

QVNA Board Meeting

February 7, 2013

Present: Jeff Hornstein, Amy Shelanski, Honey Pertnoy, Bill Landy, Cindy Elliott, Kathy Dilonardo, Lauren Leonard, Kim Maialetti, Leslie Patterson-Tyler, Amy Singh and Carla Puppin (Executive Director)

Emeritus Board Members: Ruth Barr, Cathy Conway

1. January Minutes

Some corrections were noted, in addition to those that have been submitted via email.

***Kim Maialetti moved that the January minutes be approved as corrected, Leslie Patterson-Tyler seconded the motion, and all approved by unanimous voice vote.**

2. President's Report.

a. Liquor Licenses. A new Liquor License Board member is needed. Honey Pertnoy volunteered for the open slot, and Jeff Hornstein volunteered to be the alternate for meetings that Honey can't attend. Tokio Restaurant is seeking to expand its license into the second floor, but the restaurant has been the source of a lot of complaints and South Street Head House is not in favor of the expanded license. Stephen Starr is opening a new place at 604 South Street. It will be a small, 60-seat restaurant with a pan-Asian theme. Tapestry, at 5th and Bainbridge, is reportedly reopening; one of its owners is transferring a liquor license from another location.

b. QVCC. Jeff proposes hiring a professional consultant to help with fund raising for the Community Center. We'll start by asking someone in the neighborhood to step forward on pro bono basis.

c. South Lot. Jeff and Carla Puppin will be meeting with ILMC next week to QVNA's discuss proposal. There is more discussion of this issue under Old Business.

d. AVI – Richard Wolk is doing a good article for the next *The Crier*. Nearly all assessments have been completed.

Kim asked whether Jeff, in his new position with the Philadelphia City Controller's Office, will be able to represent QVNA in tax issues. Jeff noted that he is only prohibited from making policy statements in public. Richard Wolk will be spokesperson for Queen Village on policy matters and QVNA is part of larger civic coalition that will also represent QVNA's interests. Assessment numbers will be publicly available February 15th (on opa.philadelphia.gov), but the tax rate won't be set until late June.

3. Financials

Bill Landy and Carla discussed information presented in the statements distributed and answered questions.

***Honey Pertnoy moved that the financial statements be accepted as presented, Amy Shelanski seconded the motion, and all approved by unanimous voice vote.**

4. New Business

a. Logo RFP – The Board discussed the draft circulated and incorporating comments. Kathy felt we needed a stronger statement about what message we want it to convey – capture historic nature of neighborhood and forward-looking goals. Honoring the past, moving into the future. Jeff asked whether we should give preference to designs submitted by people who live in neighborhood. Kathy suggested that we simply say that we strongly encourage people from Queen Village to apply. Everyone agrees this is better. Amy Singh asked whether there were any particular symbols that the Board wants to see or not see. Honey suggested that we note in RFP that all non-winning entries will be returned. Jeff asked whether the Board could approve the draft RFP with the changes we've discussed so that we can publicize the RFP within the week.

***Amy Shelanski moved to accept the draft RFP as amended above and to appropriate \$500 to the winner, Amy Singh seconded, and all approved by unanimous voice vote.**

b. Smart Phone App – Amy Singh displayed and discussed the app she worked out with Bill Landy. This will be version 1.0. There are other elements, such as coupons and ad capability, that might be added later. The app pulls content from the website, so there's no need to update both applications. The app provides news, events calendar, public community for push notifications (meeting/event reminder, public safety issue), photos, radio streaming, people directory, YouTube video stuff, 311 access, calendar syncing. It will cost \$500 per year for the module and uploading the module to app stores so that people can get it. Kim wants to talk with Public Safety Committee about managing safety notifications. Leslie asked whether we were going to charge for app. Bill will write an article for *The Crier* about app. Amy Singh noted that it takes the Apple Store a minimum of 10 days minimum to approve an app for uploading; Android moves faster.

***Lauren Leonard moved to appropriate \$500 for launching app, Honey seconded the motion, and all approved by unanimous voice vote.**

c. Renters Committee. Lauren reported she's been compiling a list of renters in the neighborhood. She recommends that QVNA sponsor a happy hour event to pull in renters, maybe in April or May. Lauren will talk to local bars to see if anyone is interested is hosting or sponsoring the event. Jeff suggests Redwood, a relatively new restaurant owned by the people who own Copa Banana.

- d. Communications Group. Amy Singh noted that she hasn't received any feedback on the proposed newsletter. Jeff asked the Board to give Amy comments within the next week. The newsletter will include items that aren't covered in the monthly *The Crier*. Jeff thinks it would be useful to form a communications committee to oversee all these different elements and will try to find someone to chair the committee. Kim noted that it's hard to make a plan by committee. She suggested that we need someone who can oversee all elements and create a consistent plan. Jeff asked whether QVNA should seek volunteers and/or reach out to Temple. Carla Puppini will contact Temple to see what options they have – either free or low cost. Jeff also noted that Al Hasbrouck, former Inquirer Reporter, is a neighbor that may be able to help and also suggested that we contact the Public Relations Society of America for information.

5. Old Business

- a. Parking Lot: Carla will set up a meeting with Betty and Marie regarding landscaping for the South Lot. Old Swedes is concerned that we don't currently have a committee to meet with interested parties that want to provide input. Kathy Dilondardo volunteered to establish and chair this committee. Jeff, Kathy, Carla and Rev. Segal will meet within the next couple of weeks.

To date, QVNA has offered the following to Old Swedes: 5 free spots from 8:00 – 5:00; 5 days vacant for Old Swedes events each year. Old Swedes wants 10 free daytime spots, 10 days for events, and 6 reduced-rate spots. Kim asked for an analysis of the economic impact that would result from 6 reduced-rate spots and 10 vacant days.

6. Executive Director's Report.

- a. Quick Books Pro has been installed, but not all data transferred automatically, so Carla is manually entering what didn't transfer. She will not cancel the on-line version until all data has been transferred to the office version. Everything is backed up and she keeps hard copy files. With new QuickBooks, there will be different categories and it will be easier to see how funds are spent down and how funds are set aside for various programs.
- b. A Storm Water Infrastructure Art Project has been proposed. On March 8th, there will be a walk around the neighborhood for anyone interested in the project. There will also be a series of workshops in which anyone can participate, with a design workshop being held on May 18th. The goal of the project is to raise awareness of stormwater issues. Jeff noted that this might be chance to engage kids. Carla noted that the project director has only asked QVNA to help publicize the project. Jeff asked for more details about the March 8th walk around.

- c. The Queen Village Open House Tour will be held on May 4th. About 90 attended last year. We need more houses to agree to be on the tour. QVNA makes about \$1000 in ticket sales from the Tour.

7. Committee Reports

- a. Dogs. Honey Pertnoy reported that Old City has been told it can continue its dog waste station program. Honey received a call from Clarena Tolson's executive assistant, but hasn't yet received a response to the Queen Village proposal.
- b. Sustainability. Lauren Leonard noted that the committee is planning a shredding, paint collection, etc. event, but wonders if they should do the event in conjunction with the Weccacoe Fun Fest program like last year. The general consensus of the Board is that it should be two separate events. Needs lots of volunteers to make some of these events happen. Jeff proposed that a big event be held in mid-May.
- c. Public Safety. Kim reported that Lt. Goodman will attend the March 21st General Meeting.
- d. Historic Preservation. 100+ people turned out for its recent historic homes program.

Public Meeting Adjourned

Respectfully submitted,

Cindy A. Elliott,

Recording Secretary