



## BDC Board Minutes

April 27th, 2022 Notes by Dave Zak

**Board Attendance:** Dave Zak, Bruce Chan, Dan Barrett, Mike Q. Roth, Vicki Mayowski, Maura Bainbridge, Matt Bremmer, Dan Fox, Kyle Gracey, Dan Craig, Tara Fay, Robin, MaryAnn, Lauren Nichols, Jodi Lincoln  
Staff: Christina Howell

**Time Call to Order:** 6:32pm

**Status:** Approved

**Introductions and Announcements + Icebreaker:** Property and Planning - What is the origin of your name?

Resolution to approve February + March Meeting Minutes - Approved

**Finance Committee:** Vicki

- End of March = 120k cash in the bank, accounts receivable similar to prior month, bulk of which is 50k ACTBO grant, also a new sponsorship for 12k in March, remainder is market vendor fees.
  - 20K is from the URA,
  - Benches purchased in March = 17k, also 4500 added related to our quarterly collaborative.
  - Liabilities, not much has changed, this needs to be deposited @ Vanguard but having issues getting into the account.
  - Total current liabilities = 108k
  - Total liabilities in acquisition 219,168.55
- March = 300 in contributions, + new sponsorships, + market fees
- Revenue in March \$26,511
- Expenses for salary the same month to month, benches are in program supplies account. Shared services, collab quarterly fee.
  - March = loss of 15K, most of which is the benches and we have the reimbursable grant from the URA which will replace that. We were slightly ahead during March.
- Kyle - our assets less than liabilities isn't great, though it's still early. The board needs to continue to monitor this and consider some potential cuts moving forward. We've gotta do it by looking at total assets and total liabilities.

- Budget vs Actual:
  - Comparing actually happened between January and March of '22 vs what we budgeted. We're ahead in terms of individual contributions, we budgeted 600 and got almost 1k more.
  - We didn't budget or submit any grants
  - In-kind sponsorships are mostly on track, in-kind rent is off but doesn't affect this report.
  - We came out ahead on revenue.
  - On the expense side, our personnel side are higher than almost 9k, we had to defer some salary payments and are driving the numbers higher than we budgeted.
  - Under Office and Operations = pretty much on target.
  - Program related expenses - looks off b/c the benches are in the category. We didn't budget for them to be an expense until April, the budget doesn't include them.
  - Everything else is roughly in line w/ our budget.
  - Bottom line - budgeted for a loss of 12k in the first quarter and we actually have a loss of 22k. But if you take the benches out, we're slightly ahead b/c of higher revenue.
  - Vicki asks if this report is helpful to look at and is looking for any feedback on the way it was prepared.
    - Kyle - yes this is helpful, but would be also be helpful to see a year to date budget, but lets also see what the total budget number is and how we're doing against that. Each give different contexts, like if we're well over our year to date budget but if we're way under on your year budget, each tells a different story even if it's more cluttered.
      - Vicki - ok helpful, they were hesitate to add too much data, but can probably prepare something additional.
      - Jodie - Has also seen things displayed as a percentage.
    - Dan B - is this the same stuff the finance committee is looking at? Or are they seeing it in more depth? He's not on finance and is trusting them to do the deeper dive, doesn't know if anyone else feels like that.
      - Vicki - these reports are what we review but these reports are updated for the board.
      - Kyle - also previously finance committee wasn't expected to take notes but that will change in the future. So people can see what they've been working on.

**Executive Committee:** Kyle

- Board Recruitment season has begun, board recruitment happy hour + Inclusionary Zoning celebration on May 5th.
  - Jodie + all have been working hard to get the word out. Reminder that applications are due May 1st, asking board for suggestions if they'd be a good fit, or if business owners would be interested.
  - If you need any help with what to say or how to pitch the idea, don't hesitate to ask.
- Info on the website here - <https://bloomfieldpgh.org/board-of-directors-2/board/>

- Now is the time for outreach and to encourage people to apply.
- Jodi - part of that outreach means come to the party and bring a friend, even if they're not interested in joining the board.

#### IAR - Jodi

- Some updates
  - Bloomfield Starbucks is going to form their union, first in the state and PGH region.
    - Interested in what happens next, forming the union is just the first part, big first step. But in the coming months as the union does some collective bargaining, might be where they need a lot of support. Jodi reached out to them via their general FB page and was told the message had been passed along. Asking if they're looking to get involved with the BDC and what kind of support they need. Trying to open up any channels of communication and keep an eye on them moving forward.
    - Updates about Jim Rodgers - recently a protest in Wilksburg for JR and a few people were assaulted and arrested. One of the original JR officers are allowed to retire and was not fired, allowing him to receive benefits and pension. Going to keep following along and updating

#### **Business District Committee:** Christina

- 2nd Saturday updates - this is the 2nd one, there was rain and hail. First one had snow. Businesses reported pretty low attendance, Morgan has been checking in with them.
  - Kyle - Obviously 1st Fridays deal with this too, has anyone talked to them?
  - Christina - Yes, they pretty much don't do much and post changes and peoples hours. Morgan has posted weather updates on social media.
    - Q - also there's a big difference in the kinds of businesses, and First Fridays has been going on for a long time.
    - Christina - also worth noting it's a low staff expense and an easy way to start promoting the business district. Also BGC is super helpful with any questions.
- We're planning to pickup the promotion a little big in terms of social media posting, possibly another bulletin article, look for those to come your way. Morgan continues to talk to additional businesses, at least 10 this week, trying to get them to join the event. A lot of them have cited the inconsistent weather but hoping for May to be better.
- Also putting together a sponsorship packet that has several events throughout the year including the Saturday Market.
  - If anyone has any companies they know of that Christina can contact, let her know.
- Jodi - Skate day @ Trace was a lot of fun, super crowded.
  - Similar reports from other board members.

#### Property & Planning Committee: Bruce

- We received a AARP grant for asphalt.
  - Street Art = traffic calming, [Bloomberg philanthropy has done studies](#) = the places where they installed this art the rate of accidents were decreased by 50%, rate of drivers yielding to pedestrians increased, and many other positive data.

- Plans to install street art on Friendship Ave along S. Millvale and Matilda. Will increase visibility for pedestrians crossing the street.
  - Accepted bid from Team Luna
    - One factor is how they planned to do outreach. They've done work like this before, lots of community engagement.
- Bruce asks Christina for timeline.
  - Wants to submit an application to the art commission in June. DOMI also involved and will have final say on location of painting.
- Dan question - knowing how effective and beautiful they can be. How long can the paint last? Is DOMI going to do any upkeep. How long will it be with us and will we have a strategy to figure out in the future.
  - Bruce - maybe it's a rotating thing, get more funds in the future and do it again?
    - If we're able to keep vehicles off of them they'll last up to 3 years. However if they're driven over it'll last about a year.
    - Need to come up with a plan to do upkeep.
  - Christina - goal was to do 4, but talked about only doing 2 but with speciality paint that will last longer. Sam looking into it, I'm assuming they talked about it.
- Kyle - we should work with the city to get some data, similar to the Bloomberg study. To show they're helping the community.
  - Bruce optimistic we could get data
  - Dan B - does the city capture data about accidents and make the argument it's worth the financial investment.
    - Bruce - it's based on police reports
      - Lauren - and the police only submit a report if there's an injury.
      - Christina - yes it's under reported but we can get SOME data.
- Dave - asked about bollards, doesn't think they're effective or aesthetic.
  - Lots of nodding heads.
  - Christina did talk to DOMI about curb bumpouts.

**Staff Updates:** Christina

- Inclusionary Zoning celebration on May 5th, helps folks know what we do. We have invited all council people, several other orgs staff, Mayor and Mayoral reps, state reps, senators, city planning people, funders. Just a couple RSVPs from politicians, Deb Gross, Sara Innamarato, Gainey reps, yet another reason for the board to make a strong showing.
  - Putting together a thank you to Deb Gross + Mayor for their roles in Inclusionary Zoning, to come from the board and staff. Christina will send out that letter for everyone to review once it's drafted.
  - Deb Gross has asked mayor for a signing ceremony. Will keep us all posted. Great time for all of us to make a strong showing.
- Polish Hill Civic Association has asked us for our support in opposing the city council reapportionment. They've written a letter that we can sign or that we write our own letter.

- Council Districts are being redrawn and district boundaries between 1 and 7 are one of those, they're periodically changed b/c of the census and are supposed to keep a fairly balanced population. A lot of people may think they're set in stone but they aren't.
- Polish Hill has specifically objected to process that the decision was made.
  - The committee that created the new map, they're charged with splitting neighborhoods. Part of Polish Hill will be split between district 1 and 7, they're an all volunteer org which means double the work.
  - Gerry-mandering - looking at the map there's a portion that extends to cover polish hill, they cite supreme court decisions and other court cases that say the boundaries are supposed to be as compact as possible.
  - History - specifically bloomfield lawrenceville and polish hill share a similar population throughout history.
  - Communities of Interest - talks about Lawrenceville and Bloomfield work together w/ Polish Hill on a lot of initiatives and have for a long time, splitting off would make that work harder.
- Christina going to send out their letter and asks board members to review on a deadline. They did not give a deadline for our support but Christina is going to check in with them. Thinking end of day Monday, she'll send the letter out after this email and a reminder email.
  - Dan B question - has anybody articulated a logic about why the split is happening? If there isn't a strong one, we should support the neighborhood.
    - Christina - as far as she knows, the answer is no. Understanding is that it's to rebalance the population except the populations don't change much. Typically it's if the population of a district goes over some number, and district 7 isn't over that number with Polish Hill. Hopefully they have an answer, also asked Deb Gross.
  - Bruce - he thinks its driven by Lavelle's district, which is growing in the North Side, and to balance that out Bobby Wilson gets downtown, Strip district and Polish Hill.
- <https://engage.pittsburghpa.gov/city-council-RAC>
- We do have two business networking events coming up @ Trace courtyard. We're having a lot of meetings there b/c of the outdoor space and we think there's a better turnout because of the fresh air.
  - Coffee networking event and happy hour networking event in June, as we get closer I'll send the formal invitation out. It's a great place to do some recruiting for committees rather than the board.

**Meeting Adjourned: 7:56pm**