

## HPCC Board Meeting

January 9, 2020

### Attendees:

Stephanie Walsh  
Judy Beck  
Karin Manovich  
Howard Degenholtz  
Betsy Rogerson  
Glen Schultz  
Mac Lynch  
Chris Worley  
Jim Holtzman

1. Finance Report – Howard Degenholtz
  - a. Howard provided a Treasurer’s Report and budget update; see attachments.
2. Membership Database Update – Chris Worley & Howard Degenholtz
  - a. Howard and Chris explained to the board that although our current list of members a bit outdated, they were able to import all of the information into the HPCC’s new membership database, Neon. Stephanie agreed to draft a membership renewal email that Chris agreed to send to everyone in the database.
  - b. Postcard reminders will be sent to the entire neighborhood after the email requests are sent. Since our Secretary will be out of town immediately after the renewals go out, Howard agreed to check the mailbox & arrange for someone to enter any paper renewals by hand. **The board unanimously approved paying who ever does data entry \$1 per record.** Based on response in past years and the electronic membership push, we anticipate less than 200 paper renewals.
  - c. We agreed that we should be promoting membership at all HPCC meetings and events.
  - d. Historically membership has been for a calendar year. We now have the ability to send reminders throughout the year as people’s memberships expire, so we will have to determine when/how to use that feature and how to use the postcard reminders going forward.
  - e. Long term, there are additional features that we can use, including selling event tickets, an events calendar, volunteer sign-ups, and targeted emails and updates.
3. Investment Plan – Jim Holtzman
  - a. Jim explained the proposed investment plan prepared by the Key Bank representative. The Finance Committee will be meeting with the rep on Saturday.
4. Garden Tour Update – Stephanie Walsh
  - a. The board discussed the Garden Tour proposal submitted by the HP Garden Club. The board decided to:
    - i. Ask the Garden Club to extend the event’s hours from 11 am - 2 pm to at least four hours to accommodate the need to walk / drive across the neighborhood and explore gardens

- ii. Ask the Garden Club not to offer a night at Choderwood as a raffle prize due to the HPCC's historic involvement in a zoning dispute involving the property owner
- iii. Provide the Garden Club with a check for \$1500 to cover their costs, ask them for documentation of how the money was spent, and ask them to return any unused funds
- iv. Consider the money provided to the Garden Club as a grant that the Garden Club does not need to repay the funding nor provide the HPCC with a share of the event's proceeds
- v. Ask the Garden Club to invest proceeds from the event into community beautification and related projects

## Garden Tour Update

- b. Sunday, July 12, 2020 from 11:00 - 2:00 PM is the date we think is best for peak garden beauty, and we haven't identified any scheduling conflicts.
- c. We have identified 12 gardens and have verbal commitments from the home owners to participate. The gardens are a good mix of size, perennial, annual, vegetable, a she shed, and some sheer "wow" factor gardens.
- d. We are thinking of calling the Tour, "The Secret Gardens of Highland Park. "
- e. Todd Shirley has offered to help design a logo. (We are still pondering whether this would be for the Tour only or the Garden Club in general.)
- f. We are looking at charging \$10 in advance, and \$15 day of the Tour.
- g. The Park Entrance Gardens will be the site of sign-in. We have a verbal commitment from the Pittsburgh Parks Conservancy (Robin Eng) to be on site to identify flowers and talk about the Gardens in general.
- h. Jody Choder has offered a night's stay at Choderwood as a raffle prize and we hope to end the tour there, perhaps with a wine and cheese celebration.
- i. Details in the works:
  - i. Set up a meeting with our core committee and Karin.
  - ii. Email Monica to begin a monthly notice in the Newsletter of the Garden Tour.
  - iii. Email Jeanne for mention in the Shady Ave Magazine
  - iv. Other advertising- PPG, list serve, next-door, Facebook etc
- j. Action items: decide on response to their questions re: finances
  - i. Will this be expenditures by the Garden Club with reimbursement by HPCC?
  - ii. Submit invoices with direct payment to the vendors by HPCC?
  - iii. Are there any prior approvals of expenditures, or are we free to reasonably incur costs up to the \$1,500 agreed grant?
  - iv. Is the HPCC expecting any share of the proceeds?