

CHARLES STREET AREA CORPORATION

BOARD MEETING MINUTES – October 11, 2022 @ 6:30pm via Zoom



Called to order by E. Wingfield at 6:36 PM

Attendance: Angela Williams, Ericka Wingfield, Rebecca McDonough, La Rita Alston, Shalace Moore, Rebecca Gilmer, George (Nick) Hodges

Excused: Maggie Connor

Absent: Amy Cotten

I) Check-in & Mindfulness

II) Guest Presentation: Councilman Daniel Lavelle (invited but did not attend) / Nick Hodges / Rebecca Gilmer

A. Williams indicated that Councilman Daniel Lavelle spoke to her directly on the phone on 10/10 and expressed support for specifically the playground renovation project and indicated he would provide a letter of support for the housing predevelopment project and that he had multiple prior commitments and was unable to make it to the board meeting this evening.

Website Content Management: Nick Hodges

- User engagement data from websites and newsletters can help in grant application and reporting
- According to Mailchimp, 58% of active newsletter subscribers open an email and 20% click through
- According to the BBC, 53% of users exit the site immediately if it takes more than 3 seconds to load, and there are 10% fewer conversions for every second of load time that a site has
- Accessibility features can be added to the site to support people with diverse abilities
- Newsletter templates can be created and populated with content from the website to reach our audiences
 - First, design templates, then draft campaigns, segment audience, and target the audiences
- Using request forms to create tickets for the website content manager will be a user-friendly and low-error way to get started with a structured content management process
- In time, work tasks can be displayed in a calendar view that team members have access to, historical campaign records and notes, and statistics about reach and engagement
- Making sure that “intelligence stays with the organization” so to build on work over time
- Eventually, an intern or volunteer could contribute to high quality content additions
- Questions:
 - (A Williams) How long would it take to produce a newsletter in this proposed format?
 - It would reduce the time to produce from 3-4 to 1-2 hours for a monthly newsletter
 - (A. Williams) How does this change the ongoing cost of maintaining the website / additional services?
 - Some of the cost would be included in the stated monthly fee, including analytics fees

Board Coaching: Rebecca Gilmer

- A. Williams and Rebecca Gilmer have discussed a drafted contract for ongoing board support services, which includes:
 - Executive Support: content management strategy, branding and image development, expanding CSAC’s volunteer base, use of technology, board member engagement, and growing the funding base
 - Board Coaching: coaching sessions with board members individually as a group (3-4 per month at most) to address board engagement and responsiveness as well as activating the strategic plan and advising on recruitment and board governance
 - Other support as needed
- R. Gilmer wants to ensure that funding that is allocated for the executive director’s salary is not pulled for other things

III) Meeting Minutes: September 2022 Board meeting minutes (vote)

- E. Wingfield motioned to vote on the approval of the September 2022 board meeting minutes, La Rita seconded. The vote passed unanimously with E. Wingfield abstaining due to absence during the last meeting.

IV) Financial Statement: N/A - See Director's Report Item 1

- A brief review of the CSAC checking account was conducted by A. Williams
- A. Williams recommends that we implement a Finance committee, at least temporarily, to establish the chart of accounts for CSAC (1 time setup) and determine how accounting and reporting will take place moving forward
- We need to determine which years we need to complete financial audits for from our accounting consultant – will include 2022 audit and year-to-date statements
- **Action Item:** A. Williams will reach out to Zokpia

V) Safety Health & Wellness Committee: (Shalace Moore) N/A

VIII) Director's Report (A. Williams)

i) Grants Update: Grant applications submitted: GEDTF and Bayer Center for Nonprofits

ii) Board Governance

a. Bylaws: revisions per attorney suggestions

i. The committee (A. Williams, L. Alston, M. Conner) met with an attorney to review the bylaws and an additional meeting will be held to review the suggestions from the attorney before formally adopting the revised bylaws. Rebecca Gilmer was also in attendance.

b. Communications Plan & Conflict of Interest- these must be redistributed and reaffirmed by all directors

iii) The Commons / C3 Grant Update

a. A. Williams met with leadership at the Forbes Funds to review the C3 MOU. We are waiting to receive documentation from TFF staff about how the funds were spent and remaining balance.

iv) Housing & Real Estate

a. Choice Neighborhoods: CSV sites: TBD

i. Vacant lot purchases: if there are lots that would be advantageous for CSAC to purchase, contact A. Williams so that we can determine whether or not we can arrange an agreement to obtain them

b. CSV Neighborhood Plan

i. Conceptual Design (attached)

1. Bob Mistick is tearing down certain properties, so that will be added to the concept design.

2. Suggestions were also made to add bus stops, color coding key, development mix for income level, ownership and housing type.

3. A. Williams proposed that a board meeting be held to walk through the plan as it stands to be led by M. Connor.

c. CSAC Infill Housing Update

i. A. Williams met with Neighborhood Allies twice; our budget looked strong.

ii. Bridgeway Capital provided a grant application for predevelopment funds.

iii. CSAC must provide evidence that housing built in this area would be able to sell.

iv. Need a development consultant so that we can move forward with this work.

d. Rental Housing Prospects

i. E. Wingfield mentioned her concern that taking on property would entail renovation and maintenance costs, as well as an ongoing property management fee.

ii. **Action Item:** A. Williams will obtain quotes for property management

- v) CSAC support staff
 - a. A job description has been created and distributed for an intern to support CSAC
 - b. **Action Item:** A. Williams will send PDF to Rebecca, who will add to the website
- vi) ABS Food Program
 - a. Looking to partner with 412 Food Rescue, meeting with Buhl Foundation scheduled for Thursday
- i) Insurance (attached) (**vote**) no vote was held
 - a. Board insurance: increase limits / new types & quotes for board approval:
 - b. Real Estate Insurance:
- vii) Vendors (**vote**) no vote was held
 - a. Auditor
 - i. Additional information is needed
 - b. NWWPA
 - i. Need to obtain a revised invoice from NWWPA
 - c. Eholdings/ Real Design
 - i. Will be represented at the meeting with City scheduled for this Friday
- viii) Consultant Contracts (**vote**) no vote was held
 - a. Website: Nick Hodges
 - b. Board: Rebecca Gilmer

IX) Events / Meetings for Board & Community

- i) Choice Neighborhoods: 10/12 @ 3 pm- 7pm @ 1710 Belleau Dr, Pittsburgh, PA 15212
- ii) Cross Strauss Parklet: meeting 10/14 @ 2pm
 - a. This meeting will be virtual, and will entail an overview from the City and the design team as well as a representative from Perry Hilltop who has joined their team recently.
- iii) NSLC Focus Group 10/19 @ 6pm @ BJ Event Center (1441 Woods Run)
 - a. Board members are encouraged to attend this event, because it will include strategic planning
- iv) CSAC Community Meeting & Harvest Giveaway: Trunk or Treat 10/27 (5:00-7:00) – Cross-Strauss Parklet
 - a. **Action Item:** R. McDonough will update the website to reflect this updated meeting date
 - b. Board members are encouraged to give a financial contribution to support the event

X) Marketing Committee (Secretary R. McDonough)

- i) CSAC Website
 - a. Posts & Events Form
 - a. Can the email address not be captured at the end since it's at the beginning?
 - b. Can community members / stakeholders also submit post / event requests?
 - b. Donation update
 - a. **Action Item:** Rebecca will determine whether we can add the amount donated into the thank you email, and whether we can utilize another service
 - b. **Action Item:** R. McDonough will add the update about CSAC becoming a registered community organization
 - c. **Action Item:** R. McDonough will add pages for Choice Neighborhoods and The Commons under Projects

X) Board Members Training

- i) Trauma Training: Center for Victims: 10-12 session people per session, will seek community participation
- ii) Strategic Planning (Bayer Center for Nonprofit) application was submitted

XI) Old Business/ Action Items

- iv) Bylaws & governance docs: Governance Meeting TB scheduled & held meeting
- v) RCO approval & process for development activities, meeting (for CSAC website)
- vi) The Commons Infographic & resources available (for CSAC website)
- vii) Choice Neighborhoods meetings are ongoing to determine housing sites and other benefit to CSV

XII) Discussion & Announcements

viii) World Food Day: Energy Innovation Center 10/6 from 11am-4pm

a. Giving away free hot meals & food boxes (flyer is on CSAC Facebook page)

XIII) Adjournment - E. Wingfield motioned to adjourn at 9:17 pm, L. Alston seconded