



**Board of Directors Meeting
March 4, 2020
Consent Agenda**

As a reminder, the purpose of a consent agenda is to speed up the meeting and allow time for strategic work to be accomplished during the meeting. The following items are included in this consent agenda:

- February 6, 2020 Board Meeting Minutes
- Committee Reports
 1. Marketing Committee
- Treasurer's Report

All items in this packet will be voted on as one item. If you need clarification on a consent agenda item or if you have a question, please ask the appropriate member before the meeting. It's possible that other members have the same question. This should give the member being asked time to prepare an answer and distribute it to all members before the meeting. Consent agenda items shouldn't be pulled from the agenda to have a question answered. Most often items are pulled from the consent agenda to disagree or vote negatively on that particular item.



EAST MT. AIRY
NEIGHBORS

**EMAN Board Meeting
Minutes**

Feb 6, 2020 | 7:00PM

United Lutheran Seminary ~ Board Room #209

Attendees: C. Akers, J. Amato, L. Bell, K. Caldwell, T. Cook-Artis, B. Cullin, N. Curlett, L. Daniels, K. Gudgeon, S. Kim, L. Klugman, C. Lukasiewicz, K. O'Day T. Ranieri, B. Ritter, M. Salamon, D. Tretina, L. Bell, N. Serejko

Excused:

Public Attendees: C. Bell, S. Carroll, J. Hayes, H. Jones, T. Manning, P. O'Day, D. Powell, L. Zimmers

General Session

Meeting called to order at: 7:07PM

Minutes: Consent Agenda (Meeting Minutes, Executive Director Report, Membership Cmte and Public Safety/Place-making Cmte Reports) Accepted at 7:10PM

Treasurer's Report: Handout provided.

Highlights:

- Overall financial health of the organization is solid. Mainly due to grant funding.
- \$4K Expenses (e.g., website, office-related, etc..) that were from last year will be paid and reflected as an expense in next month's report.
- Eagles Workers Fund: dividend has **decreased by 50%**
- Wells Fargo January payment has not been processed yet.
- Categories will be updated for next month's spreadsheet where line items for non-recurring expenses will be moved to the 3rd worksheet for all permanent items.

Grants Committee: Handout provided.

EMAN Community Fund Proposal to the Board:

1. **Request-** the board's approval to pilot a mini-grant block beautification and safety program in 2020 based on the NeighborCare program model.

- Allow \$10,000-\$20,000 of the EMAN Community Fund to be used towards small grants of materials (possibly contracted services through EMAN) for block beautification and/or safety requests (aligned with 2025 goals and requirements of EMAN that would complement Public Safety initiatives)
- Remaining decided \$ amount to be used to fund community idea/solution grants.
- Motion **granted**.

2. **Request-** the board's approval to put grantmaking on hold for 3-6 mos while Grants Committee, Executive Committee, and any interested board members meet with The Philadelphia Foundation staff to explore, potentially changing the liquid fund.

- Motion **granted** to put grantmaking on Hold to explore other investment options, but mini-grants will move forward.

Zoning Committee: Handout provided.

- Working on "philosophy and values" guide

- **Request-** board support for proposal to make a historical district in Mt. Airy:
 - Commercial district identified: On Germantown Avenue, between Mt. Airy and Mt. Pleasant avenues.
 - There are 51 properties along the proposed district commercial corridor. Only 2 properties- Roth Florists and The Juice Room buildings- are protected. There are 49 properties at risk, significantly, the Sedgwick theater and the Tourison building.
 - Motion **granted** (1 abstention) authorizing the zoning committee to draft a letter of support (for board approval) for the proposal. Final approval will be determined by the Executive team.
- **Budget Proposal:** \$650 (Executive committee approved)
 - Motion for Board approval: **Granted**

President's Report:

- ULS working group has been meeting regularly. A sub-committee is working to create a matrix of all the feedback submitted from surveys/studies/community regarding the proposed development plan for the campus.
 - The working group is scheduled to meet on 2/12 to review the matrix before submitting to ULS.
 - David, from ULS, received good news that they refinanced their debt and were able to sell some property at the Gettysburg campus to reduce their overall debt.
- Upcoming EMAN Board elections- for anyone interested in becoming a member, and executive positions will be open (for existing board members only).
 - If interested in being on the nomination committee, please contact Natalia (needs either 3 members or 5 members, per the bylaws).
- Jimmie Reed has resigned as Chair of the Special Events Committee, effective immediately. A replacement needs to be selected by the Special events committee.

Old Business:

- EMAN Slack channel- for anyone who needs training on how to use Slack, please contact Natalia.

New Business:

- **Request:** (submitted by Larry Daniels) for EMAN to collaborate with Weavers Way to host a focus group for African Americans to express their views/opinions/concerns regarding their shopping experience at Weavers Way. As part of Weavers Way Diversity and Inclusion initiative.
 - Motion **not Granted** (Yeas: 3, Nays: 10, Abstentions: 5)
 - Many felt EMAN needs to focus on improving its own relationship with the community.

Public Safety and Place-Making:

- **Need more members** to join the committee.
 - There are currently only 4 committee members.
- Currently planning to host its first quarterly meeting in March.
- Survey development (with the Collaborative) is ongoing.
 - Previous physical conditions survey assessment (2016) will be disseminated to the board to review. New survey should serve as a follow up and not an overlap to the previous survey.
- Pleasant Playground Advisory Council's Keep Mt. Airy Beautiful Committee is hosting an event on March 7th:
 - 9-10a- Groundbreaking for Pleasant Playground community garden. 10-11a- meeting/open house.
 - Great opportunity for EMAN to engage with the community.

Marketing Committee:

Budget Proposal- will revisit their budget and resubmit.

Membership Committee:

Budget Proposal- will revisit their budget and resubmit.

Executive Director's Report: Included in Consent Agenda.

Special Events Committee: No Report.

By-laws Committee: No Report.

Meeting was adjourned at: 8:35PM

COMMITTEE REPORTS

EMAN Marketing Committee Meeting 02/13/20

Hashtag and marketing campaign for Mt. Airy Day needs to start in March at the latest

Paid ads on FB and Instagram to support

Need:

Campaign w/ specific action items

Dates

Materials from last year

Talking Points

Campaigns:

Emails – Managed by Natalia (Save the date sent by End of February; April – Preview email; Week of – don't forget)

Print Materials – 1 Standard Flyer distributed to local businesses by March 20th

Social Media activities – Creating FB event w/ update post every 2 weeks in March and every week in April; Social media toolkit for Board members same pattern of posting (6 posts); Cross-promote in other FB Groups

Need to find out about Marketing Committee for Mt. Airy Day

Brand standards handbook development

Action Items:

Brand Standards handbook development (Katlin)

Current Marketing for Mt. Airy Day (Michael)

Social Media Toolkit (Michael – Written; Katlin – Graphics)

FB Event Creation? Who's doing it if it's being done (Michael)

Emails (Natalia)

Print Materials – dependent upon other advertisement (Katlin)