

# Brookline Together Board Meeting Minutes December 14, 2020

## Board Officers:

President: Caitlin McNulty

Vice-President: Blake Plavchak

Secretary: Ally Bove

Treasurer: Bill Kim; co-chair Mark Hopkinson

Membership: Lois McCafferty; co-chair Samantha Melhorn

Business Development: Jason Tigano; co-chair Jason Shymoniak

Community Events: Melissa Kilmer

Beautification: Tony Griffith; co-chair Lisa Wilson

Newsletter: vacant; Brock Boutwell continuing until end of 2020

## Attendance:

Board members/co-chairs present: Caitlin McNulty, Blake Plavchak, Ally Bove, Bill Kim, Melissa Kilmer, Lisa Wilson, Lois McCafferty, Mark Hopkinson, Sami Melhorn

## Regrets:

Caitlin McNulty called the board meeting to order at 7:04 p.m.

- Correspondence
  - Thank-you notes are in the process of being sent to those who donated for the holiday lights fundraiser.
  - 1 piece of correspondence from Dan McKeever re: needed Jacob/Whited tree maintenance – our flags are getting stuck in the trees and becoming torn.
    - Beautification will reach out to see if any landscapers are available to trim them shortly.
    - If not, we do have scheduled maintenance planned for late March and can take care of it then.
  - We received a renewal notice from the City of Pittsburgh to renew our Registered Community Organization status for 2021-2022. Ally and Caitlin will submit this tomorrow (12/15) morning.
- Approve Minutes
  - Motion from Caitlin McNulty to approve November meeting minutes, 2<sup>nd</sup> by Bill Kim, all in favor, 0 opposed. November minutes are approved and will be posted to our website.
- Treasurer Report
  - Account balance \$23,974.80 (Newsletter + General account + Paypal)
  - No major expenditures over the past month
  - Please send receipts to Bill Kim ASAP if you have any outstanding reimbursements
  - All accounting is caught up. We are on track to file our 2020 taxes in early January.
  - We think we need to sign new signature cards at Community Bank; we were notified by the manager that there was an error on the current signature card. Caitlin, Bill, and Ally are the signatories on the account, and they'll reach out to figure out what we need.
    - We will also remove Brock Boutwell from the account, because he will no longer be a Board member of Brookline Together.
- Committee Submissions
  - Review Session
    - Finance
      - See above under Treasurer's report
    - Newsletter
      - No report – see notes from November community meeting re: changing the format of the newsletter moving forward to accommodate (1) keeping it financially solvent

and (2) adjusting for decrease in available staff. We are working on changes to the website to accommodate the new blog-like format for the newsletter in the new year. We will continue to seek additional volunteers to help create content for the newsletter – please contact us if you are interested.

- Membership & Business Development
  - Met Monday 12/7
  - Working on membership renewal letters for 2021, due mid-February
  - 2021 stickers/window cling design was shared and discussed – thanks to Tony Griffith for creating the graphics each year!
  - Discussed moving to Stripe or Shopify or another platform for paying/collecting dues rather than doing it all “by hand”. Will pursue these options for 2021.
- Welcome Wagon
  - No report
- Community Events
  - Food trucks set up for 2021 – will have 2 food trucks each Tuesday evening from March through November.
  - Will purchase banners to advertise
  - Will also create an Instagram page – lots of the food trucks advertise on Instagram, and we’d like to help spread the word using that medium.
- Beautification
  - Discussed possibility of adding more wreaths or other lighted elements for 2021; discussion was tabled for now due to other priorities but will revisit at a later date/time.
  - Whitehall area Lions Club is donating a Trex bench to us (which they’re receiving due to their plastic film recycling drive). We’ve been asking for ideas of where to put it. We reviewed the suggestions and discussed city permitting issues. The consensus was to place the bench at our Jacob/Whited welcome area near the flags and upcoming apiary and community garden.
  - Wreaths will be taken down on January 16, 2021. This has been coordinated with the electrician and Community Bank (where we store them). We’ll need approximately 9 volunteers to assist.
- New Business
  - Approve Budget – all committee budgets for 2021 have previously been approved; no further action necessary.
  - New Committee Structure & upcoming elections
    - Current nominations:
      - VP – Blake Plavchak (re-election)
      - Treasurer – Bill Kim (re-election)
      - Community & Business Engagement
        - Chair – Melissa Kilmer (re-election)
        - Vice Chair – Samantha Melhorn
    - January board elections
      - We’ll send the membership the info re: which offices are open and who are currently nominated for them, and will remain open to additional nominations through January 1
      - Eligibility for a board position: member in good standing for a minimum of 1 year, has previously served on any standing committee of Brookline Together
      - Will send out the ballot in advance of the January 7 meeting

- Voting will occur LIVE at the January 7 meeting, via the anonymous polling function in Zoom
  - Meeting structure for 2021
    - Considered reducing community meetings from 6 to 4, but this idea was voted down at the November community meeting
    - Want to reduce formality of reporting during community meetings and make them more engaging – consensus to provide a 1-2 page typed summary of committee happenings, important dates, etc. and then spend the majority of the community meetings actually discussing community issues and engaging with our members and non-members who attend our meetings
      - This will require more timely submission of committee reports. We will work on this!
      - Candidate Night for local elections – March 2020.
- Old Business
  - Jacob/Whited – site clearing and construction will move forward in the spring.
- Announcements – none

Motion made by Caitlin McNulty to adjourn meeting at 8:32 p.m. Seconded by Blake Plavchak. All in favor; meeting adjourned.

Mission: To promote a vibrant and livable community through collaborative initiatives that unify Brookline's business and residential interests.

Goals for 2021:

1. Increase membership
2. Increase revenue
3. Improve communications