

FOOHP BOARD MEETING
Wednesday, July 15, 2009, 6:30pm
Meeting Minutes

Present: Anne, Kelly, Jack (arrived late), Irene, Zoe (left at 8pm), Dan (arrived late), Rob

Not present: Sayde, Walt

Also present: Erika (NLNA Board re: tree planting)

1. **Approve May minutes (no meeting in June)**
 - a. Irene moved to approve; Anne second, unanimous in favor, Approved 5-0-0.
2. **Tree trimming – critical need on Third St. side and overhanging building**
 - a. We have trees that are really hanging over 3rd Street and on the south border of the property. People in building to south have had gutters blocked (they trimmed our trees hanging over onto their property about a month ago), and berries dropping on 3rd street and making it slippery. They trimmed back about a month ago. Anne got an estimate: \$1500 to cut back those hanging over 3rd Street and south border of property, and to remove a couple trees. Bartlett did the Christmas trees (and they are doing Liberty Lands), so Anne will approach them about an estimate, and then get info to the Board. Deferred voting on expenditure pending firmer estimates.
3. **Animal emergency rescue group – anyone interested in volunteering?**
 - a. Anne got an email from a Jennifer Leary about the CART (County Animal Response Team) program, which is forming to serve Philadelphia in the event of an emergency. Email described the program as follows:
 - i. When a disaster strikes, who will take care for our pets? The Philadelphia County Animal Response Team (CART), working in coordination with the Philadelphia Managing Director's Office of Emergency Management (MDO-OEM) was formed to serve the Philadelphia community to support the prevention, preparedness, response, and recovery for emergencies affecting animals. The number one goal of Philadelphia CART is to keep owners and their pets together during an emergency.
 - ii. Other goals of Philadelphia CART:
 1. To facilitate a rapid, coordinated, and effective response to any emergency affecting animals;
 2. To decrease the health and safety threat to humans and animals;
 3. To minimize the economic impact of emergencies affecting animals;
 4. To prevent or decrease the spread of disease during emergencies affecting animals
 - iii. Philadelphia CART is looking for motivated animal lovers who want to help! Volunteers would be required to attend a volunteer orientation, various trainings and obtain on-line certifications. CART volunteers would respond in their neighborhoods first and then other parts of the city as needed assisting in caring for and sheltering animals during an emergency.
 - iv. There will be a Philadelphia CART Volunteer Orientation on July 15th at 6pm at 240 Spring Garden St, lower level. Pizza will be included for dinner. If you are interested or have questions please contact Samantha Phillips at 215-686-4465 or by email at samantha.phillips@phila.gov.
 - b. Irene moved to notify the listserve; Kelly seconded, unanimous to send out, Approved 5-0-0.
4. **Planting Street trees – presentation by Erika**
 - a. Erika is on NLNA Board and co-chairs the CleanGreen Committee. There's a state funded program to plant 1 million trees in the state.

Currently there's about 1% tree cover in NoLibs and Center City. Its difficult to find appropriate places to plant in the City b/c of utility lines, etc. Because of lack of utilities, the dog park border along Orianna Street is prime location. Erika discussed benefits of planting trees, and hopes FOOHP will host a couple trees. The only thing the property owner has to do is water the trees, especially in the first year. Trees must be within 10 feet of the sidewalk (goal is to shade the sidewalk). When we discussed in the past, we lamented cutting our new sidewalk. Erika proposed 2-3 trees on Orianna. We discussed planting in the interior of the Orianna fence and the corner lot, which would provide shade to the sidewalk, but not be on the sidewalk. Applications are due next Fri. 7/24.

- b. Motion to apply for 2 trees; one in the Orianna gate, and one in the corner lot. Irene seconded; unanimous in favor, Approved 7-0-0.

5. Website/database – bringing technology into the 21st – Rob & Kelly

- a. Kelly and Rob met with web developer Jason Lisi, Legal Internet Solutions Incorporated, Jason@Legalisi.com, 215-523-8580, ext. 111, last month and got an estimate for website and payment upgrades. The estimate provided is as follows:
- b. **TOTAL Estimate: \$2500-3575** (+ \$35/mo. for merchant credit card account + nominal cost to send each email)
 - i. **Email blasts (Est. \$450 + nominal cost to send each email):** We can set you up within an email system, design and update a template, load same into the email blast service, create a text-only version within the email blast service, and launching the email blast for a flat rate of **\$450**. When we send the email out, the Friends would cover the mailing charges -- just a few bucks each time. (If you needed to save money by taking on some of those tasks, such as creating your own HTML email or doing the list management yourself, the our workload (and price) would go down for this part. In reality, none of this email stuff is beyond the abilities of Rob or you. You could pretty quickly pick it up. Our cost covers taking it off your hands and minds).
 - 1. Note: the online database cannot be directly tied to the email blast service. Changes to the list would either take place by uploading a new list (only takes a few seconds) or manually going into the email blast service list and making the changes. However, new signups to the email blast list (not related to actual new members) can be automatically added to the email blast list without your intervention. This would be in the case of a "sign up for our newsletter" function.
 - ii. **Online Payment system (TOTAL: \$875-\$1250 + \$35/mo.):** There are two parts to the payment system you described:
 - 1. **Merchant credit card account:** We can set up the merchant credit card account for you -- these fees typically are around \$250 plus a \$35/month charge depending on which cards you take. I would charge only an hour for this (nonprofit rate = \$125 per hour) and the Friends would cover the fee charged by the card companies. We're a reseller of such services, but I will do this for you at our costs (which would be lower than if you did it on your own in most cases). Costs:
 - a. \$125 - LISI setup fee
 - b. \$250 (plus a \$35/month) - card company fee
 - 2. **Online payment capability on our website.** The online piece, or secure gateway, would involve our hooking up your site with your merchant credit card account. This would involve creating a secure way for folks to renew their memberships, donate, or purchase items. Depending on how involved the final details are, the fee for that would be **\$500-\$875**. Costs:
 - a. \$500-\$875 – LISI
 - iii. **Online database (Est. \$875-\$1,250):** As we discussed, there can be many details in this scope of work, but in general this will be an online (rather than on Kelly's laptop) database of the members, their dues-paying history, number of dogs, etc. This database can be updated from anywhere, exported for multiple uses, and can interact with the website itself. Our estimate of this work is **\$875-\$1,250**.

- iv. **Website cleanup (Est. \$500-\$625):** If you and LISI work together, I believe that the site could get a significant improvement in terms of look and functionality. My suggestion is to build the site on the WordPress infrastructure (with which you are familiar) using the graphics you provide. If we follow this path, my team can complete this in 4-5 hours, or **\$500-\$625**. The result will be a site that your team can fully alter and update without having to pay any outside maintenance fees. And, WordPress is open source, so there are no license fees.
- c. We discussed ways we could cut costs to this estimate: Jason suggested we could streamline email functionality/lower costs, and we can probably do much of this ourselves. Irene noted NLNA just switched to an html formatted version of their listserve/emails, and she would inquire with Matt Ruben re how he did this. Rob will explore more with Jason re: lowering this cost. Also, Rob thinks we can do much of the “website cleanup” on our own, if LISI can install WordPress, Rob has experience with WordPress and could do the website updates.
- d. Rob will follow up with Jason re: possible revisions to estimate and will present to Board. We may vote by email this month.
- 6. **Wood chips** – we need two loads – who can organize and receive
 - a. Since we may get company to do tree trimming (see above), we may be able to get woodchips from them at that time.
- 7. **Aggressive dogs/pit bulls – any updates**
 - a. Did not discuss
- 8. **Old business, new business.**
 - a. New business: Irene said the noise is elevating particularly early in the morning, as early as 6:15am.

Adjourned: 8:45pm