

MINUTES OF THE BOARD OF DIRECTORS MEETING
TUESDAY January 12, 2021, 6 pm
Via Zoom

1. The meeting was called to order by the President, Maggie Mund, at 6:05 pm.
2. The following directors were present via Zoom: Maggie Mund, Rick Gross, Jeff Braff, Pip Campbell, Elena Cappella, Michele Ettinger, Kate Federico, Matt Fontana, Chuck Goodwin, Barbara Halpern, Steve Huntington, Amy Jared, Susan Kahn, Doug Mellor, Lauren O'Donnell, Harvey Ostroff, Nathaniel Parks, Charles Robin, Nan Robinson, Matt Schreck, Richard Speizman, Robin Sweet. Richard Vaughn, Ben Weinraub, Dawn Willis and Ben Zuckerman. Wade Albert participated as CCRA Legal Counsel, and Travis Oliver, CCRA Operations Manager joined as well. Participating as a guest this month was CCRA member Hayley Schneider.
3. Board members not present: Tina Breslow, Richard Frey, and David Rose.
4. A motion to approve the minutes of the meeting of December 10, 2020 was Made, Seconded and Passed.
5. Matt Schreck presented the Treasurer's Report, advising that 2021 is starting out very well, thanks in large part to sponsorships and the efforts of the membership committee. CCRA's finances are up over where they were a year ago and there is money in the bank. The application for forgiveness of the existing Paycheck Protection Plan loan has been submitted and an evaluation is being conducted on whether CCRA qualifies for the new round of PPP loans, recognizing there is a requirement that parties demonstrate a 25% reduction in revenues for a given quarter in order to qualify. The decision was ultimately made to extend the WeWorks office lease for a significant cost reduction, including 3 free months.

Rick Gross advised that the Clean, Green & Safe Fall/Winter campaign has been highly successful, bringing in over \$22k vs. \$14k last year. When the two \$5k matches are added in, that brings the total for the campaign up to \$32k. This will go a long way to satisfying the anticipated budget shortfall, given no "live" fund raising events this year. Rick then handed things off to Board member (and CPA) Rick Speizman to run the raffle for the luxury resort in Namibia. The winner is..... James Harrison! The next fund raisers will be the three auctions coming up in the spring for the houses in Scotland, Spain and Italy.

6. Travis Oliver provided the Office Report, beginning with the news that Enewsletter readership is up 18% and a number of positive comments have come in about the Year End report. The

Board of Directors

President: Margaret Mund

Executive Vice President: Richard Gross

Vice Presidents: Phillipa Campbell • Barbara Halpern • Charles Robin • Robin Sweet

Secretary: Nan Robinson • Assistant Secretary: Lauren O'Donnell

Treasurer: Matthew Schreck • Assistant Treasurer: Richard Speizman

financial review has begun and should take approximately four weeks to complete, this year with a newly hired CPA. As a result of the William Penn House (WPH) building membership arrangement, Travis had to manually prepare 93 individual invoices last week, which has set him behind. Newsletter advertisements are once again being solicited and a new form will be distributed with the details.

7. Maggie opened her President's Report this month with a discussion on succession planning. She will be departing her role as President of CCRA on 6/30, along with the entire Executive Committee. Rick Gross, currently serving as Executive Vice President, has volunteered to transition into the role of President, subject to formal approval. Those whose positions will be changing at the end of this term are encouraged to get in touch with Jeff Braff, the head of the Nominating committee, or Maggie or Rick, to let their interests in serving in the new term be known. Maggie then addressed her latest initiative involving Board Development, beginning with collecting ideas over the next few months on what would be the most useful topics/issues to advance Board member growth. Next, the Annual Meeting is scheduled for May and the 18th or 19th are the two dates being considered for the virtual event. Two years ago, Rebecca Rhyhart was well received as the guest speaker and a number of ideas were suggested for this year's event including, Larry Krasner, Josh Shapiro, John Fetterman or possibly heroes from the neighborhood. Various contacts agreed to work with Maggie on potential availabilities. Lastly, the Citizen Advisory Committee draft report came out and Maggie felt they did a decent job. With respect to the Center City portion, there remains a concern about the lack of specific data about the losses, including the business impacts and monetary damages, which can hopefully be better addressed with future recommendations and better accountabilities in subsequent Call to Action documents.
8. Nan Robinson reviewed the new Membership Tracking exhibit formats. First, replacing the pie charts, the new exhibit will track the members by category each month (side by side), noting gains/losses each month. The next exhibit will measure member growth by category, by year.
9. Michele Ettinger shared that the Hi-Rise sub-committee has now successfully negotiated their second building arrangement, this one with the WPH. Nine new Hi Rise buildings have been targeted to approach in the coming months.
10. Barbara Halpern discussed the Communications report, advising that the Enewsletter is now available on the website. The End of the Year issue of the Enewsletter is being included in the welcome letters as an effective tool to explain the values and what CCRA does. Barbara encouraged members to "like" and "share" the CCRA Facebook page, as the response to date has been lukewarm. Ads are being reintroduced into the Enewsletter, as mentioned previously. Richard Vaughn then reported that social media visits have doubled since November. Remember, in addition to Facebook, CCRA now has a presence on both Instagram and Twitter, where local news and other stories and comments will now be available.
11. Pip Campbell, of the Historic Preservation committee, discussed the letter being proposed to send to the Philadelphia Historical Commission regarding the three buildings on the 1700 block of Walnut street that are set to be demolished, as they have been determined to be unsafe.

Retaining the facades or recreating the facades with laser recording or using the original materials wherever possible are priorities for consideration in the letter.

Resolution: That CCRA send the aforementioned letter to Philadelphia Historical Commission concerning the redevelopment of 1706, 1708, and 1710 Walnut Street, was Made, Seconded and Passed.

12. Elena Cappella of the Bylaws committee sought input from the Board on several provisions still being debated, as follows:
- a. Past Presidents
 - b. Election of Officers
 - c. Nomination of Director Candidates on the Floor of the Annual Meeting
 - d. Directors and Officers who Move from CCRA's District
 - e. Residential Household and Entity Memberships
 - f. Actions of the Board or Executive Committee Taken without Meeting
- Following the group discussion, the committee will consider the input in determining their ultimate recommendations on formal Bylaw proposals.

13. Matt Fontana reported that the Hi Rise Homeless Initiative and accompanying letter drafted in support of the mini-police station on 15th street, including the social services element, has generated broad local support and been endorsed by Rittenhouse Row and a number of other entities and organizations in the community. It is expected to now be submitted.

14. On the Major Development Task Force:

- Charles Robin reported that a public meeting has been scheduled for tomorrow night, 1/13, at 7pm to discuss the 2012 Chestnut CBA. Janice Woodcock will be chairing the meeting and public comments will be factored into the final CBA that is expected to come for an up or down vote at the February Board meeting. Board members are encouraged to attend the meeting or watch the video playback, if unable to attend the public meeting.
- Rick Gross reported that the PMC project for the Trader Joe's parking lot project has been successful except when measuring minority hiring and purchasing targets. A presentation was made by Brandywine representatives providing them with suggestions on how they can bring themselves into compliance and meet related goals.

15. The meeting adjourned at 7:59pm.

Respectfully submitted,

Nan Robinson, Secretary