



P.O. Box 63763, Philadelphia, PA 19147  
Phone: 215-339-0975 • Fax: 215-701-4204  
www.qvna.org • info@qvna.org

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## Board Meeting

At Joynture, November 7, 2018

Board Members Attending: Eleanor Ingersoll (President), Melissa Donnelly (Vice-President), Justin Fishman (Treasurer), Liz Grimaldi (Secretary), Maria Frizelle Roberts, Emily Perschetz. Staff: Lucy and Jake.

Board Members Absent: Jeff Hornstein, Dahvia Dalton, Inez Green, Latasha McKnight, Mark Grabarits.

President called the meeting to order at 7:32 p.m.

### Minutes

Motion to approve October minutes. Pending clarifying edits to the notes on the 413 Bainbridge development, motion passed unanimously.

### Treasurer's Report

Treasurer reports that the month of October went according to expectations and there will be a lower deficit than expected at the close of FY2018.

Motion to approve October Financials. Motion passed unanimously.

Treasurer presented the draft of the 2019 budget, and thanked members of the finance committee and staff for their help in putting it together. Final 2019 draft expected for December meeting, ahead of the fiscal year- a first.

Treasurer presented key variances from the 2018 budget. Professional accounting services expected to decrease in FY19 with the office transition close to an end and finances straightened out.

Discussion around QVNA Magazine; a transition year in FY19 from an all-volunteer committee to paid staff and a reduction from bi-monthly to quarterly publication. Suggestion for benchmarks to track Magazine budget over the next year.

Treasurer plans to pursue alternate funding for 'Summer at the Courtyard,' over the next two years with the goal of self-sustainability from QVNA and potentially be its own non-profit.

### President's Report

**QVNA 50th:** November 2019 will mark QVNA's 50th anniversary. Plans for fundraising and a celebration will begin in January 2019.

**SSHD:** Mike Harris and Eleanor have plans to meet with South Street Landlord, Triad Realty, to discuss a vision for South Street. The board held a brief discussion on understanding the accountability and expectations of the SSHD.

**Shot Tower build-out:** a work in progress with the Advisory Council there creating architectural drawings.

**Magazine update:** The position of Managing Editor of the QVNA magazine and has been offered to neighborhood resident Heather Blakeslee. Blakeslee is working on an action plan.

**Executive Committee:** Officer position of Executive Vice President has been eliminated, per the updated bylaws. Melissa Donnelly submitted her resignation as Executive Vice President to assume the vacated Vice President position, (by former Board member Jordan Schwartz), whose term runs concurrent with her former position, through December, 2019. Motion to elect Melissa Donnelly as Vice President, motion passed unanimously.

**Bethel Burying Ground:** The City's Office of Arts, Culture and the Creative Economy is scheduling four public engagement sessions to ask for community input to provide to the artist who will ultimately design the Bethel Burying Ground Memorial. The first meeting is Nov 4th at Mother Bethel A.M.E. Church (6th & Lombard); the second will be the featured topic at QVNA's November Community Meeting. Two other meetings will be scheduled in other parts of the City.

**Courtyard Update/Better Tomorrows:** Eleanor updated the Board on challenges faced by Courtyard due to the lack of a social services professional being provided through Better Tomorrow's contract with The Michaels Organization. This has been an ongoing challenge.

**Friends of Moyamensing Point (FOMP):** Eleanor and Lucy met with FOMP Co-Chairs John and Maureen Weir, a fiscally sponsored group of QVNA, to resolve misunderstandings about funding. Concern: where were funds designated for pocket parks that could cover maintenance the annual Phestivus celebration and toy drive.

A week later, office accounting forensics found that the promised funding for pocket parks was QVNA's two-year recycling program with the City (2007-2009) where QVNA received payments for its weekly recycling program that took place under I-95. All unused funds that were found in this research were transferred to the FOMP account and the December 2017 Phestivus expenses were reimbursed.

**Civic Association Mixers:** Eleanor and Liz attended a Civics Mixer hosted by the Bella Vista Neighbors Association.

**QVNA Mix & Mingle:** QVNA held its first Committee and Chair social: Mix & Mingle. Many volunteers met each other for the first time. A valuable tool for outreach and appreciation of volunteers. Thanks to Maria, Mark, Dahvia, Kandi, Tasha, and Liz for attending, and to staff for organizing and hosting.

## Committee Reports

### Nominating

Melissa reported that, along with Dahvia Dalton & Liz, the Nominating Committee drafted a rubric for board candidates that resulted in a survey sent to the five nominees. One nominee has withdrawn from the election. There are now four candidates for four open positions: Joseph Brin, □ Charles Craige, Anita Brook Dupree, and Mike Seidenberg.

Some board members expressed concern at a second survey being sent without prior Board review. The Nominating Committee conceded that it may be unfair to introduce new expectations mid-process, so close to the elections, and that further discussion could take place before the 2019 elections. The candidate responses to the survey will be withdrawn from the election materials.

## Acting Executive Director's Report

**Grants.** Ten groups have submitted grant applications. The Committee will make recommendations to the Board at the December meeting, and grants will be announced at the December holiday party.

**Volunteer engagement.** The recent "Mix & Mingle" event at Joynture so that Committees, Chairs of Friends Groups, and Board Members could introduce themselves to one another accomplished its purpose. Key points:

- Over 60 volunteers were invited and approximately 40 attended.
- All but one pocket-park Chairs met one another and shared ideas
- Each QVNA committee had at least one volunteer present.
- The majority of committee members and Friends Chairs have been QVNA volunteers for more than 10 years and have never been invited to a mixer or to meet the Board.
- Volunteer feedback was enthusiastic. Thank you attending Board Members.

### **Communication: eNews.**

- For the 12-month period (Nov 17-Oct 18), we gained 126 subscribers. Growth began in May when the name, format and content changed from a website feed to News You Can Use.
- Current open rate (# of recipients who open the eNews) for QVNA is averages 35% vs. nonprofit industry standard of 20%.

### **Communication: Facebook.**

For the 12-month period (Nov 17-Oct 18), we gained 197 "Fans" (e.g., Likes). Demographics:

- Age: 66% are 25-44, concentration: Women 35-44
- Gender: 68% are Women. Fact: U.S. FB Users 25-44 are virtually even Women vs. Men.

QVNA announcements, events, updates, "volunteer shout-outs", etc. are made on QVNA's Facebook business page ([facebook.com/queenvillage](https://facebook.com/queenvillage)).

Management of a fb business page is made by linking a fb user's personal account to the business account. Until June, QVNA's business page was managed by the personal account of QVNA Magazine's Editor and Eleanor. Other civics have used this same practice. In June, fb responsibility transferred to staff and a personal fb page was opened ([facebook.com/qvneighbors](https://facebook.com/qvneighbors)) for staff to manage QVNA's business page. Reasons: future transfer of institutional knowledge (i.e., the account can be seamlessly passed to the next staff member who manages fb; 2) the ability to make friends requests and in turn invite them to "Like" the QVNA page, and 3) since [facebook.com/lucyerdelac](https://facebook.com/lucyerdelac) will not be used for page management purposes that another personal page would need to be used.

The QVneighbors page clearly identifies that it is QVNA staff. Since June, the QV Neighbors page attracted over 300 followers and was responsible for the sharp increase in QVNA Fans.

- Liz expressed concern that the QVneighbors page may create neighbor confusion. She objected having QVNA's fb page managed by a personal fb page.
- Maria pointed out that QVNA needs to use offline media (flyers, social events, etc) in addition to online media.

Lucy departs at 9:25pm. Liz departs at 9:30 p.m. Jake takes over minutes.  
Adjourned at 9:53 p.m.

Respectfully submitted on 1/5/19 by Liz.