

QVNA Board Meeting

March 9, 2015

Present: Jeff Hornstein, Amy Shelanski, Ben Schindler, Cindy Elliott, Sean Edwards, Amy Grant, Eleanor Ingersoll, Lauren Leonard, Maria Roberts, Peter Ross, Duncan Spencer

Absent: Jonathan Rubin, Frank Tavani, Carla Puppin (Executive Director)

Guests: Kristen Cevoli and Jon Shiners; Mike Harris, Executive Director, South Street Headhouse District

1. Guests: Kristen Cevoli and Jon Shiners are planning to open a craft beer store called BeerLOVE at 714 South 4th Street (across from Essene) and provided the Board with copies of their business plan summary. The building is being totally rehabbed; there will be living quarters upstairs and commercial space downstairs. Kristin has lived in the Pennsport area of Philadelphia for 6 years. John grew up in Philadelphia. They noticed there aren't any craft beer stores located east of Broad Street. They will be selling drinks on site, so they will need a liquor license. They don't intend to serve hard alcohol or wine. There will be no kitchen, although they will provide small, pre-packaged snacks. There will be no sidewalk seating, but the property has a small, private outdoor patio in back. They must have 30 seats in order to apply for a liquor license. Jeff Hornstein noted the issues Hungry Pigeon faced in posting a liquor license application before meeting with the immediate neighbors. The Board supports conditional license agreements and wants the restrictions already offered as part of the business plan to be part of the CLA. The Board is available to help work out the CLA within the 30-day period after the license is filed and would like to have the community meeting before application is filed. Plenty (another new restaurant in the area) is under a cease work order because they didn't get Meredith School Board's buy-in before work started. Jeff will send Kristin and John a copy of the Hungry Pigeon CLA for background/reference. Kristin asked that we arrange a meeting within 10 days because the property seller wants them to move in soon. Jeff noted that a meeting could be scheduled the week of March 19th or the week after.

2. Minutes. The draft minutes were reviewed and no amendments or corrections were needed.

***Duncan Spencer moved that the minutes be approved, Peter Ross seconded the motion and the motion was approved by unanimous voice vote.**

3. Financials. Carla Puppin put together January and February numbers. Receipts from ad sales for the Magazine look larger because the corresponding expenses haven't been paid out yet. The same is true of the parking lot receipts. There were also contributions to restricted funds for Friends of Bainbridge Green and Meredith School. We're above our reserve level. Ben Schindler will contact Kathy Dilonardo and start formalizing the grant process changes that have been discussed previously. There are still a few open ad spaces available for May 2015 issue of the magazine. Ben will convene the Finance Committee to talk about establishing a protocol for addressing donation requests.

Mike Harris noted that South Street Headhouse District and FOBG are working through a Memorandum of Understanding regarding SSHH assumption of the FOBG fund-raising.

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

3. President's Report

a. Director Search. Amy Grant, Peter Ross, Maria Roberts and Jeff Hornstein are on the hiring committee. They have selected their four top choices. Maria thinks the interviewing process is flawed; more Board members should be interviewing each candidate under different circumstances. Maria would like to meet each candidate to get a better understand their thinking processes. Jeff says there will be more homework done before further interviews.

Jeff also wants the Board to think about the possibility of offering a higher salary to get the right Director, even if it means QVNA gives out a little less grant money. He asked how much in donations we receive that isn't earmarked for a specific project. Ben says it varies too much to give a standard number. The agreed salary range is \$33-38,000 plus benefits (or approximately \$36,000). The budget assumes that QVNA distributes \$24,000 in grants. Jeff noted that South of South Neighbors Association paid its executive director \$40,000 plus \$500/mo. toward benefits plus a percentage of funds raised.

b. March General Meeting. Jeff noted that the March 19th General Meeting will have a Future of Fabric Row theme and include SSHD. Mike Harris would like the focus to be positive – what we'd like to see happen on 4th Street. Mike will bring streetscape boards and talk about the nature of businesses now and current vacancies. Mike asked whether we'd like to do a poll or short survey, available at door. He will also announce receipt of a grant from the City to put pedestrian lighting on 4th Street. Eleanor Ingersoll asked whether they will match the South Street lighting and Mike said they would. The lights will run from Lombard to Christian. Urban Engineers is engaged in the work and will be doing a survey. The lights should be installed by December, and must be done by February. Amy Grant said the cover story in the upcoming issue of the Magazine is about Fabric Row, so she'll bring copies to the General Meeting. There was a question about whether to address the two new businesses coming onto 4th Street; Jeff would like to publicize meetings with each, which will be scheduled by then. Mike will draft a poll. QVNA will attach the poll to the announcement of the meeting in the e-newsletter.

c. Shambles. Mike also referred to the Food Trust Farmer's Market mentioned in Carla's Executive Director report – Redwood, Brauhaus Schmit and Twisted Tail have approached Mike about doing a beer garden 7 days/week in the Shambles: evening hours, no amplified music, and port-a-potties. There would be two temporary structures outside the Shambles, one for food and one for beer. The menu would be a "best of" all involved restaurants combined. The program would start on Memorial Day. Mike said that Food Trust Farmers' Market is opposed to the beer garden. SSHD has a plan that farmers could expand to the 2nd Street parking area between Lombard and South, which would involve removing the cars from that area on Sundays. Mike will send us a rendering of the plan.

d. Plenty. A month ago, there was a meeting between Meredith principal Cindy Farlino and Anthony and Damon Mascieri, who want to open a third Plenty Café near Meredith School's parking lot. A lot of materials were stored at the parking lot without permission and the sidewalks were blocked, making it difficult for children to cross the street. Meredith is contacting L&I for updates, because the Mascieri's aren't providing information. Now there are stop work order stickers because some of the subcontractors were unlicensed and wall construction is suspect. Mike Harris says they now have a safety plan that they'll put into place. The Board agreed that our message to new business owners in the area should be please have a community meeting, organized through QVNA, before filing for liquor license, or QVNA will file a Petition to Intervene ("PTI").

4. Executive Director's Report.

Fabric Row History Museum: Michele Palmer would like QVNA to be a fiscal sponsor for the Fabric Row exhibit at the Philadelphia History Museum. The Board unanimously approved the request.

Tree Tenders: Dan Gibbon will take over Carla Puppin's Tree Tender responsibilities and asks that the Board approve an annual budget of up to \$500 for tree-tending costs. Since the Board has allocated funds to Tree Tenders every year, Ben will make this an annual budget item. The Board unanimously approved the request.

Wellness Program: Brian Reuters has asked to use Weccacoe one evening per week for 10 weeks (March through May) to present a wellness program. He will not charge participants. It was noted that we would need to pay someone to open and close, so we'd need to be paid enough to at least cover those costs.

Additional items were provided in Carla's written report.

5. Committee Reports

- a. Communications. Amy Grant provided the Magazine budget, as currently published and as a 20-page magazine. Expanding the Magazine to 24 pages would be revenue neutral. Amy reported that there is more content than we can print and ad revenues are up. Amy also provided comparative bids for publishing the larger edition. QVNA would need a \$3000 outlay to cover the cost of increasing the number of pages, but this will be made up by adding three additional ads to each issue or by keeping the same number of ads that are currently printed and increasing ad rates to cover the cost. The Board unanimously approved the page increase
- b. Gateway Greening Project. The Gateway group hired Julie Schnell's group to do a landscape plan for \$5000. Maria Roberts will be one of the individual sponsors. Another grant is available, with an application deadline of April 6th and Carla is helping prepare the application.

- c. Friends of Nebinger. Ben reported that there is a need to finish the playground project. Jeff will ask Councilman Jim Kenney for assistance.
- d. Public Safety. Amy Shelanski called 911 to report a group of teenagers who were on the Shot Tower property, and it appeared a sexual assault may have been taking place. Despite mentioning a concern about rape, the police never came. Sean Edwards said he would make sure Lieutenant Goodson knows about it.

6. President's Report

- a. Friends of Neighborhood Schools. A meeting is being held on Saturday at Friends Meeting. There will be several workshops, such as how to build an advocacy group. Schools from all over the city will participate.
- b. Plan Philly – Jeff was asked to write op-ed article about neighborhood schools and property values.
- c. In response to the Plan Philly article about QVNA's position on the Washington Street stripping proposal, Jeff proposes that we post Frank Tavani's Washington Street study and note that QVNA never received a response to its request for information and it can't make a decision unless it has all appropriate information. QVNA's concern is about where the redirected traffic will go when the number of lanes on Washington are reduced from 5 to 3. Councilman Mark Squilla withdrew his support of the proposal based on the results of Frank's study.

There being no other business, the meeting was adjourned.

Respectfully submitted,

Cindy A. Elliott, Esq.

Recording Secretary