

Park Place - Underhill Avenue Block Association

Approved Minutes
11/17/2021

Attendees:

Phyllis Brody	Olexa Hewryk	Teddy Theoharis
Sharon Combs	Crystal Hudson	Gib Veconi
Mary Dale	Robin Ketchum	Patti Veconi
Jill Frasier	Susan Metz	Matt Weinstein
Adrian Gately	Ethan Mulligan	Stacey Weinstein
Den Gordon	Diana Regan	David Whitbeck
Marc Gordon	Ed Regan	Rick Roth
Michelle Hewryk		

The meeting was held via Zoom and called to order by Marc Gordon, co-president at 7:35 PM.

Featured Speaker – District 35 NYC Council Member-Elect Crystal Hudson

Marc Gordon introduced Crystal Hudson. She spoke about her background, her deep roots in Prospect Heights, her difficulties in getting services for her mother during her mother's illness and her work for the incumbent, Laurie Cumbo.

She responded to questions from the attendees. To a question about accepting support from unions which promote development regardless of scale, she responded she feels she can bring different groups together by finding the common goals they share. To a question on the fiscal health of the city, she replied that at the next 2 years are not a problem, but 2023 and forward will be difficult. To a question about whether she is a centrist or a progressive, she answered she is a progressive, but understands and has practical experience in compromise which she will use in her new position. In response to other questions she stated she would like to be assigned to, and work to re-combine the Health and Hospitals committee. They were one committee formerly, then separated. She is in favor of auditing people who aren't paying taxes or money owed to the city. Marc thanked Crystal for her attending our meeting and invited her to return.

Growing Our Community / Friends of James Forten Playground

Den Gordon gave an update and reported that 90 families participated in the Kids Activity Day on Nov 6th 2021. In the spirit of Growing Our Community, 45 new families joined the existing mailing list.

Communications Survey Results

The survey was done to evaluate use of the website, monthly newsletter, and batch emails distributed by PPUABA. 73 people, 26% of those who received the survey, responded. Marc reviewed the results for each kind of communication. Teddy Theoharis stated that based on his experience the response rate was average, and asked Marc what the focus of the survey was. Marc explained that based on statistics available, many emails are unopened and the newsletter readership is low and there was a desire for improvement. Teddy also recommended picking a form of social media and doing it well, otherwise don't do it at all. The results of the survey were that respondents were, in general, happy with the communications received and each communication method had a group of respondents who liked it. Also, there was no enthusiasm for adding other forms of social media such as Facebook to our mix of communication methods. Therefore the current communications mix will be maintained for now. The Communications Survey results presentation will be posted on the website along with these minutes.

PPUABA business items and announcements

The minutes for the October meeting were approved unanimously.

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Marc mentioned that as part of Nourishing Our Community, a warm winter clothing drive for CHIPS will be initiated, similar to what we did last year. Marc will send an email with details the day after the November meeting.

PHNDC is raising funds for Vanderbilt Avenue holiday lighting. Those wishing to contribute may do so at <https://www.gofundme.com/f/light-up-vanderbilt-avenue-for-the-holidays>

Ed Regan gave a treasurer's report. We have a current balance of \$5281. We have received membership dues from 60 households this year. The Treasurer's Report is posted on the PPUABA website along with these minutes.

Marc proposed a cleanup of the upper block of Park Place (Underhill to Washington) on Saturday 12/4. In addition, a membership drive will be held to try to engage people on that block and to encourage them to join PPUABA. Brooms and trash bags will be provided. Den Gordon will provide daffodil bulbs for planting.

Trash and debris on the other three blocks of PPUABA will be addressed via the community construction liaison. Mary Dale reiterated that the amount of leaves and trash in the street on the blocks under construction is a problem especially with the issue of rodents.

New Business

None raised.

Adjournment

The meeting was adjourned at 9:23pm.