

Friends of Matthias Baldwin Park Meeting Minutes: 8/3/2017 7:00 – 8:20 PM - Tivoli Community Room

Attendees (22): Stan Ordo, Joan Markoe, Sandra Owens, Bob Strunk, Jim Fennell, Joe Walsh, Jan Roberts, Joan Applegate, Grace Hanrahan, Jim Ruddick, Jan Yager, Rick Schnitzler, Mary Feingold, Frank Feingold, Marion Parkinson, Peg Szczurek, Kevin Boswell, Elizabeth Boswell, Mel Seligsohn, Vlad Ouzienko, Nancy Chacko, and Jennifer Hallgren.

Jim Fennell moderated the meeting.

Minutes of the 7/6/2017 meeting were summarized by Grace Hanrahan and approved.

Treasurer's Report: Joan Markoe reported that we have: \$8,908.58. So far, we received \$2,272.85 from the Parks on Tap event. We have received \$800 in dues and donations from 17 members this year.

At the end of the season, there will be a second distribution of money from the Parks on Tap which will be divided up among participating parks. Parks & Recreation will ask us for specific project plans on which we expect to use the money. Two projects have been proposed: development of a website and erecting signs to better identify the park.

Website Development: Jennifer Hallgren of Hallgren Creative presented a proposal to develop a website using Wix.com at an approximate cost of \$1,200 (based on her rate of \$35 per hour). Monthly hosting fees for Wix.com are \$10 per month. This proposal was the result of discussions at the 8/1/17 meeting with the website subcommittee (Jim Fennell, Sandra Owens, Joan Markoe, Joe Walsh, Stan Ordo, Grace Hanrahan). Subcommittee members had reviewed other parks' websites and come up with basic specifications for a simple website which could be easily maintained.

It was suggested that we have a responsive website, meaning it would be displayable on a cell phone. Also, the website needs to be easy to update by members. Jen will provide a how-to-update checklist. Joe Walsh volunteered to do the updates. Nancy Chacko suggested that events could be added to our Facebook page and then setup to automatically be loaded on the website. She also volunteered her services as software engineer if needed.

Jen will check into possible URL's but it was agreed that it include the words: "BaldwinPark". (Note: subsequent to the meeting, the subcommittee agreed on URL: "www.baldwinparkphilly.org".)

Another suggestion was setting up a PayPal account to receive membership dues and donations. Joan Markoe voiced concerns about the fees charged and possible monthly limits on the withdrawal amounts. Nancy Chacko said that the fee is usually 1.5% but rules vary based on the type of organization.

The group voted to approve funding Jen Hallgren's proposal on the website design and implementation.

Park Signs: Joan Markoe suggested that we may want to better identify Baldwin Park by having a large sign posted at the 19th and 18th Street entrances. Joan shared photos of some examples of other Philadelphia park signs. Bob Strunk suggested that we might contact a local vocational high school which may do the work more cheaply as a school project.

Parks on Tap: We hope to be able to schedule another Parks on Tap next year. Jim Fennell was told that we may be able to get it two years in a row, but probably not a third year. We will request a larger area with more seating.

Branding Neighborhood as “Baldwin Park”: Mel Seligsohn said that the neighborhood around the park is lacking a brand name. He is proposing that the neighborhood be called “Baldwin Park”. It would reflect the historic importance of the area in American railroading. This would be like other neighborhoods, such as Fidler’s Square and Rittenhouse Square. The proposed boundaries would be Spring Garden Street (North), Vine Street (South), Broad Street (East) and 22nd Street (West). As Mel plans to present the proposal to LSNA at their September meeting, he asked if we, as Friends of Baldwin Park had any objections to this idea. The proposal was approved.

Stop Sign: There is no update on the status of the Stop Sign and curb cut at 19th & Hamilton Streets. Jim Fennell will remind Bob Sutton. A traffic survey needs to be done after school is back in session. Probably a couple of parking spots will be lost when this is implemented.

Dog Bag Dispenser: Jan Roberts reported that she has refilled the dispenser several times so it has been successful.

Water Pooling: Jim Fennell reported the water pooling on the north side of the park because of drainage problems to both North by Northwest and Parks & Recreation. He has sent photos of the mosquito ponds and the problem it has created in the park.

Calendar: Park Cleanup: Saturday August 12th from 10 – 11 AM

Next Meeting: Thursday September 7th at 7 PM

Rats: Joan Markoe and several members reported seeing rats. Jim Fennell spoke to Jim Mako who suggested purchasing collars to place on the rim of the garbage cans which has helped in Rittenhouse Square. Rats are also nesting at the middle tree in front of Starbucks on 20th Street. Mel Seligsohn and several other members volunteered to call 311 to report the problem to the city.

Flora Update: Naked Ladies which are pink flowering bulbs have popped up recently. Lamb Ears have taken over the south side of the park and need to be thinned out, perhaps at the next clean-up.

Meeting adjourned at 8:20 PM.

Submitted by Grace Hanrahan