

Brookline Together Board Meeting Minutes February 10, 2020

Board Officers:

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

Membership: Lois McCafferty
Business Development: Jason Tigano
Community Development: Heather Fulton
Beautification: Tony Griffith
Newsletter: Brock Boutwell

Attendance:

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

Meeting was called to order at 7:00 pm by Board President Caitlin McNulty.

- Correspondence: multiple congratulatory messages regarding the URA NIF grant for the apiary and community garden; Post-Gazette article about Brookline Together receiving the NIF grant.
- Treasurer Report
 - Budget Overview
 - Reimbursements - 1
- Committee Work
 - Finance – Bill Kim absent today; no report.
 - Newsletter – Brock Boutwell
 - Tony Griffith will write an article about the cigarette butt receptacles that will soon be installed on the Blvd
 - Next issue of Brookline Now is going well; deadline is this week for submissions
 - Will add information for this year's Community Yard Sale to begin marketing
 - Brock is stepping down from the Brookline Together board after the May issue of Brookline Now, due to new professional ventures. He will still serve on the Newsletter committee. We are actively seeking a replacement.
 - Membership & Business Development – Lois McCafferty and Jason Tigano
 - 2 membership e-mails have been sent. So far have 16 community and 14 business memberships paid for 2020. After February 15th, will start visiting businesses in person as well.
 - 2020 business membership stickers are being created and will be ordered by Samantha in the upcoming days and then distributed to businesses
 - Community membership stickers have been ordered and will be distributed to community members
 - Mixer – April 30th. Alex Toner is spearheading planning. Goal of 30 attendees – 15 current BT members and each bring a non-member.
 - Directory – working on collecting advertising and current business information for the 2020-2021 business directory. Maureen from the Newsletter committee created a new cover for it, which is beautiful.
 - At meeting community member asked for:
 - Clearer outline of membership benefits – membership application forms have been updated to highlight what is included with membership

- Welcome Wagon for businesses – will discuss with Pam Grabowski (Welcome Wagon chair).
 - Would like to identify 3-4 vacant businesses wherein we can host a pop-up event during the weekend of Breezefest.
 - Community Events
 - Each event has a different Chair within the Community Events committee
 - Breezefest – August 8th
 - Vendor signup is open
 - Looking to have a stage this year, and musicians have reached out with interest
 - Car show is an option but would need someone to step up to organize it. If anyone has any leads, please contact Melissa Kilmer.
 - Yard sale – June 6th
 - Facebook page is live and being updated
 - Ordering a new banner, which will go up in March
 - Will begin advertising online in March with an “early bird special”
 - Bark in the Park (dog-friendly event) is tentatively being planned for the same day as the yard sale, but is not yet confirmed
 - Halloween Parade – details TBD. Plan is tentatively to eliminate the trick-or-treating aspect of it (which is quite costly to BT and its business members) and just have it as a parade. If businesses or individuals along the Blvd want to hand out candy, that’ll be welcomed, but it’s up to them.
 - Beautification
 - Holiday lighting on Brookline Blvd –
 - Meeting on Saturday, 2/15 at 10am at BTO.
 - The electricians tagged the working vs. non-working wreaths when they uninstalled them in early 2020
 - Committee has a lead on a less expensive option for installation/uninstallation – community member who is willing to donate their time if BT rents the truck
 - Additional outlet at Cannon park – should be installed sometime soon
 - Cigarette butt receptacles –
 - Will be installed this weekend
 - 4-5 people have already volunteered to help empty them; will seek more volunteers once they’re hung. Will obtain a rolling cart with small trash can, trash bags, etc. kept at Brookline Teen Outreach that the volunteers can use.
 - Working on obtaining and soon installing shed to hold all of Beautification’s equipment for clean-up days, etc. It’ll be a 10’x10’ shed with no windows, donated by Lowes of Bethel Park. Working on appropriate ways to thank them for this generous contribution.
 - Applied for a Love Your Block grant for the Jacob/Whited site (more details below)
 - Welcome Wagon
- Old Business
 - Jacob/Whited
 - NIF grant submission successful - \$19,995 for apiary and community garden
 - Grow Pittsburgh is interested in working with us on making the community garden happen; Caitlin is meeting with them next week
 - Tree Pittsburgh is donating 1 large tree for the Jacob/Whited site (to be installed in spring 2020), plus 49 small trees that can be planted throughout Brookline (to be installed in fall 2020).
 - Blake applied for a Love Your Block grant to update the landscaping at the Jacob/Whited welcome sign and help coordinate with the work being done by the NIF grant

- Need a new US flag at the Jacob/Whited sign. Lois will order. Blake will explore if the Boy Scouts will do a flag-changing ceremony at the spring cleanup day.
 - Organization Goals for 2020
 - Community input
- New Business
 - Final Board Training – Sunday, March 8th from 10am-Noon at Willock House – 705 Brighton Road
 - Website update – will link to our Facebook
 - Newsletter editor position
 - Applied for a Pittsburgh Foundation grant to host activities on Census Day – April 1st – to increase awareness about the 2020 census and encourage participation. Results are pending.
- New business for next meeting (March 9th) –
 - Board members will tentatively arrive 30 mins early, at 6:30pm on March 9th community meeting... Bill will train people on using Google services, e-mail, phone number, etc.
 - Ally will have completed 2020 Brookline Together calendar – get your info to Ally or into your committee reports in Dropbox

Motion to adjourn: J. Tigano, second: B. Boutwell, meeting was adjourned at 8:09 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