

## QVNA Board Meeting

November 7, 2013

Present: Jeff Hornstein, Honey Pertnoy, Bill Landy, Kathy Dilonardo, Amy Grant, Lauren Leonard, Kim Maialetti, Leslie Patterson-Tyler, Maria Roberts, Peter Ross, Carla Puppini (Executive Director), Cathy Conway (emeritus)

Not present: Amy Shelanski

- 1. Minutes.** The minutes from the October 3, 2013 Board meeting were reviewed and amended.

**\* Lauren Leonard moved that the minutes be accepted as amended, Kathy Dilonardo seconded the motion, and all present approved via unanimous voice vote (Bill Landy was not present for the vote)**

- 2. New Business**

- Central Delaware Advocacy Group (CDAG). Richard Wolk appeared before the Board as a representative of CDAG. Richard gave a brief history of CDAG and told of for Mayor Rendell's vision for 6 blocks of the Delaware riverfront, a 25 year project, which would include housing, parks and public spaces. Mayor Rendell created CDAG, comprised of 20 riverfront organizations and others). Richard noted that QVNA contributed about \$300 a year to CDAG for several years and asked that we contribute the same this year. Honey Pertnoy noted that she was on CDAG board and believes it's a worthwhile organization that keeps an eye on the activities of the Delaware River Waterfront Corporation. Honey and Jeff Hornstein both recommended that we wait for the finance discussion before voting on the request.

**\*Honey Pertnoy moved that the Board approve contributing \$300 to CDAG, Bill Landy seconded the motion, and the motion was approved via unanimous voice vote.**

- 3. Financials.**

- Financial Reports. Bill Landy walked the Board through the financial reports. The Balance Sheet shows a negative net income of \$7017.11, which is the cumulative amount for the year by which revenues were less than expenditures. The Restricted Funds Balances Report shows a balance of \$52,950.77 (\$5200 in discretionary funds, \$42,687.50 held for third parties and \$5000 promised to the Schools and Youth Committee). Bill noted that the discretionary funds for CPNA, Riverfront Communities United and Greening Grants can go into general funds, as the Board discussed last month, since the organizations no longer exist or the grant cycle is over. The \$2571 set aside for ILMC is money QVNA received for snow removal, and Bill asked whether this should also go into general fund. Honey, Kim Maialetti and Kathy Dilonardo think the ILMC funds should remain in the separate, discretionary fund to be used for snow removal, if necessary. It was noted that some of the Riverfront Communities United fund could be contributed to CDAG. Bill noted that the reserve is now roughly \$46,000.

**\* Kim Maialetti moved that the financial reports be accepted, Honey Pertnoy seconded the motion, and the motion was approved via unanimous voice vote**

b. Finance Committee Report. At the most recent meeting, the Finance Committee discussed alternative funding streams and exploring the appropriate reserve amount. The Committee used the best practices information that Jeff provided to decide appropriate reserve.

i. *Funding*. Greg David investigated what other neighborhood organizations do to bring in funds. Society Hill does a lot of individual fund raisers, e.g., Physick House roof. Membership dues are the biggest source of revenue for Society Hill. Washington West does fund raisers and membership drives, too. The Committee recommends that QVNA should start with a membership campaign, but also recommends that we do a cost/benefit analysis first and carefully determine the costs of such a campaign. Kathy asked whether we want to be an organization that has memberships. Jeff asked whether membership in Society Hill is dependent on paying dues. Peter Ross said that Society Hill residents may attend meetings, but they must have paid membership dues to vote. Honey noted that Queen Village is a much different community than Society Hill and its residents generally probably can't afford the types of fund-raising efforts that Society Hill does. Bill said the Finance Committee talked about having various giving levels. Peter noted that the Finance Committee's thoughts were that we would conduct an annual appeal, rather than a membership drive. Bella Vista and other civics do membership drives and don't believe people perceive it as an exclusionary activity, which is something QVNA does not want. Kim Maialetti noted that in Fishtown residents hang flags with Fishtown logos on their houses and it creates a neighborhood feeling; if we do a fund-raising drive, we should give something like that. Jeff said that the Center City association raises \$160,000 from their appeal. Carla Puppin said that there are some Queen Village residents that donate every year and we should publicize this. Bill noted that the Finance Committee will also be looking into grant possibilities.

ii. *Reserve*: Bill stated that the previously agreed reserve amount was based on 2 years of the Executive Director's salary. The literature provided by Jeff suggested that an appropriate reserve is 25-50% of annual operating expenses. On that basis, The Finance Committee recommends that QVNA maintain a reserve of \$25,000 to \$30,000. Bill also thinks that we should wait until new Board members begin their terms in January and Ben Schindler has had chance to take over as Treasurer before Board votes on lowering the reserve amount, currently at \$60,000.

**4. Bylaws Review**. The Board considered the updated version of the revised by-laws and some open issues. It was discussed and agreed that owners of residential properties in Queen Village that are not otherwise residents should be eligible for membership, and the by-laws will be revised accordingly. Eligibility for the Board was also discussed, with the thought that we should be more expansive than the current by-laws, which require attendance at two Association-

sponsored meetings within a twelve-month period. Due to time constraints, remaining issues will need to be discussed at the December meeting.

#### **5. President's Report**

- a. Parking Lot. Jeff will meet with ILMC tomorrow morning to finalize the details of the parking lot lease.
- b. Zoning. There will be a special zoning committee meeting on November 18<sup>th</sup> for the Delaware Ave/Swanson Street development project.
- c. November Meeting. There is currently no presentation scheduled for the November meeting. The Bike Coalition was planning to make a presentation, but was postponed so Friends of Weccacoe could make a presentation, but that has been postponed, also.

#### **6. Committee Reports**

- a. Schools and Youth Committee. Leslie Patterson-Tyler, as Chair of the Committee, was given discretion at the last Board meeting to decide how the \$5000 grant given to Schools and Youth Committee gets distributed between the two neighborhood schools. Leslie plans to divide the allotment evenly between the two schools, as both schools have needs. Leslie will come back to the Board if she would like further Board input. Leslie noted that two fund-raisers coming up, one for each school.
- b. Clean and Green. Lauren Leonard reported that there will be a leaf clean-up and tree planting on November 25<sup>th</sup>. Carla asked whether she can contact people requesting trees about contributing toward the cost of maintaining the new trees; the trees are free, but there are expenses for the mulch and truck that are paid out of the Tree Tenders Restricted Fund. She plans to send an email asking if people requesting and receiving trees want to contribute towards the expenses.

- 7. Executive Director's Report.** Carla and members of the Nominating Committee discussed the conduct of the election at the November meeting. Carla noted that the Holiday Party will be held at Old Swedes on Thursday, December 19, 2013, between 6:30 and 9:30.\* Amy Shelanski and Amy Grant are working on details. \*The time was subsequently changed to between 7:00 and 10:00 pm.

There being no other business, the meeting was adjourned.

Respectfully Submitted,

Cindy A. Elliott  
Recording Secretary