

Brookline Together Board Meeting
Monday, October 14th, 2024, via Zoom

Attendance: Caitlin McNulty, Don Mudrick, Victoria Contreras, Bill Kim, Mark Hopkinson, Melissa Distel-Kilmer, Lisa Wilson, Blake Plavchak

Meeting called to order by Caitlin McNulty at 7:04 pm.

August Board meeting minutes were motioned for approval by Caitlin McNulty, seconded by Don Mudrick. All approve.

- Membership Planning & Strategy
 - Caitlin-
 - Melissa already worked on the membership flyer's draft, Caitlin made some tweaks on it, retooling past year flyer.
 - Make sure to review and edit the flyer, due beginning of November (we have 2 weeks left).
 - Caitlin will email the 2 versions of the membership flyers to the board members for review, make changes/edits and email it back to Caitlin by Friday, October 18th, 2024.
 - Membership change narrative-joining and participating.
 - Membership should be increasing to cover the give back events.
 - 2025 Budget Planning
 - Every event or committee should have the budget turn in to Bill by October 30th, so that the budget can be built and approved at November community meeting.
 - Bill-
 - Need proposed budget so Bill can consolidate them.
 - Plan to take Don's Breeze idea.
 - Wrapping up membership to show give back to organization.
 - Prefer to do Stripe payment processing than Paypal. Stripe's percentage is better than Paypal. Don would like to know if there's any discount with nonprofit EIN, Bill said only small discount of .15% only. Bill suggested that if we are selling products such as hoodies, hats, t-shirts, etc, we need to increase the price but not at the events.
 - Melissa-
 - Most of the events are not bringing money. Bill suggested to raise price to accommodate if not making money and event such as yard sale, we should be making profit.
 - Example of an event as give back to community will be Halloween Parade. We do not make money out of this Halloween Parade.
 - Asking Bill for any number that he can share to make it easier. Bill suggested to reach out to him if don't remember any number and he will be able to share.
 - Don-

- Don Mudrick, Mark Hopkinson, and Bill Kim should work on budget together via Zoom.
 - Caitlin-
 - Asking Bill -the exact cut off time for budget. Bill responded October 30th, 2024, as the cut off time so it can be discussed on November 11th, 2024 meeting.
- Volunteer engagement
 - Caitlin-
 - Everyone complained about last September community meeting at the park-Brookline Recreation Center. No one sent email out to update location of September community meeting, so people showed up at the Brookline Teen Outreach-Brookline Blvd.
 - Email Caitlin the link to volunteers' sign up so Caitlin will make sure it goes out to the community.
 - Email list of volunteers or csv file to Caitlin prior to next community meeting. Lisa Wilson has separate list to send to Caitlin by this week.
 - Halloween's graphic done in Canva, then send it to Caitlin so she can post it on the web.
 - We received 2 people's resumes for Business and Community Engagement Co-chair position-gathering contact information/managing membership donors.
 - Membership work system-import it, contact people better and engage them in the community.
 - Melissa-
 - First mailing after memberships sign up. Mark would like to know if import to mailchimp or not -no database of people engage in Brookline.
 - Blake-
 - Keystone Main St Grant Program -if need more funds to do stuff, having the skills with nonprofit will help to get grant money so we don't have to worry so much about fund.
- Strategic Planning
 - Caitlin-
 - Make sure we have cohesive voice in the neighborhood. Posting the same ads in social media, mailchimp, etc. Will it be helpful to have a list related to membership in Canva?
 - Planning on 3-year program to support our neighborhood.
 - Paid staff to work on social media.
 - More volunteers-consistent
 - Submit information on timeline, get grant money to help us grow like Blake suggested.
 - 3-year plan as follow:
 1. Year 1: Board build membership, engage people and volunteers (has system in place).
 2. Year 2: Funding for a full timer or 2-part timers

- a) Engagement in social media/survey/walk at Brookline Blvd to engage in businesses.
 - b) Strategy-leverage fund we are going to get next year (grant writing).
 - c) Focus on listening to the community.
 - 3. Year 3: Board members has ideas, be the liaison -what this organization focus on for the next few years. Board members can brainstorm and not doing the heavy lifting.
- Bill-
 - Board training
 - Understand Board's roles.
- Don-
 - Ability to delegate
 - More community engagement
 - More system in place (if no system in place, community will not engage).
- Lisa-
 - Wreaths-ad needs to be posted , need to pay somebody-low on fund.
- Notes for upcoming community meeting:
 - November
 - PRT Bus Line Redesign 1.0 Presentation and Q&A -Jahd Burns, Associate Project Manager [e-holdings-jahd.burns@eholdingsinc.com](mailto:jahd.burns@eholdingsinc.com)-20 minutes presentation and 10 minutes Q&A.
 - Traffic calming at Brookline Blvd and Breining-might be too early to discuss.
 - Zoning changes discussion if there's time.
 - December
 - Member Holiday Party-will be on December 9th, 2024 (2nd Monday after Brookline's Light Up Night) at Brookline Teen Outreach-520 Brookline Blvd, Pittsburgh, PA 15226
 - If need anything else for Member Holiday Party, please reach out to Caitlin.

9:00 pm -Motion to adjourned by Caitlin McNulty, seconded by Bill Kim.