

QUEEN VILLAGE NEIGHBORS ASSOCIATION

BOARD MEETING MINUTES

February 6, 2014

Present: Jeff Hornstein, Amy Shelanski, Ben Schindler, Kathy Dilonardo, Amy Grant, Lauren Leonard, Maria Roberts, Peter Ross, Duncan Spencer, Sean Edwards, Carla Puppin (Executive Director), Cathy Conway (emeritus)

Not Present: Leslie Patterson-Tyler, Jonathan Rubin

1. Minutes. The January minutes were reviewed and necessary revisions noted.

**\*Peter Ross moved that the minutes be approved as revised, Duncan Spencer seconded the motion and the motion was approved by unanimous voice vote. (Kathy Dilonardo was not present for this vote.)**

2. Financials. Ben Schindler went over the financial statements and pointed out that the Net Income on the Profit and Loss Statement is shown as -\$7561.11. The reason for the apparent negative balance is that there were some unusual reimbursements and disbursements (e.g., Carla's bonus check, quarterly payroll taxes) and *The Crier* ad income hasn't yet been received. The reserve is currently about \$37,000.

Ben also noted that the Finance Committee recommends moving all restricted funds to one bank (TD Bank) and all QVNA general funds in the other (PNC). Carla said that, right now, TD Bank only requires one signature and Carla is an approved signatory on that account. It was the general consensus of Board that the TD Bank account should require two signatures, as does the PNC account, to be consistent with good practices. Carla will check with TD Bank to find out what procedures we need to follow to provide for two signatures.

Sean Edwards will consult with Carla on getting a better deal on phone and internet. QVNA is currently paying Verizon \$170+/month. Carla noted that QuickBooks On-Line will be terminated at the end of this month.

**\*Ben Schindler moves to transfer all restricted funds into the TD account. The Board approved by unanimous voice vote.**

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

3. President's Report.
  - a. Retreat. Jeff Hornstein said he thought it was very good and yielded good goals. He emphasized the importance of increasing the number of stakeholders in QVNA.
  - b. Parking Lot - Jeff and Maria Roberts met with Parkway again. Jeff got new numbers this afternoon. We are still negotiating with the Interstate Land

Management Corporation (ILMC) about how the lots will be handled - two separate lots or one larger lot. Jeff believes there are two downsides to having two separate lots: (a) a second card reader would cost \$35,000 and it would take 2 months to open the second lot; and (b) Washington Avenue isn't the best ingress for a lot. If we create one large lot, we will create a one-lane over the walkway currently located between the two lots. ILMC has done some researched and decided that the walkway can support that amount of traffic. Jeff would like to go with one larger lot, unless ILMC and PennDOT reject it. Jeff met with Ed Kerlin of ILMC and Joy Segal from Gloria Dei, too. He would like to explore ZipCar-type options and asked Carla to look into the economics.

Gloria Dei wants 10 spots during the day between 7:00 am and 5:00 pm. Jeff thinks that's okay, given vacancies during the day. We would need to work it out with Parkway to provide special cards for these spots. Gloria Dei has also asked for 5 festival days per year for which they'd want use of the whole lot, on 30 days notice. Jeff proposed that we try to accommodate both of these requests up front, with the understanding there may have to be alterations if they prove unworkable.

- c. Crosstown Coalition: The Philadelphia Crosstown Coalition has been formally created by 15-20 civics. Jeff likens it to a neighborhood version of the Chamber of Commerce. He would like to see QVNA continue to be part of group and will circulate the organizing document to the Board. Each member organization would pay dues, which would go to fund a part-time administrative executive. The highest dues would be \$1000 per year, based on the organization's operating budget. On that basis, we need to identify what our budget is. Peter Ross asked what other civics are doing? Jeff stated that some are already committed to membership.

Maria asked what the platform and mission statement are. Jeff read the following: The purpose of the Crosstown Coalition is to (i) provide a united voice to advocate around issues that affect neighborhoods city-wide; (ii) create collective leverage; (iii) provide forums for discussion of local issues; (iv) distribute information; (v) provide an exchange for civic organization best practices; (vi) allow for joint purchasing of goods and services. The Coalition may be governed by council of the civic presidents, who will choose a leader. Duncan Spencer suggests we try it out and see if it proves beneficial to Queen Village and QVNA.

**\*Jeff moved that the Board approve up to \$1000 to be spent toward joining the Crosstown Coalition; Peter Ross seconded, and all approved via unanimous voice vote.**

4. Guest Presentation - Sara McCorriston of Paradigm Gallery and Ginger Rudolph of HAHA Magazine gave a presentation on their organization and activities. Paradigm is located at 4<sup>th</sup> and Catharine. Ginger provides marketing support for Paradigm projects. Paradigm supports only Philadelphia artists, especially those interested in

community improvements. They are most interested in programs that improve vacant spaces in the area and parks. Sara said that Paradigm has artists available and asked that QVNA contact it when there are projects that require artists.

Paradigm is most interested in locating space in June and July to work with Melissa Godoy Nieto, who creates temporary stools and benches. Paradigm generally pays for the artists' supplies and looks for others to provide the space. This project would be beyond Paradigm's budget, so it may ask QVNA for a grant. Paradigm would also like to do a mural in the area, which could tie into festivals and other programs coming up. Peter Ross asked that Sara clarify whether Paradigm is asking for space and, perhaps, support for larger project? Sara said yes, they are looking for both. Ben Schindler suggested they use Bainbridge Green as temporary exhibit to draw attention to the larger renovation project that won't happen for awhile yet. Sara noted that Paradigm doesn't have up-keep in their budget at this point to maintain works after they are installed. It was also suggested that they use the parking lot area for some projects. Jeff notes that we can introduce Paradigm to ILMC if they're interested in the parking lot. There may also be private home owners that would permit Paradigm to use the side of their house. Duncan notes that Paradigm could publish information in *The Crier*.

5. Executive Director's Report: Carla Puppini noted the following significant activities during January:

She's spent a fair amount of time doing paperwork for the 2013 W2/W3 submission and 1099 miscellaneous forms.

ILMC gave QVNA \$2391 for snow removal and we've used \$1570 so far this year.

The 2014 Open House tour had its first meeting. There are plans to purchase a banner that will ultimately come out of the proceeds from tour, which will be held on Saturday, May 2<sup>nd</sup>.

We have a tentative commitment from Councilman-at-Large Bill Green to attend the March General Meeting, which will be held at Meredith School.

Carla circulated a Board Responsibility handout for review. She would like to have this and other forms, resolutions and protocols compiled into a booklet and given to each Board member. Carla also provided a document describing the various activities she performs in her position as Executive Director of QVNA. Lauren Leonard asked Carla to double-check and make sure that other small duties/activities Carla performs are on the list.

Carla would like to give *The Crier* editor more than current \$400/month she has received for the last 8 years, and suggested that we give her \$25-\$40/month more. She noted that Judy does all design, lay-out, headlines, etc. There followed a general discussion amongst the Board members.

**\*Sean Edwards moved that QVNA give Judy a \$100 increase per month, Amy Shelanski seconded the motion, and the motion was approved via unanimous voice vote.**

## 6. Committees

- a. Clean and Green: Lauren reported that the committee will do regular neighborhood cleanings and recycling. The committee met with LRC (QVNA's cleaning service) to obtain a quote on additional work in the neighborhood. She will share LRC's quote with the Board when she receives it. Dates for neighborhood cleaning days will be announced later, but will be coordinated with city-wide events. There will be one in the Spring.
  
- b. Outreach. Amy Grant reported that the committee had its first meeting. The committee went over the items identified during the January retreat. Peter drafted a new mission/objective statement that was provided to the Board for comment. Jeff noted that we need to retain from the current statement those phrases that are required by our 501(c)(3) status. We will also need to tie the change into the revised by-laws. Duncan said the committee also wants to create an abbreviated version of the statement and proposed we address this issue so we can vote on it at the March General Meeting.

Duncan proposed that we use the pleasant hall at Old Swedes for general meetings instead of St. Philip Neri. He believes we need to increase awareness of where we are and better publicize meetings and events. Duncan also suggested we have a sign in front of the community center. Amy circulated business cards that she ordered from Moo.com. There was a discussion about improving the civic center - paint, lighting, blinds, new tables and chairs. Power Corp. does some of this type of work and Duncan is meeting with them tomorrow.

The committee also discussed ways to showcase all of the QVNA committees and suggests setting up a table at Fourth Fridays to publicize.

- c. By-Laws. Cindy Elliott will prepare a synopsis of the significant revisions proposed to the by-laws for the March issue of *The Crier*.
- d. Finance. Ben provided the following summary of the Finance Committee's recent meeting.

1. Supporter Drive. The committee discussed the idea of limiting the supporter drive levels to \$250 and then using the coupon space to advertise higher amounts, with language that those who give the higher amounts would receive all of the benefits of a Supporter. The following request levels were recommended: \$40 Individual; \$60 Household; \$120; \$250; \$500. The committee believes there should be an information campaign prior to making Supporter, using *The Crier*, website, newsletter, emails, in-door, etc. The committee considered presenting a coupon in *The Crier* that would have these tiered support levels and explain what the supporter receives for each level. The committee is still debating whether we should give option for a support level of more than \$500. This needs to be coordinated with the outreach/communications committee. Jeff asked for a brass tacks outline of what needs to be done and how much it will cost. Kathy Dilonardo suggested creating a timeline for when things need to be done.

2. Budget. The committee discussed creating a budget for the first time. It was agreed that Ben, Bill Landy (as the former Treasurer and picked *in absentia*) and Carla will go through the last two annual Profit & Loss statements and identify which items are recurring and which are not. We will start to build the budget from this, taking into account that some items will need further detail, and that there are known and unknown changes coming as a result of changes to the parking lot situation (e.g., higher rent, new lot costs, etc.) and the Supporter drive.

3. Other Fundraising/Incoming Grants. Ben will look into Department of Community and Economic Development grants and other potential neighborhood development and support grants.

4. Outgoing Grant Tracking. The Finance Committee recommends to the Board that language be added to all outgoing grants stating (i) an end date by which the funds are to be utilized or returned to QVNA, based on the ratio of QVNA's grant to the entity's total fundraising for the specific project, and (ii) what the funds are to be used for and how the entity will report back to QVNA as to the use of the funds.

5. Bank Accounts. The committee proposes that all “restricted” funds should be moved to one bank (likely TD Bank) to ease balance sheet tracking and so that Carla can write unrestricted checks out of one account and restricted checks out of the other.

6. Internal ED tracking. The committee agreed that Carla will make a list of the checks the Executive Director regularly writes that pose a potential conflict of interests or issue for the organization. This will include the Executive Director’s pay and benefits, and the payment of taxes. We will then add language to the by-laws (or other controlling documents) that requires the review of these specific payments by the Treasurer or his/her designee on a quarterly basis.

There being no other business, the meeting was adjourned.

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