

# Brookline Together Board Meeting Minutes April 13, 2020

## Board Officers:

President: Caitlin McNulty  
Vice-President: Blake Plavchak  
Secretary: Ally Bove  
Treasurer: Bill Kim

Membership: Lois McCafferty  
Business Development: Jason Tigano  
Community Events: Melissa Kilmer  
Beautification: Tony Griffith  
Newsletter: Brock Boutwell

## Attendance:

Board members & co-chairs present: Ally Bove, Tony Griffith, Melissa Kilmer, Bill Kim, Lois McCafferty, Caitlin McNulty, Samantha Melhorn, Blake Plavchak, Jason Tigano, Alex Toner, Lisa Wilson

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

- Correspondence
  - Joe Beyer from Agile Realty – connected him on social media with local business owners
- Treasurer Report
  - Last Finance committee meeting was cancelled due to COVID-19
  - People who paid for the Community Yard Sale via Paypal have been refunded through Paypal
  - A few reimbursements to board members are pending for beautification items (related to the installation of the cigarette receptacles on the Boulevard)
  - Current account balance in main account is \$26,132; in newsletter account is \$1,800
- Committee Submissions
  - Review Session
    - Finance
      - See above under Treasurer Report
    - Newsletter
      - Committee has been putting together Resource Guides for COVID-19; two have been distributed electronically thus far.
      - Regular issues of Brookline Now are on hold due to COVID-19, but they'll continue doing resource guides every few weeks
      - Still looking for a new editor of Brookline Now, as Brock is stepping down after May 2020. We have a listing on Non Profit Talent and have reached out to local journalists we know. We will also send out a call to the general BT membership.
    - Membership & Business Development
      - Membership
        - Directory –
          - Plan to get it out for Breezefest in August.
          - Unsure when South Hills Printing will reopen. Will look for alternative printers as a backup.
          - A few businesses wanted color ads, but we sold out of them. Those who paid for color ads will be given a discounted BT membership or a credit.
          - Looking for 10 more businesses to put coupons in the directory
          - Next meeting May 4<sup>th</sup>; online vs. in-person TBD

- Member mixer – will be rescheduled to the fall due to COVID-19; date pending
  - Business Development
    - URA is sponsoring a program for artwork to promote gift cards to local businesses, and Brookline Together is participating. The posters will direct people to BT website to purchase online gift cards.
      - Business Development and Membership are collecting information re: which businesses have the capacity to do online gift cards
      - An e-mail was sent on April 9<sup>th</sup> to all Brookline businesses making them aware of this program and asking for them to share their information and where/how to purchase gift cards
      - Will push to our Facebook page as well, and share to the local Brookline pages
  - Welcome Wagon
  - Community Events – Discuss plan
    - Yard Sale – June 6 – Cancelled
      - Has been e-mailed and posted to Facebook
      - Everyone has been refunded
    - Breezefest – August 8
      - Vendors are still rolling in – if we need to cancel the event, they’ll be refunded
      - Right now, difficult to determine if the event will go on as planned – soon we’ll need to begin paying for things related to hosting the event (such as Special Event Permits)
      - Road closure hasn’t been approved yet because the City isn’t approving permits right now
      - Re: Brookline Breeze – no decisions made; will keep us updated
  - Beautification
    - Earth Day Cleanup – April 18 - Cancelled
      - Tree Pittsburgh – will plant 1 large tree for us in the fall at the Jacob/Whited site
    - Jacob/Whited Update
      - Bill met with the engineers at the site. They’ll review our plans and make suggestions to ensure we’re able to get all of the appropriate permits and the work completed.
      - Site survey has been approved; the surveyor hasn’t given us a copy yet. Bill will follow up with them.
      - Bill and Jason Shymoniak are working on some design concepts for the space. There are a few different options – some more minimal, some more detailed if we’re able to get additional grant money to help with it
      - We applied for a grant from Penn American Water to help with the cost of utilities – will continue looking for additional grant opportunities
    - Brookline Together received a Love Your Block grant, but dispersal of the money is delayed. \$1500 for cleanup, whenever we’re permitted to host a cleanup again.
    - Shed from Lowes is on hold
- Old Business
  - Census Grant
    - Events are postponed
    - Deadline to use the funds is August 14<sup>th</sup>

- If possible, will do the same events – just later. If not possible due to COVID-19, we will need to come up with a different way to get the messaging out.
  - Newsletter Chair replacement
    - Discussed above in Newsletter report section
- New Business
  - Memorial Day Parade Cancelled – has been announced on social media and will be included in next Newsletter Resource Guide
  - Samantha Melhorn is willing to serve as Membership Committee Chair after Lois McCafferty steps down from the position.
  - May community meeting
    - Officer Malloy to guest present – will look into how this would work if we do a virtual meeting
    - Possibility of Virtual meeting – use Facebook Live? Tony Griffith will look into it.
  - Tim Hinds
    - Met with Bill Kim and provided Brookline Together with a plan to potentially assist with branding and marketing of the organization.
    - 3 phases:
      - Brand mapping & messaging
      - Identity development
      - Website design and development
    - We would approach funders who fund organizational capacity-building activities such as this to have the cost covered
    - The proposal has been sent to all board members – please review and send questions to Bill Kim by April 17<sup>th</sup>. Bill will compile questions and chat again with Tim.
- Other Discussion
  - From Ally Bove: Please put your committee reports in the Dropbox folder ASAP.
  - From Alex Toner: Let's look into how much liquid money we may have in the budget to host some type of community-focused gathering or event after it's safe for everyone to gather together again after the COVID-19 crisis.
    - Membership is down, so this may not be feasible.
  - General: Discussed moving everything from Dropbox to Google Drive.

Meeting adjourned at 8:23 p.m.

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

Goals for 2020:

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