNA website, so it's

not unreasonable to ask for some quid pro quo. The Food Trust does not advertise in The Crier. Jeff noted that South Street/Head House civic does some promotion on Sundays, so maybe QVNA can partner with them.

- b. Open House Tour. There were 8 houses on the tour, 68 tour goers, and QVNA received \$1000 over tour expenses.
- c. ArtSpiration. We're doing a table at this Fleischer program on Saturday.
- d. Friends of Front Street Greenway. Carla will be helping the Friends with its grant application.
- e. Summer Projects. Jeff proposes that, with respect to old materials in the QVNA office, we call Urban Archives at Temple for help with storage.

6. New Business

- a. The June 19th general meeting will be a Mario Lanza park event instead. Carla has martial arts group that will do demonstration. Duncan will see whether a local band "The Nobodies" will play. Carla will email Lisa Mell of Friends of Mario Lanza park about the availability of electricity. Jeff will try to bring Famous Deli cookies.
- b. Jeff noted that we want to give donors a small token of appreciation, such as a sticker or decal. Amy Grant came up with the idea of providing window clings, which are like decals for putting in windows but more easily removable. 500 clings would cost \$442. 300 stickers would be \$87. 250 clings are \$307. It was the consensus of the Board that we should purchase 500 2-color clings.

***Amy Grant moved that the Board approve the expenditure of no more than \$450 to purchase 500 2-color clings, Sean Edwards seconded the motion, and the motion was approved by unanimous voice vote.**

7. Committee Reports

- a. Communications – Amy Shelanski reported that the Committee has looked at The Crier and other civic newsletters. The Committee recommends that The Crier contain more color, fun content and more about kids. Amy Grant handed out a mock-up and reports ideas and suggested that the September issue of The Crier be published in a different format. Sean Edwards asked how much it would cost. Amy Grant replied that the Committee doesn't know yet, but they would propose publishing on a quarterly basis instead of monthly. Carla noted that there needs to be a steady bank of writers/contributors and that's difficult to do; Carla and Judy often do fill-in on regular basis for people that don't come through. Amy Shelanski talked about quarterly tax payments for UBIT if a 501(c)(3) has profits of more than \$1000. Ben says The Crier pretty much breaks even, and we would need to contact an accountant regarding UBIT tax and where the lines are. Jeff doesn't mind paying taxes if it's cost-effective, that is, QVNA receives more than it pays in taxes and accountant fees. Ben thought people would want ads on pages where there is content, not listed in back as the mock-up shows. Duncan thought we should have more pictures and clearer pictures. Carla

noted that making such significant changes will take a lot of lead time and isn't sure it will be feasible for September. Duncan thought we should consider getting someone outside to handle the advertising, too. Jeff asked whether the Board wanted to investigate further and address all the details, as long as its revenue neutral. Need to do pricing and find out how advertisers will respond. There was a general consensus of the Board that the Committee should investigate pricing and advertiser responses.

Duncan reported that the Committee is working on signage for the Weccacoe building and is leaning toward putting replaceable signage in plexiglass-type case that would be attached to the door.

- b. Weccacoe – Duncan reported that Deputy Mayor Gillison is in favor of moving forward with the playground renovation. Roz McPherson will hold a charrette on June 18th from 1:00-4:00 at the Convention Center – a design meeting to include artists and creative people, as well as observers, for generating ideas on commemorating the burial ground on part of the Weccacoe site. QVNA gets to have two people attend, Mother Bethel AME gets 2 people, and Friends of Weccacoe gets 2 people. Jeff will attend on behalf of QVNA as an observer. QVNA needs to decide what it plans to do by the end of the summer if we want Councilman Squilla to assist us in securing funding for a new building.
- c. Clean and Green is having a social event in the Community Garden on Christian. Ela, Southwark, and a number of other neighborhood restaurants are providing food; others are giving wine.
- d. Zoning issue – Amy Shelanski noted that on Christian Street, the former consulate of Norway and Finland was purchased by a developer that wants to construct 9 townhouses. While only two neighbors opposed the program, the Zoning Board (ZBA) denied the application. The developer changed the plan to request only one variance – that the townhomes be 3 feet taller - but one neighbor still opposes. If the property isn't divided, the developer could build one 45 foot high apartment building, which would be much more obtrusive. Jeff noted that ZBA has changed – it used to give more deference to the Councilman's and neighborhood civics' opinions.
- e. Public Safety – Sean Edwards reported that Jim's Steaks is installing a lot of cameras through the Safety Cam program. Mike Harris is doing all Shambles with cameras. Jeff asked if there was a way to expand the program to residents. Sean will look into it.

There being no other business, the meeting was adjourned.

Respectfully submitted,
Cindy A. Elliott, Esq.
Recording Secretary