



EXECUTIVE COMMITTEE MEETING
WEDNESDAY, MARCH 3, 2021, 6:30 p.m.
Streaming Via Zoom

The meeting was called to order at 6:35 p.m. by the President, Maggie Mund. In addition to Maggie, Executive Committee members present were Rick Gross, Pip Campbell, Michele Ettinger, Barbara Halpern, Matt Schreck, Rick Speizman, Robin Sweet and Nan Robinson. Charles Robin was excused.

1. Maggie asked if anyone had additions or corrections to the minutes from the previous month and after none were noted, the minutes were approved.
2. Matt Schreck provided the Treasurer's Report, advising that things are still going well. The Crosstown Coalition has advised that they do not need the full \$1,000 at this time and can manage with \$500 at this time. There is an issue with the current PPP Loan application, as it did not include the Garden as part of CCRA. (The Garden Club is not a separate legal entity, it is part of CCRA, similar to a committee but a different type of committee than the other committee's currently in place.) An amendment is being made to include the Garden numbers and it is not anticipated to have a material impact on the application. The Executive Committee authorized the submission of the corrected application. Rick Gross mentioned that the latest financials may not include the Blatstein \$5k in matching funds along with the \$10-11k from the PPP loan, so he is estimating the finances are actually up another \$16k from when the memo was written.
3. It was noted from the Operations Report that website visits are continuing to rise, with the most visited site being the News blog, followed by the Board Meeting information and coming in third is the Merchant Partner page. Travis clearly has a lot going on and it will be important to ensure he has the appropriate resources to properly execute all current and future plans for CCRA.
4. Maggie began the Presidents Report with some background about the upcoming planned Board Discussion. Cash in the bank is typically used as an emergency reserve in the event of an expense overrun or an unexpected liability or can be saved for future expenditures. CCRA currently finds itself in the fortunate position of having more cash and reserves than are anticipated to cover normal operating expenses for the year and would like to consider what to do with the surplus. (Please note some funds are restricted in that they can only be used for the Safe, Clean and Green Streets program.) Maggie is proposing the Board break out into smaller discussion groups during next week's Board Meeting to brainstorm about how members would like to see CCRA giving back to the community, should it be determined there are excess funds available this year. She requested some assistance in the rehearsal for getting into the break-out rooms next week during the Zoom call.

There has still been no word back from John Fetterman on his availability to attend the Annual Meeting and will check one more time with Parks, who is following up. In the meantime, both Harvey and Lauren have contacts with Josh Shapiro and they will be reaching out to check him, as he would be a great guest speaker as well.

With respect to the Airbnb Bill # 21008100, the consensus from the membership is one of support and the Crosstown Coalition is also basically supporting this. (A hearing is scheduled for March 9th.) In summary, it provides an exception for owner occupied residences from obtaining a license. Maggie will notify Crosstown of CCRA's support and see to it that it is included in the Enews.

Lastly, a special, separate meeting to discuss the Bylaw changes presentation for the formal vote is being scheduled for 4/1. Please plan to attend.

5. Rick Gross provided the Remapping Committee update advising they had their second meeting today with the Building Industry Association about working together for optimal outcomes for all. Negotiations are ongoing in pursuit of pathways that best serve the community.
6. Michele Ettinger spoke on Membership, advising the Savoy zoom meetings have begun, this being the 4th building in the Building membership program. A member target of 50 is the goal for this building and they may decide to cut one check as the Murano did. The Carlyle, at 2031 Locust, will be the next building up.

She then asked about a possible next new zoom Book event and it was determined that with all of the different projects and activities going on (auction, annual meeting, etc.), this will be backburnered for the time being but stay tuned... Alternatively, a short article to highlight the author could be added to the Enews or next Quarterly newsletter.

7. With the Communications report, Barbara Halpern discussed the upcoming zoom presentation scheduled for 3/16, in partnership with Thomas Jefferson University of "Ok I've been vaccinated, now what?" It will be a town hall format with a 20-minute presentation, followed by a Q & A session. Jonathan Lovitz will be the host.

Also, an initiative has begun to rename the E-News and EC members should email Barbara only those names from the list circulated that are hated.

8. Matt Fontana reported for the Hi Rise Homeless initiative that they are expecting something back soon regarding the implementation of the mini-station to address life and street safety issues. Formal summaries on the progress have been requested.
9. This month's PDAC report addressees a number of quality-of-life issues for the area, including homeless services, racing on the streets, a bars, restaurants and nightclubs report and a recent crime update. A meeting is planned to discuss the music situation in Rittenhouse Square, one of several challenges that are likely to be faced as the warmer weather comes.

10. The meeting was adjourned at 8:20.

Respectfully submitted, Nan Robinson, Secretary

Board of Directors

President: Margaret Mund

Executive Vice President: Richard Gross

Vice Presidents: Phillipa Campbell • Barbara Halpern • Charles Robin • Robin Sweet

Secretary: Nan Robinson • Assistant Secretary: Lauren O'Donnell

Treasurer: Matthew Schreck • Assistant Treasurer: Richard Speizman

Directors: • Tina Breslow • Jeff Braff (past President) • Elena Cappella • Michele Ettinger • Kate Federico • Richard Frey • Matthew Fontana (past President) • Charles Goodwin (past President) • Stephen Huntington (past President) • Amy Jared • Susan Kahn • Douglas Mellor • Harvey Ostroff • Nathaniel Parks • David Rose • Richard Vaughn • Dawn Willis • Benjamin Weinraub • Ben Zuckerman