



EAST MT. AIRY NEIGHBORS

EMAN Board Meeting Thursday, March 11th, 2021 Meeting Conducted via Zoom Meetings

Attendees: Cheresse Akers, Janet Amato, John Autin, Charlie Baltimore, Althea Banks, Linda Bell, Michael Burrell, Krystal Marie Caraballo, Kristin Crandall, Tonyelle Cook-Artis, Brain Cullin, Nina Curlett, Elizabeth Dalianis, Sam Duplessis, Michael Galvan, Kendra Gudgeon, Jeffery Hayes, Kelly O'Day, Renee Mills, Teri Ranieri, Jimmie Reed, Brandon Ritter, Margaret Salamon, Susannah Stayter, Tiffany Thurman, Vearnessa Whigham,

Absent: Effie Heimann, Solomon Silber

Excused: Amy Tanner

Community attendance: M. Ashby, C. Bell, L. Davis, Y. Davis, P. O'Day, S. Roberson

General Session

Meeting called to order at 7:03 PM

Minutes:

Tonyelle noted two changes to the minutes - there's E in Tonyelle's name and it should be C. Bell for Carla Bell, not D. Bell.

Kelly raised two additional points: first, in the last page discussing GoFundMe, there was a woman who raised the fact that EMAN has sponsored a GoFundMe in the past to support police bike funding. This should be mentioned in the minutes. Additionally, going forward, the Secretary should note topics from the meeting that should be added to next month's agenda as a reminder for everybody.

Kendra noted her name was not in the attendance list and requested it be added.

Renee made a motion to accept the minutes with these additions and changes.

John seconded the motion.

Ayes carried, minutes will be accepted with noted changes and additions to documentation.

Treasurer's report:

Tonyelle announced that Dutch has resigned as Treasurer and as a Board member of East Mt. Airy Neighbors. We will need to appoint or elect a new Treasurer as soon as possible.

Linda commented that we have an accountant that we use to file our taxes. Linda specifically inquired if there was a bookkeeper within the accountant's services? Linda encouraged the Board to inquire if our accountant has a bookkeeping service that could be offered and how much it would be for us to do that. This could make it easier for a Board member to step into the Treasurer's role. Janet agreed with Linda's recommendation. Tonyelle will reach out to John, the accountant, to ask about his services.

John volunteered to step up for emergency and payroll services in the interim while finding a new Treasurer.

Jimmie asked if the Assistant Treasurer was supposed to step-up to fill the role? Tonyelle noted that according to the by-laws, that is not currently the case.

Tiffany offered a recommendation to look into Your Part-Time Controller for bookkeeping purposes. It's apparent that EMAN needs somebody to help manage the day to day operations of the organization. Tiffany specifically requested that Natalia look into a formal inquiry with Your Part-Time Controller for their services.

The Treasurer's report was tabled until a new Treasurer is selected.

Fundraising Strategy:

Tonyelle then introduced Brian and Brandon to lead the Board through a conversation about potential fundraising strategy. Tonyelle also noted that she had researched grants for EMAN to apply for and is working to get the IRS to send us a determination letter for EMAN's 501c(3) status to allow the Board to apply for more grant opportunities. Tonyelle concluded by stating that Margaret, Cherese, Michael, and Ms. Linda will be helping to draft initial grant applications.

Brian began his presentation by mentioning he had sent an email solicitation for Board members to join an ad hoc fundraising committee to move this work from ideas to execution and implementation. The response to Brian's initial email was tepid, but he noted that we all have a role to play in fundraising for the organization. Committees like the Membership committee, which brings in funds through membership dues, and the Safety and Placemaking and Special Events committees could all be vehicles to raise funds for EMAN.

Brian then opened the floor to discussion, raising the prompt of "how do we raise funds for EMAN?"

Tiffany mentioned that she thought this was a useful conversation, but that it would be better to answer the question when we're clear on mission, vision, core values, etc. as an organization. Brian agreed that this was important, but mentioned that EMAN has been discussing these things for a year and a half, and that fundraising shouldn't be put on hold for these reasons.

Nina stated that she understood where Tiffany was going, but overall, Nina had the same fear that without a plan, there won't be an organization without funds. Cherese clarified that the focus of the Special Events Committee will not necessarily exclusively be fundraisers, but they will launch and host fundraising events.

Kendra asked from the point of view of the Treasurer's report whether it would be possible to analyze revenue from past events to inform our current planning? She specifically noted that while we've had events in the past, they've been smaller in scale, but that grants like the Wells Fargo grant have brought in significant dollar amounts. Brian noted that Kendra offered a good observation, and asked, from an efficiency standpoint are grants or events a better use of Board members' effort?

Linda added that this is the largest number of active board members EMAN has had, and that six responses for a fundraising committee is a nice number to work with. She further stated that EMAN needs to look at overall monies that have been used to operate and break those out into goals for grants, events, and other fundraising. Linda also agreed that most of our committees have some component of fundraising, and should have representation on Brian's committee.

Tonyelle then briefly noted that funds from Wells Fargo only apply to the work of the S&P committee and Natalia's salary. After this, Jeff indicated the need to develop a framework to see what the void is EMAN will need to fill when the Wells Fargo grant expires and develop a system to check for benchmarks to ensure the Board fills any gaps. Jeff also raised the concept of doing a tiered membership structure to joining EMAN (ie: different membership levels for businesses etc.) Brian responded that the Wells Fargo grant will expire in 2022, and that it could be difficult to push tiered membership. Specifically, he questioned what do folks get for their membership and how do we create incentives for the tiers?

During his comments, John raised the point that EMAN passed a budget and quarterly review in April that has the organization \$12,000 in debt for the year. In this budget, the only total fundraising effort was \$1,000 in donations and \$2,000 in total fundraising. John echoed the sentiment that every committee has to think about how they are supporting fundraising initiatives.

Kelly circled back to the conversation about the Wells Fargo grant, asking what is the payment EMAN is getting from Wells Fargo in January 2022? He echoed Jeff's comments that if we set a target, that's the first step in achieving the fundraising goal. Kelly also raised that there are three buckets to get monies from: 1. Members (dues), and the ability to encourage members to donate (ex: if 30 board members donated \$100 each, EMAN would raise \$3,000), 2. Events, though these are not a major revenue generator and would not offset the Wells Fargo Grant, and 3. Grants - which are wide open, and can support specific projects or general operating funds. Linda agreed with Kelly. Further, Linda asked how much money have we been working with on an annual basis in the past?

Following-up on this conversation, Brian asked the Board whether this ad hoc committee is needed or is EMAN satisfied with the structures we have now to facilitate fundraising? Linda, Susannah, and Jimmie all agreed that this fundraising committee was necessary to coordinate and strategize through the work.

Brandon added that Brian is really trying to ensure this succeeds. EMAN has been talking about these projects for a while that have been mentioned tonight and that overall, EMAN has not been a good neighbor in putting out results for the community. Brandon also stated that this will take all members of the board to step up to the plate for this to work. This committee will have to meet before the retreat happens to help the facilitators can develop a fundraising strategy for EMAN

Tonyelle mentioned that she wants the retreat facilitators to at least have something to judge if EMAN is going in the right direction overall. Tonyelle went on further to state that we have paid members of the organization that we should be going to for help and creating a succession plan through committees to ensure the organization's success..

Brian's final comment on the topic was to note that he does not feel five members of this committee are sufficient - he would ideally like to see at least ten individuals on the committee.

Kristin concluded the conversation by asking if fundraising was supposed to be a part of Natalia's duties in her job description, which Tonyelle noted was the case.

Grants:

Margaret began by noting that the Board's feedback and comments have been incorporated into a new form. Responses were sent to the Board with additional time to review. The Safety and Placemaking committee did not have time to resubmit the proposal and will not request monies from the Funds interest. Margaret then stated that the Board will only vote on two proposals - the Zoning and Anti-Racism committee. The only difference in the proposals is that the Anti-Racism committee resubmitted for \$1,000 to cover multiple potential speakers. Tiffany noted this won't cover the full amount for the speaker series, but that the Anti-Racism committee will use sponsorship to cover the remaining amount, which would cover multiple events (three specifically). Margaret asked Tiffany if there was an expected completion date for three events? Tiffany noted that she did not have a completion date at this time. Margaret then opened the floor up to questions before a vote.

John raised a point of order that people should have submitted questions in advance, but would not stop people from asking questions tonight.

Linda then raised a request in the light of Dutch's resignation that was announced today, that even if these funds were approved, that this not be executed until a new Treasurer and Accountant are secured. This request received general agreement from the Board.

Margaret then added two questions to the conversation. The first of which was should these proposals be put to a vote together or separate? The second question was in light of wanting to put these programs in place as soon as possible, which was to see if we could use the rainy day funds for these immediate expenses and then reimburse when the funds are received?

Linda suggested a vote on the grant requests as separate votes, and then revisit the conversation about borrowing money.

John then made a motion to accept proposals with the caveat that a Treasurer needs to be in place to distribute funds and that the Treasurer will notify the Board how the funds will be distributed based on the Board's concerns.

Linda seconded the motion.

The ayes carried and the motion passed.

Anti-Racism:

Tiffany moved to table the Anti-Racism conversation until next month in order to await a formal response from the Executive Committee. She also asked the Board to keep an eye out for proposals for the upcoming Racial Equity training.

Tonyelle then set a timeline of March 19th for committees to get information to Tiffany and Linda, which includes an implementation plan and smart goals for committees. Additionally, Tonyelle put out a call that if Board members know of an organization that has existing experience working with Boards around anti-racism work, please share their information to Tiffany and Linda.

Nominations Committee:

Next, the Board discussed the process of establishing a Nominations committee, since Natalia is leaving for maternity leave in July. The goal is to have this year's annual meeting in early June to allow Natalia to transition the new Executive Committee on board.

The Nominations committee that was proposed initially included: Jeff, Susannah, Krystal, Elizabeth, Michael G. Linda, Kendra, Michael B, Nina, Kelly. Natalia noted that she was working with June 10th as the potential date for the annual meeting, and that the Nominations committee will need to start meeting by April 1st. There were no additional candidate nominations from the floor.

Natalia will send out a poll to the Board to select the five members of the committee, with votes due March 17th.

Robert's Rules and Parliamentarian:

After the conclusion of the Nominations committee discussion, John led a discussion about the potential for a Parliamentarian and the utilization of Robert's Rules of Order for the Board. He specifically requested the development of an ad hoc committee to meet twice to put a proposal together to vote on this concept in April after a presentation to the Executive Committee. This plan, John noted, will address concerns that Robert's Rules won't interrupt/hinder the accessibility of public meetings while ensuring they align with current bylaws. Finally, this ad hoc committee will work to outline a full scope and roll for a Parliamentarian for EMAN. If Board members are interested in this process, please email John.

Public Comment

Tiffany asked if there were plans on continuing the Toast to Mt. Airy? Tonyelle stated that this would be up to the Events committee. Since this was largely for grant awards, it may be different now. Tiffany responded that she was

asking more as a way for increasing neighborhood interaction. Additionally, Tiffany mentioned that the Board needed to find a way to honor Dutch for his decades of service. Tonyelle agreed, and said that EMAN would find a way to honor Dutch at the Annual Meeting.

Cherese added that the Special Events committee had talked about revamping the Toast when we can be together again. Additionally, returning to an earlier topic, Cherese stated that the Special Events committee will be sending out fundraiser ideas soon to the full group, and that there were also discussions about launching a scavenger hunt of Mt. Airy.

Kendra brought up the E&O insurance for Zoning that has been approved by the Board to verify that it had been purchased. Natalia responded that she still needed to have a conversation with the CrossTown coalition to see if this is the best expense going forward. Specifically, she wants to see if our existing D&O insurance covers everything that is needed. Natalia will follow-up and share an update via email.

Carla brought up that the Philly spring clean up will be on April 10th. Pleasant will also be hosting a community meeting the week of March 22nd and that she'd like to see EMAN share about the Safety and Placemaking survey there. Additionally, Carla was invited to a meeting with the Police Commissioner. She noted that the plans of the Commissioner includes community engagement. Finally, Carla noted that the goals of the Commissioner are to: 1. Make sure to hold police accountable while supporting them 2. Help identify community ambassadors to maintain open communication 3. Continue to invite local district PPD out to events

Finally, Tonyelle told the Board that the Executive Committee had met to interview three organizations that could facilitate a mid-April Board retreat. The Executive Committee will make a recommendation by the end of the next week to the Board for who should conduct the retreat. It is currently envisioned as a two day event, with day one focused on race and equity, and day 2 being the actual board retreat.

Linda then asked if it could be possible to open up that weekend to general membership as well since they will be eligible for nomination to the board as well? Tonyelle noted that it would be hard to tell who's going to be on the Board at that point in time. Linda also asked if the retreat could be postponed until the fall so new Board members could partake.

Tiffany asked if there's a motion made to move the training to September, does that mean we stop vetting facilitators now, or do we re-issue the RFP? Tonyelle said no, but that we would just notify them of the new dates as soon as possible, prior to Natalia's maternity leave.

Kelly made a motion to have a report back on the agenda, facilitator, and budget and then have the board decide on when a date for the retreat could be. Tonyelle declined this and stated this would need to be decided now.

Linda first made a motion to open the Board retreat to potential Board members as well current Board members.

Michael B. seconded the motion.

Michael G. noted this could be potentially financially risky, since we were already quoted anywhere from \$700 - \$2,500 for a 30 member board retreat and that adding more people could balloon the budget. Tonyelle also noted that the organizations EMAN received proposals from specialize in working with Board members, and that it may make more sense to wait until new Board members are added.

John then moved to table discussion and requested consideration of Linda's second question. Linda agreed.

Linda made a motion to move board retreat to late August/early September to allow new Board members to join the retreat.

Tiffany seconded this motion.

Kendra and Tonyelle opposed.

Kristin, John, Michael B., Michael G., and Brandon abstained

The motion carried. The Board retreat will be postponed.

Agenda Items for the next meeting:

Parliamentarian, Anti-Racism, Treasurer book-keeping update, fundraising update, and annual meeting schedule will be on the agenda for the April Board meeting.

Meeting was adjourned at 8:54 PM