

Morningside Area Citizens Council
Meeting Minutes: February 1, 2012
(Next Meeting: March 7, 2012, 7:00 PM)

- I. Call to order: 7:08 PM
- II. Pledge of Allegiance
- III. Finance Report (Nan Pishke)
 - a. Balance: \$2,819.90
 - b. Motion by AMcLaren. Approved. Passed.
- IV. Minutes (Chris Sandvig)
 - a. Minutes will be approved in March
- V. Speakers
 - a. Representative Dom Costa
 - i. Reassessments: you can file an appeal at his office. We will come to your house if you can't make it in.
 - ii. Redistricting: Map thrown out by state Supreme Court.
 - iii. State budget: \$550-\$725M deficit. Looking at education cuts again.
 - iv. Transportation funding: Governor still sitting on his own commission's recommendations.
 - b. James Fogarty – Communities for Teaching Excellence
 - i. Created by Gates Foundation, works to improve teacher effectiveness
 - 1. PPS: 1 of 4 in the country to receive Gates grant
 - ii. More intensive program, measures student growth as part of evaluation – move away from satisfactory/unsatisfactory system to a more comprehensive. (metproject.org: resource on the latest info on teacher performance and evaluation methodology/metrics)
 - iii. A+ Schools' Boardwatch: can volunteer to grade your board member.
 - iv. Learn more at <http://4teachingexcellence.org/who-we-are/our-communities/pittsburgh-pa>. Check out the blog and community calendar well.
- VI. Strategic Plan and fundraising (see attached for meeting highlights)
 - a. Expanding relationship with St. Raphaels
 - b. Small and Simple Grants – PPND
 - i. Offers grants from \$2,500 to \$10,000, look for innovative, creative ideas for community groups throughout the City.
 - c. Financial sustainability
 - d. Event coordination and its purpose

- e. Defining membership benefits
 - i. MBelan: starting point is what does it mean to be a member?
 - ii. Newsletter sustainability: paper form in question
 - 1. Sponsorship: do we be a little more comprehensive in what they are sponsoring, go outside the neighborhood?
 - iii. Executive request: come back to MACC, in March, with recommendations for membership and newsletter sustainability. Includes Treasurer, Communications, Membership Committee chairs
 - 1. Definition of benefits – what it means to be a sponsor, what it means to be a member (what is the value-add? WIIFM?).
 - 2. Define levels of investment
 - 3. Determine timing of ask
 - 4. Lay out budget costs – not income projections.
- VII. Committee Reports
 - a. Events: St. Patrick's Day party
 - i. March 9, 7p-12a, Morningside VFW (1820 Morningside Ave)
 - ii. Over 21 event
 - iii. \$20/person before March 1, \$25 after that
- VIII. New Business
 - a. EKeabler: End of Chislett (paper street). Owners on both sides are requesting to take ownership of this land as theirs. No action needed.
 - b. Meroni's was sold, but we don't know who the new owner is.
- IX. Old Business
- X. Motion to adjourn: 8:39

Neighbors present

MACC Strategic Planning Highlights

- **Expanding our Partnership with St. Raphaels**
 - Education Promotion
 - Italian Garden Project
 - Pizza Oven and Lawn Party
- Identifying a Request for Small and Simple Grant Ideas
 - Pittsburgh Partnership for Neighborhood Development
 - Grant Program for innovative or strategic community needs
 - Amount is \$2500 to \$10,000

Big Organizational Items

- Financial Sustainability
 - Paying for the newsletter and developing a sustainable model
 - Need to coordinate newsletter underwriting with fundraising to improve cash flow
 - Distribution (Membership vs. Neighborhood Wide)
- Event Coordination
 - Need to have a partner organization with each event
 - MACC should host more adult events
 - Define a purpose for each event (i.e. fundraising, membership drive, etc.)
- Defining Membership Benefits
 - What do you receive in return for your MACC membership?
 - What is the value added for your contribution
 - What is the cycle of membership?
 - Building a welcome packet for new residents
- Project Prioritization
 - Morningside Mile Beneficiary Organization Selection?
 - Field Improvement Project with Design Center Project Start Date?
 - Overlook Fundraising. Should MACC undertake overlook fundraising this year?
 - Pop Co-Op Coordination. Who should we partner with and what's a good operating model?
 - Can we identify developers for School and Stagnos Redevelopment?