

CHCA EXECUTIVE COMMITTEE MEETING

Town Hall, 8434 Germantown Avenue
Thursday, May 14, 2009

MINUTES

Executive Committee Members Present: Dina Hitchcock (VP Operations), Mark Keintz (Treasurer), Ned Mitinger (VP Physical Division), Patrick Moran (At-Large), Marilyn Paucker (At-Large), Jane Piotrowski (VP Social Division), Rob Remus (At-Large), Robert Rossman (At-Large), and Kristina Sullivan (Secretary)

Executive Committee Members Excused: Anne McNally (At-Large) and Tolis Vardakis (President)

Executive Committee Member Absent: Ron Recko (Immediate Past President)

Board Member Present: Walter Sullivan

Others Present: Tom Cullen (newly-elected Board member), Philip LeCalsey (Community Manager), and Ann Ward Spaeth

In the absence of Tolis Vardakis, Dina Hitchcock called the meeting to order at 7:30 PM. She announced that the executive session has been cancelled. Marilyn Paucker conducted the roll call.

Approval of Minutes. *There was a motion to approve the Executive Committee meeting minutes from April 9, 2009 as submitted; this motion was seconded and passed unanimously.*

Report from Associate Publisher Search Committee. Bob Rossman reported that the committee is in final negotiations with the selected candidate for Associate Publisher (AP) regarding salary and benefits. Mark Keintz noted that a salary of \$65,000 has been budgeted for the current fiscal year. The AP will be paid an annual base salary of \$74,000, but since he is expected to begin employment in mid-June (pending Board approval), he will be paid for only 9.5 months of the fiscal year, which is less than \$65,000. In addition, the AP will be paid one-half of the first \$20,000 of net profit generated by the Local and one-quarter of the next \$10,000 of net profit. The AP will be responsible for all non-editorial departments including the authority to hire and fire, and for the time being will report directly to the Board. The AP candidate will make a presentation to the Board prior to the hiring decision.

Report from Treasurer. Mark Keintz reviewed the financial statements for the CHCA and Local for the month ending 3/31/09, which was also the end of the 2009 fiscal year. He noted that the Local generated a net loss of about \$10,000 and the CHCA generated net income of about \$25,000 for the fiscal year. The 3/31/09 and 4/30/09 financials will be distributed to the Board and reviewed at the May 28 Board meeting. It was suggested that future financial reports include highlighting of more significant dollar amounts. As a clarification, Mark stated that compensation for the Associate Publisher will fall under "Operating Expenses" rather than a particular department. The AP will pay close attention to the Local's "cost of sales," since it is significantly above industry norms.

Mark reported that the audit for FY 2009 has begun and that we are at least four months ahead of last year's audit schedule. A concern is that the benefactor's support for the Administrative Coordinator's salary is scheduled to end in two years. Therefore the CHCA needs to build up a reserve of cash with

increased fundraising. One example is the Italian villa rental, proceeds from which will be donated to the CHCA; however, someone is needed to organize this process. Tolis Vardakis has offered to investigate the tax implications.

Report from Vice President of Social Division. Jane Piotrowski provided an update on the following topics: 1) the Pastorius Park summer concert series, which will run from June 17 through July 29; 2) the Home and Garden Festival, which will be held on Sunday, May 17; 3) the list of businesses offering 10% discounts to CHCA members, as well as other membership benefits such as the Cuba Restaurant \$25 gift certificates; and 4) tracking CHCA membership trends (currently at about 2,000 households). One goal is to work with the new Associate Publisher on ways to increase membership and subscriptions in Mt. Airy. It was noted that on the Local's website there is no mention of the option of subscribing as a CHCA member.

Report from Vice President of Physical Division. Ned Mitinger reported on some of the issues being addressed by the Aesthetics Committee, the Development Review Committee, and the Land Use Planning and Zoning Committee. The Aesthetics Committee has prepared a letter to go to the businesses along Germantown Avenue regarding signage; this letter will first be reviewed by CHCA Board members and then co-signed by the Business Association. Harriet Brumberg will be a new co-chair of LUPZ, pending Board approval. Zoning variance issues for Roller's Express-O and Cuba Restaurant will be addressed at the LUPZ and DRC meetings in June and July. There was some discussion about City of Philadelphia regulations concerning liquor purchases.

Report from Vice President of Operations. Dina Hitchcock expressed her concern that Nominating Committee member Cathy Pimpinella "was shut out of the process" because the option to call into the committee meetings was never offered to her. Kristina Sullivan expressed her concern that, in contradiction with the bylaws, an additional member of the Nominating Committee was approved by the Board. Another concern expressed by Dina was that the two Nominating Committee meetings were held at noon on weekdays, which makes it difficult for working people to attend. Pat Moran suggested that Cathy Pimpinella document her concerns in writing and send them to the Board.

Report from Community Manager. Philip LeCalsey provided an update on his work in the following areas: 1) building maintenance issues for Town Hall; 2) re-negotiation of the fabric store leases and interior renovations of the two stores; 3) ongoing telephone service problems; 4) billing cycles for ads appearing in the Local; and 5) various concerns related to calculating the display ad commissions, the Business Association discount, and the fact that interest is no longer being charged on past due accounts. Phil estimated that in March, April, and May he spent between 50 and 80 percent of his time working for the Local. However, it is anticipated that he will spend less time on the Local after the hiring of the Associate Publisher. Ten percent of the Community Manager's salary is included in the Local's budget in the current fiscal year. An estimate has been obtained from Verizon for the office phone service indicating a monthly cost that is lower than our current service from USA Phones/XO Communications. Copies of the Verizon estimate were distributed to the Executive Committee members.

New Business. Dina mentioned that Board members will be asked to sign up for committees at the June Board meeting. She will e-mail the newly-elected Board members to see if they are interested in a training session about Robert's Rules of Order. It was agreed that a separate orientation session for new Board members was preferred to one taking place immediately prior to a regular Board meeting. It was also suggested that the outgoing officers should prepare reports for their replacements.

Bob Rossman, noting that the Chestnut Hill Center for Enrichment (formerly the Senior Center) is no longer affiliated with the Fund, suggested that the CHCA should set up a 501(c)(3) to serve as an umbrella organization for smaller organizations without their own 501(c)(3) status. As an example, the

Mt. Airy Community Services Corporation (MACSC) serves this function. Pat Moran pointed out that there may be risk management and insurance issues to consider; Bob mentioned that MACSC's insurance covers their organizations.

Announcement. Jane Piotrowski asked for people to volunteer at the CHCA membership table at Sunday's Garden Festival.

There being no further business, the meeting was adjourned at 8:45 PM.

Respectfully submitted on 6/7/09 by:

Kristina Sullivan
CHCA Secretary, at the time of this meeting

Approved by the Executive Committee without amendment on 6/11/09.