



SoWe Lead Board Meeting

Minutes

July 23, 2018 5:30 PM

St. Joseph's Church- St. Francis Room

440 St. Joseph St. Lancaster, PA 17603

(Audio from meetings are recorded to establish accurate meeting minutes)

Board Members Present: Peter Barber, Susannah Bartlett, Jason Busz, Bianca Cordova, Christina DiCola, Vasthi Dominguez-Acosta, Gene Duncan, Dick Hecker, Ole Hongvanthong, Carole Kirchner, Marie King-Linares, Willonda McCloud, Stu Metzler, Vicente Ramos, Audrey Skilton, Glenn Stoltzfus, Jeff Tischer, Abby Tucker

Board Members Excused: Rachel Eck, Martha Montes, Luis Ortega, Emerson Sampaio, Karen Schloer

1. Call to Order

Gene Duncan called the meeting to order at 5:32 pm

2. Public Comments

Mr. Duncan invited comments from the audience. No comments from the audience.

3. Approval of Minutes: June 25, 2018

Willonda McCloud made a motion to approve the June 25th, 2018 Minutes. Stu Metzler seconded. All members of the board unanimously approved the June 25th Minutes.

4. South West Neighborhood Collaborative Report

Jake Thorsen presented the South West Neighborhood Collaborative report. Mr. Thorsen informed the board that this month the Collaborative had a phone conference with their consultant, Community Wealth Partners. The Collaborative reviewed the by-laws and made recommendations to the By-Laws Committee. A Memorandum of Understanding between the organizations of the Collaborative has been finalized and will be executed in August. Mr. Thorsen stated that, the Collaborative discussed a potential board training for the SoWe board to include topics such as governance, fundraising, public meeting protocol, etc. Jake mentioned that the Collaborative continues to monitor and develop data metrics that relate to the revitalization plan.

5. Committee Discussion/Action Items

Gene Duncan informed the board of new meeting protocol. He stated that starting today committee chairs will not be asked to read the meeting minutes but present an action item for



board review and discussion. He stated that committee minutes have been sent out prior to the board meeting.

a. Elevator Pitch -Communications

Jeff Tischer stated that the Communications committee started work on an elevator pitch. Mr. Tischer stated that this will help board members present a unified message of what SoWe is and what it is working to accomplish. This pitch will provide everyone a starting point when discussing SoWe to individuals who are unfamiliar with the organization. These pitches can be further individualized. Key ideas that were highlighted by the committee were, the fact that SoWe is resident led, welcoming, equitable, thriving, growth, etc.

b. Front Porch Light Program Expansion- Community Safety

Dick Hecker stated that the Front Porch Light Program has been up and running for several months now with limited sign up. The program expanded to W. Strawberry St. with success. Dick stated that the Safety Committee has recommended that the program be open to the whole neighborhood. Mr. Hecker stated this will help increase buy-in from neighbors in hopes to target blocks where there have been successes. Dick stated that all properties to date have been owner-occupied. Jake Thorsen clarified that all properties are eligible for the light no matter if they are a homeowner or a landlord. Marie Linares-King recommended having a table at National Night Out to advertise the program.

Dick Hecker recommended that SoWe accepts the new boundaries for the Front Porch Light Program be expanded to the full SoWe neighborhood. Marie Linares-King seconded the motion. Susannah Bartlett recommended that the Front Porch Light and similar programs of SoWe be incorporated into the elevator pitch. All board members unanimously approved expanding the boundaries of the Front Porch Light Program to the full SoWe Neighborhood.

c. Art Walk - Economic Opportunity

Ole Hongvanthong informed the board that the Economic Opportunity Committee has proposed to organize an art walk on W. King and Manor St. It has discussed the idea turning the vacant spaces as temporary art pop up studios. Potential dates for the event would be the first Friday in October which corresponds with the Lancaster Art Walk. It would make sense to tie into this event to help attract more foot traffic to SoWe. Mr. Hongvanthong informed the group that to be added to the Art Walk list there is a fee of \$135. Jeff Tischer recommended that the event and walk, tie into the existing mural project that has been completed. Peter Barber stated that he is meeting with Jo Davis, City of Lancaster's Public Art Director, and will mention this idea to her to see if she can be supportive.

Jake Thorsen stated that this event was not included in the 2018-19 budget. This event and other events would have to be creative in seeking donations and solutions. He stated that most of the funds are tied to specific program or events.



d. Price Elementary Upcoming Events - Education

Bianca Cordova updated the board on events occurring at Price Elementary; Kindergarten Orientation is August 14th-16th. On August 16th, Price will welcome all new students in to tour the building. Most of the teachers will be present to meet kids. Ms. Cordova stated this is the first-time price has held an open house like this. She stated that is a result of feedback from parents and families.

Ms. Cordova informed the board that their Lunch and Learn series has been successful and generated good attendance. The Lunch and Learn has a teacher come in to read stories to children while the parents have discussions on parenting.

The last Price Community Day will be Aug 2nd from 1-5pm. The theme is Art in the Garden. Kids and volunteers will be able to paint and design t-shirts. Susannah Bartlett asked if volunteers are needed for the event. Bianca stated that volunteers are welcomed as well as participants. All can participate in the event. Willonda McCloud agreed to promote event the event through Bright Side Opportunity Center.

Jeff Tischer stated that Rep. Mike Sturla, will hold its annual Backpack give away at Clipper Magazine Stadium on Aug 19th 2-5 pm.

e. Façade Improvement Program- Housing

Abby Tucker stated that the Housing Committee is recommending utilizing the Steinman funding to double the façade improvement program that is targeted at Manor St. Ms. Tucker stated that the committee would be interested in opening the program up to connector streets to Manor or residential blocks of SoWe if applications are low on Manor St. Ms. Tucker continue to state that there is multiple years of this funding and the committee recommends utilizing the façade improvements on more residential streets in the future. Ms. Tucker made a motion to for the Façade Improvement Program to be targeted at Manor St. but be open to the possibility of expanded the program elsewhere if interest is low from property owners. Peter Barber seconded the motion.

Willonda McCloud asked what the cost per façade improvement was estimated to be. Ms. Tucker stated that the grant is capped at \$5,000 per property; owner-occupants would be required to match 10 cents of the dollar while investor-owned properties would require a 1 to 1 match. Ms. Tucker stated that there is \$73,500 budgeted for the program; \$3,500 will be paid as an administration fee to Lancaster City Alliance for managing the program. Peter Barber raised concerns about the implementation of funds. Mr. Barber stated that he wants to make sure that we are being realistic in the amount SoWe budgets and how it can be more proactive to get these funds spent. Jake Thorsen stated that Lancaster City Alliance will be managing the program and will be able to provide outreach and targeted marketing to property owners.

The board voted to approve the proposed resolution. Dick Hecker voted against the measure.



f. Budget Allocation for National Night Out - Neighborhood Connections (Willonda McCloud)

Willonda McCloud introduced National Night Out as the committee's next event on August 7th. Jake Thorsen stated that there is \$5,000 budgeted for events in the FY2018-19 budget. \$3,000 of that is planned for the annual Block Party leaving \$2,000 for events. Mr. Thorsen stated that these funds should be appropriately allocated to individual events for the coming year. Gene Duncan stated that the Wells Fargo Regional Foundation gifted SoWe \$1,000 in June. He recommended that these funds be added to events budget to help pay for National Night Out and other events.

Ms. McCloud made a motion to allocate the Wells Fargo Regional Foundation Gift of \$1,000 to support National Night Out and other SoWe events. Jeff Tischer seconded the motion. All board members approved the measure.

g. City Council Liaison

Susannah Bartlett briefed the board on the July City Council meeting. Ms. Bartlett stated Council discussed the new fireworks ordinance and introduced a public education campaign. Ms. Bartlett stated that a grant has been submitted to the federal government to apply for Community Development Block Grant and Emergency Shelter Grant funding. The grant request can be found the City of Lancaster's website. Ms. Bartlett continued stating that Mayor Sorace made a report to council where she spoke of the growing successes of the adopt-a-block program and highlighted Declan Cahill, the City's youngest block adopter. Ms. Bartlett also stated that the Mayor promoted the Trash Dragon which was available for rent through the Common Wheel for litter pick up events. The board discussed the possibility of renting this for National Night Out. Last item that was discussed at the council meeting was the opening of Giant's new e-commerce hub for grocery delivery on N. Reservoir St. Dicker Hecker stated that several of the local grocery stores have started delivery services as well such as Stauffers and Bravo.

6. New Business

▪ By-Laws

Gene Duncan introduced the proposed SoWe By-Laws. Mr. Duncan stated that the by-laws were created by the by-laws committee, then reviewed by LHOP, the Southwest Neighborhood Collaborative, and back to SoWe by-laws committee. The by-laws were then sent out to the full board a week prior to the meeting for review.

Willonda McCloud made a motion of approve the proposed by-laws. Jeff Tischer seconded the motion.

The board continued to discuss the by-laws. Ms. McCloud stated that in section VI. Item C. the SoWe standing committees do not include the Executive committee. She continued to state that



the by-laws call for board members to serve on one of the standing committees. In this case, an individual would have to serve on the executive committee as well as another committee. Ms. McCloud suggested to amend the standing committee list to include the executive committee. The board discussed this possibility and agreed that in the interest of the board member's time executive and finance should be included as a standing committee.

Audrey Skilton asked for clarification on how regular elections would take place in reference to 1/3 of the membership being up for election each year (section IV Elections, A., 1.). Jeff Tischer explained that the board would be staggered so a full board could not be up for election at a single time. The board would initially have to draw straws to see to establish their remaining term which would set a clear baseline and starting point for all active members. Mr. Duncan explained that board members can rerun after their terms expire. Ray D'Agostino stated that he has experienced this on several board that he is a part of and reiterated the fact that this process is to establish a baseline to set terms for board members.

Ms. Skilton referenced V. Leadership, section C. Committee Officers. Ms. Skilton suggested that the Vice Chair of a committee would not have to be a SoWe Lead board member. Jeff Tischer argued that the board is big enough to have at least two board members in each committee which would allow committee Vice Chairs to be SoWe Lead board members as well. Ms. Cloud stated that having the Vice Chair a non-board member could help recruit new board members in the future. Mr. Duncan stated that if the Chair is absent at a SoWe Lead board meeting the Vice Chair would discuss their committee item with the board from the audience.

Peter Barber made a motion to amend the by-laws to add the executive and finance committee to the standing committee list in section VI. Committees, C. Standing Committees and to amend section V. Leadership, section C. to state that Committee chairs shall be SoWe Lead board members. Dick Hecker seconded the motion. All board members unanimously voted to amend the by-laws as stated.

All board members unanimously voted to approve the by-laws as amended.

- 2018-19 Budget Amendment -Steinman Fund Allocations

Mr. Duncan explained that the finance committee met to allocate the Steinman Foundation funding based on recommendations from the Housing Committee. Mr. Duncan stated the allocations are listed in the board packet. Willonda McCloud made a motion to amend the budget to include the Steinman Foundation funding- \$14,500 for LHOP's second mortgage program, \$38,500 to the Façade Improvement Program, and \$72,000 to Jim Shultz's House to Home Loan Program. Stu Meltzer seconded the motion. All board members unanimously voted to approve the budget amendment.

- Vine St. Studio Invoice



Abby Tucker explained that Jeff Tischer of Vine St Studio has done a wonderful job branding and marketing SoWe as an organization and the neighborhood. Due to the number of hours this work took and will take moving forward the finance committee is recommending that SoWe reimburse Jeff for some of his design work. Ms. Tucker stated that moving forward SoWe and its committees should understand that design and market work through Vine St Studio will come at a cost. Ms. Tucker also stated that it should be made clear which work will be volunteer and which will be charged prior to procuring services.

Dick Hecker made a motion to approve the invoice from Vine St. Studio. Stu Meltzer seconded the motion.

Willonda McCloud asked the what the amount of the invoice was. Mr. Duncan stated that the amount was \$2,412.50. Ms. Tucker stated that compensation to board members is addressed in the by-laws.

The board approved a motion to pay Vine St. Studio \$2,412.50 for marketing/design work. Bianca Cordova voted against the measure. Jeff Tischer abstained from the vote.

Ms. Tucker continue to explain that Mr.Tischer has agreed to stepdown as Chair of the Communications Committee, to remove perceptions of a conflict of interest. Gene Duncan stated that this would be effective immediately and a new board member will have to lead this committee. Jake Thorsen agreed to meet with Mr.Tischer to develop job description for the position.

- New Allocation for Neighborhood Connections/ Communications

Jake Thorsen explained that SoWe did not initially budget for the payment of design/marketing work from the communications committee. Therefore, he recommended increasing the Neighborhood Connections/Communications line item by \$3,000 to help pay for these expenses in the 18-19 FY from the reserve funds. Mr. Thorsen stated this is in addition to the \$5,000 budgeted which increases the total to \$8,000. Mr. Tischer explained that One2One has agreed to donate the web design services and SoWe will be responsible for paying additional plugins for the website. Willonda McCloud questioned whether the \$8,000 will be able to cover marketing expenses for the year. Mr. Tischer stated that the Communications budget was originally intended to market and promote SoWe as a whole. Marketing and promotion of specific events should come out of that event or committees budget.

Dick Hecker made a motion to allocate an additional \$3,000 to the Neighborhood Connections/Communications budget for the promotion and marketing of SoWe. Susannah Bartlett seconded the motion. The board approved the measure. Jeff Tischer abstained.

7. Other Items of Discussion



Dick Hecker stated that he was made aware of a dog that was tied up in a yard three days unattended in extreme heat. Mr. Hecker questioned whether the Lancaster Police employed a dog officer. Lt. Glenn Stoltzfus stated that there is an officer that is responsible for dogs and can be contacted through the front desk of the department. He continued to say the contact info of that officer can be found on the police website.

Jake Thorsen stated that a new Clean Crew has been hired and has started working.

Jim Gerhart introduced himself from the audience and stated that he is looking to get involved with the SoWe initiative and hopes to volunteer some of his time and help make connections for the neighborhood.

8. Adjournment

Willonda McCloud made a motion to adjourn the meeting. Susannah Bartlett seconded the motion. The meeting was adjourned at 6:49 pm.