

Chestnut Hill Community Association Board Meeting

Minutes of the Meeting of January 24, 2019

Members Present

Tony Banks, Susan Bray, Kathi Clayton, Patricia Cove, Lucie Daigle, Craig Hosay, Keith Kunz, Laura Lucas, Joyce Lenhardt, Larry McEwen, Jenny McHugh, Hillary O'Carroll, Marilyn Paucker, Jason Pierce, Lynn Schroeder, Richard Snowden, Anne Standish, Jean Wedgwood, Bradley Wells

Members Absent

Catherine Brzozowski, Mike Chomentowski, Lindsey D'Angelo, Andy Kite, Drew Meschter, Karl Martin, Dan Pulka

Others Attending:

Anne McNiff, CHCA Executive Director
Brendan Sample, Chestnut Hill *Local*
Ellen Badger, *CH Local* Board Member
Mark Keintz, *CH Local* Board Member

John Derr, *Chestnut Hill Local* Publisher
Bob Warner, *CH Local* Board Member
Joel Barras, *CH Local* Board Member

Laura Lucas, president, opened the meeting at 7:00 pm.

President's Welcome

- Approval of Agenda: After the roll call, it was moved that the agenda be approved as presented. The motion was seconded and approved.
- Approval of November 2018 Minutes: It was moved that the minutes be accepted as presented. The motion was seconded, and the minutes were approved.

Executive Director Updates

- Anne McNiff reviewed the sponsorship strategy for 2019, explaining that a challenge in raising sponsorship money is that many of the non-profit organizations are approaching the same businesses for sponsorship support. This year businesses will be contacted, and meetings requested in order to develop sponsorship packages based on the businesses needs not simply the opportunities that have been available in the past. Laura Lucas asked each board member to identify at least one business that could be approached and help Anne get a meeting with them
- **I "heart" Chestnut Hill campaign** – Anne called out the stickers in each board members packets explaining that all the appeal materials are being branded with either the graphic on the sticker or I ♥ Chestnut Hill. Board members expressed excitement about the campaign and the possible trademarking of the CH heart graphic. Jenny McHugh offered to connect Anne with Joseph Stapleton, a local trademark attorney.
- **FY2019 Budget** – Anne presented a budget summary for the 2019 FY for board approval. It was moved that the budget be accepted as presented. The motion was seconded, and the budget was approved.

Physical Division

- Joyce reviewed the resume of Christopher Linn who has been nominated to serve on the Land Use & Planning Committee. A motion was made to approve this nomination to the LUPZ, the motion was seconded and approved.

Social Division Updates

Marilyn Paucker reviewed the following events and dates:

- Holiday House Tour 2018 – we had the largest attendance to date with close to 900 people. Revenue from attendees offset a decrease in sponsorship. Once all bills are in final numbers will be available.
- Holiday Parade – this year had to be cancelled because of weather
- Great Houses Tour – May 19, 2019 – we are doing this event again this year in partnership with the Conservancy. In addition to Anne McNiff and Janet Gala, Lindsey D’Angelo, Brad Snaders and Barbra Danin will represent the CHCA on the planning committee
- Black & White Gala – October 19
- Holiday House Tour 2019 – December 7

Annual Appeal

Kathi and Susan spoke about the importance of board participation in the campaign and asked board members to attend a “letter signing party” on February 6th at Kathi’s home. This will be an opportunity to write personal notes to friends and neighbors on the letter that will go out as a 2nd appeal mailing.

Community Partner Updates

- **Water Tower Planning Group** – Keith Kunz reported that May 4th is Comcast Cares Day at the Watertower and there will be volunteers doing cleanup activities throughout the center and grounds. In March there will be a Trivia Night fundraiser; new wifi has been installed in the Rec Center. Tony Banks is heading up a group working on the 100th anniversary celebration.
- **Woodmere Art Museum** – the MLK Day activities were a great success. The film series starts on February 19 and the Jazz series begins on Feb. 22.
- **Springside Chestnut Hill Academy** - Feb. 7 at 5:00pm opening of selected pieces from the SCH permanent collection. It will be at the Barbara Crawford Gallery at SCHA.

Presentation on Local’s Strategic Plan – John Derr

John gave an update on the current status of the Local’s finances and reviewed the strategic plan that has been developed to address shrinking revenue by increasing advertising business. The plan calls for an increase of 1 full time sales representative position and a p/t clerical and photographer position. This will also include a re-design of the Local to be completed in the spring. In order to accomplish the activities outlined in the strategic plan the Local is seeking a line of credit. Richard Snowden who is on the board of the Local outlined the board’s plan to solicit – for a market rate fee – the use of securities owned by the Chestnut Hill Community Fund as collateral for a revolving line of credit facility to be obtained from a banking institution. John and Richard answered questions from the board on details of the plan and the ongoing oversight that will be provided by a small group including members from the CHCA and Local’s board. Richard made a motion that the CHCA board of directors support the plan as outlined. The motion was seconded and approved. Jason Pierce and Susan Bray recused themselves from the vote due to possible conflict of interest. John Derr and representative from the Local board will be meeting with the board of the Community Fund in the near future and the CHCA board will be kept apprised of developments.

Thank you to Springside Chestnut Hill Academy for hosting the January meeting.

Adjournment - The meeting was adjourned at 8:30PM.