



2013

Annual Report



Dear Fellow Greenfield Residents:

The inaugural year of the Greenfield Community Association has been a challenging yet successful year. This annual report highlights what we have achieved in our first year of building the organization and the neighborhood.

Among our first year activities, we have worked hard to continue some of the old Greenfield traditions like the Greenfield Glide, the planting beds at Irving and at Ronald, the Holiday Parade, and, with the Greenfield Baseball Association, the Annual Awards Dinner. We added to those traditions with Greenfield's National Night Out celebration held last August at Bud Hammer Playground, and a new portal planting at Alger and Beechwood.

In addition to the various activities we helped shepherd, the board has been busy with efforts to strengthen the organization, including:

- Drafting/Adopting governing by-laws;
- Established our name, logo and web presence;
- Submitting a 501(c)3 application to the IRS;
- Forming working committees to address specific needs of the neighborhood; and
- Re-establishing the Greenfield Grapevine in conjunction with our neighbors in Hazelwood and the 31st Ward;

Of special note is the Love Your Block grant program that focused on sprucing up Magee Park. Over 100 volunteers joined us to repaint, prune, and weed throughout the park.

I believe in operating GCA as effectively and efficiently as possible, tapping Greenfield's volunteering spirit and variety of expertise. Much of what we've achieved, we could not have done without the commitment of our volunteers both in time and talent as well as funding. Volunteers provided hundreds of hours of service in 2013 and over \$1,400 in individual donations.

For those of you who have been involved, I thank you for helping us through our formative year. For those of you who are not yet involved, I ask that you consider volunteering, and/or financially contributing to the GCA, so we can continue building the organization and helping make Greenfield a great place to live, play and shop.

A blue ink signature of Patrick Hassett, written in a cursive style.

Patrick Hassett
Interim President

Mission

[The Greenfield Community Association] is established to fund, support, develop and enhance community spirit, volunteerism, athletic activities, and philanthropy among the citizens of the 15th Ward, City of Pittsburgh, Pennsylvania.





2013 Board of Directors

Mary Bernacki has lived in Greenfield for 37 years. Married to Bernard Bernacki, is a founding member of BIG (Business in Greenfield), and GOAD (Greenfield Organized Against Drugs). A surgical technician and potter, she has also served as a board member of the Greenfield Organization.

Patrick Hassett (*Interim President*) has lived in Greenfield since 1990 with his wife Theresa and is currently an Assistant Director for the City of Pittsburgh's Department of Public Works overseeing the Department's Bureau of Transportation and Engineering. Pat is currently a Board Member of the Greenfield Organization, member of the Connect Greenfield Steering Committee, Greenfield's Adopt-a-Block Coordinator and Project Coordinator for the Greenfield Neighborhood Portal Reconstruction Project.

Kate Hickey (*Interim Treasurer*) moved to Pittsburgh in 2008 with her husband, Patrick, to attend graduate school at CMU's Heinz College and the University of Pittsburgh School of Library Sciences respectively. Kate is the Director of External Affairs at the urban agriculture non-profit, Grow Pittsburgh and has also been an active member of the Connect Greenfield Steering Committee.

David Howe is originally from the City's West End, but has lived in the Greenfield area since 2006 with his wife Natalie Greene. Dave is the manager of the Pittsburgh Housing Development Corporation, the non-profit housing development arm of the Pittsburgh Urban Redevelopment Authority. He is currently a member of the Connect Greenfield Steering Committee, the past Board President of Conservation Consultants, Inc., and a former member of the advisory boards for The Education Partnership and Venture Outdoors.

Brett Wiewiora (*Interim Secretary*) is a native Pittsburgher who has lived in several neighborhoods in the East End until finally settling in Greenfield with his wife, Christina Cann, in 2008. He is a graduate of the University of Pittsburgh and also received a Masters of Public Policy and Management from Carnegie Mellon's Heinz College in 2011. Brett is the Director of Operations at InterWorx, a web hosting software company located on Greenfield Avenue and has also been an active member of the Connect Greenfield Steering Committee.

(**Dr. Bill Marino** and **Ed Kanai** both also served on the original founding committee and interim Board, but have since stepped down for personal reasons.)

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GCA Financial Report

Revenues

| | |
|-----------------------|------------|
| Donations | \$1,023 |
| Greenfield Glide | 9,759 |
| T-Shirt Sales | 334 |
| 501(c)3 Contributions | <u>400</u> |

| | |
|-----------------------|-----------------|
| Total Revenues | \$11,516 |
|-----------------------|-----------------|

Expenses

| | |
|---------------------|------------|
| Greenfield Glide | \$6,871 |
| T-Shirt Sales | 497 |
| 501(c)3 Application | <u>850</u> |

| | |
|-----------------------|----------------|
| Total Expenses | \$8,218 |
|-----------------------|----------------|

| | |
|-------------------|----------------|
| Net Income | \$3,298 |
|-------------------|----------------|

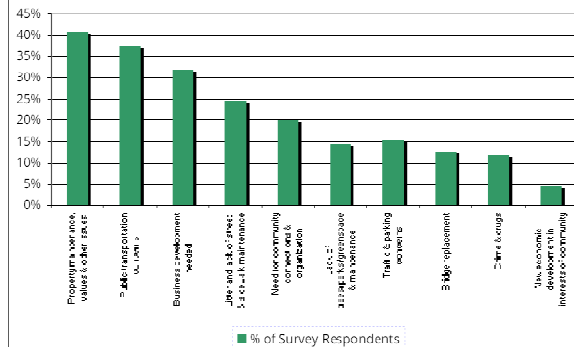
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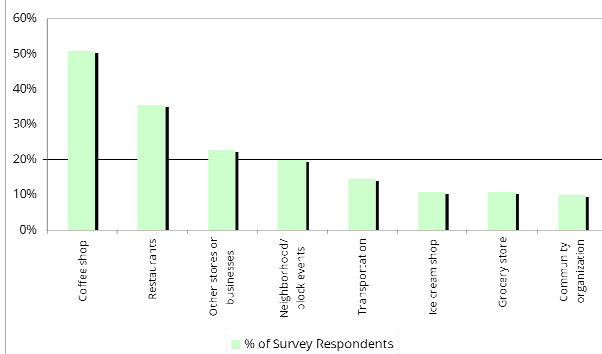


In the Summer of 2012, residents of Greenfield were invited to participate in a neighborhood survey to help identify key aspects of the neighborhood that they regarded as both positive and negative. Over 100 Greenfielders, both new and established residents of various ages and backgrounds chose to respond. Their responses helped identify community challenges, opportunities, and assets.

Biggest Challenges Facing Greenfield



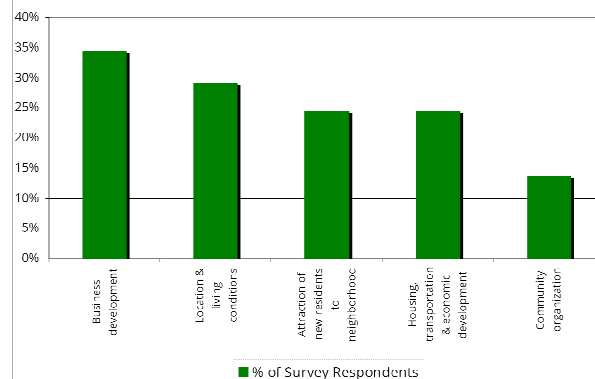
Most Desired Assets in Greenfield



The results of the survey were not unexpected. Beyond lauding the neighborhood for its livability, views, and location, surveyed residents felt that property values, transportation, and economic development were high priorities. Of the retail that was desired, the possibility of a neighborhood coffee shop stood out in most residents' responses. Most residents were upbeat about the neighborhood, saying that it "feels like a small town."

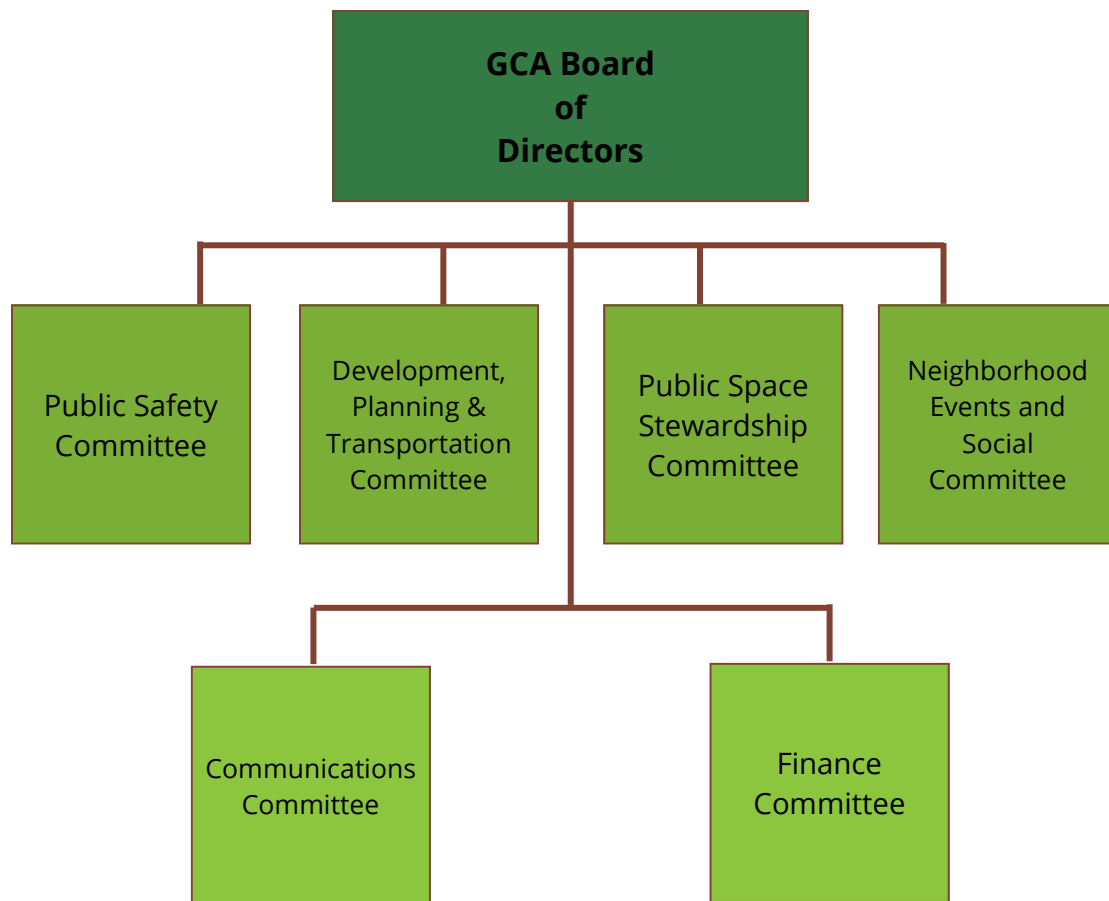
With this information in hand, the interim board of GCA structured a committee system to create working groups to address the broad topics of crime, development & transportation, public beautification, and community events. Each committee was to be headed by chairs or co-chairs to assist the board in advancing the overall goals of the neighborhood.

Biggest Opportunities for Greenfield



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Committees and Activities

Public Safety Committee

The purpose of the **Public Safety Committee** is to assist the GCA board in advocating for public safety improvements, communicating public safety alerts and news, and to coordinating public safety activities in the Greenfield Neighborhood. Committee members assist in overseeing neighborhood block watches, receiving and reviewing neighborhood crime statistics, coordinating with the local police commander and local EMS stations, and be a point of contact for neighborhood public safety concerns.

Key Accomplishments in 2013:

- Neighborhood Night Out held August 6;
- Monthly crime & 311 reporting.





Committees and Activities

Neighborhood Developments, Planning & Transportation Committee

The purpose of the **Neighborhood Developments, Planning & Transportation Committee** is to review and advise the GCA Board on public and private activities involving the physical and economic development of the Greenfield Neighborhood. The Committee reviews and advises the board on long range neighborhood land use planning. This committee provides an opportunity for residents to participate in the planning of their community and their community's welfare, to learn all aspects of municipal planning functions, to interact with governmental agencies, planning professionals, other community based organizations and developers, and to assume an active role in neighborhood development.

Additionally, the NDP&T Committee assists the GCA board in advocating for transportation improvements, communicating transportation news, and coordinating transportation activities in the Greenfield Neighborhood. Committee members assist in the responsibility for coordination with the City Department of Public Works, the Port Authority of Allegheny County, PennDOT, Bike Pittsburgh, and all transportation related agencies, are a point of contact for neighborhood transportation concerns, and assist in advocating for transportation related improvements in the neighborhood.

Key Accomplishments in 2013:

- Represented the GCA at Housing Court hearing for Mark's Auto repair;
- Held design review sessions for the City-view and Speedway developments;
- Began an inventory and strategy planning process for vacant and blighted properties;
- Began a collective visioning process for the neighborhood, with the intent of developing this into a professionally guided master plan.





Committees and Activities

Public Space Stewardship Committee

Recognizing that Greenfield contains many parks, planting areas, city steps, and other public spaces, the **Public Space Stewardship Committee** is responsible for advising the GCA board on the planning and maintaining of neighborhood community assets. The Public Space Stewardship Committee assists in coordinating with CityParks, the Western Pennsylvanian Conservancy, the Department of Public Works, TreePittsburgh, and all public space related agencies to facilitate improvements to and to maintain Greenfield's collection of public spaces.

Key Accomplishments in 2013:

- Organized volunteers for Irvine St. planting bed;
- Organized and managed the Ronald St. triangle planting bed with ongoing maintenance;
- Began planning additional maintenance strategies at Greenfield/McCaslin triangle (Great Race Monument) and Hazelwood Ave./Bigelow St. triangle;
- Applied for and received Love Your Block grant for Magee Park, including: major maintenance of the outfield wall and grandstand, railings and overgrown vegetation; obtaining outside support from the United Way Day of Caring/Pitt staff and Pitt Makes a Difference Day/Pitt students; community celebration at the park.





Committees and Activities

Neighborhood Events & Social Committee

The purpose of the **Neighborhood Events & Social Committee** is to assist the board of GCA with planning, executing, and overseeing neighborhood events and social gathering. The committee helps facilitate such events including the Holiday Parade in December, annual fundraising events, block parties, and in June, the Greenfield Glide in conjunction with CitiParks and the Magee Recreation Center. The Committee is also responsible for managing and implementing any fundraising plans for any GCA sponsored events as needed.

Key Accomplishments in 2013:

- With CitiParks, coordinated the 27th Annual Greenfield Glide;
- Began coordinating the return of the Greenfield Holiday Parade (to take place on December 6th, 2013);
- Worked with the Greenfield Baseball Association to co-sponsor the annual Greenfield Awards Dinner.



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Committees and Activities

Communications Committee

The **Communications Committee** is comprised of members of the Board, and its goal is to facilitate and improve communications about the GCA, GCA activities, and the neighborhood to businesses, residents, and the city at large. To those ends, the committee has made significant progress in 2013.

Key Accomplishments in 2013:

- In partnership with the Hazelwood Initiative and Councilperson Corey O'Connor's office, the GCA reestablished the "Greenfield Grapevine," our community newspaper, as part of a district-wide publication called "The HomePage." Every month, the committee coordinates the submission of articles and updates written by residents and business owners. Starting in September, 2013, the Grapevine is also published digitally on the GCA website;
- The committee created a website, Facebook page, Twitter account, and email list for the organization. The committee also coordinates regular postings and updates through all of these mediums;
- The committee worked with a resident to redesign the GCA logo, as seen throughout this report.





Volunteers and Business Supporters

Theodore M. Trbovich, Esq.

Rialtos Pizza

Pizza Hut

Home Depot

Bernacki Family Wellness Center

Propel Homestead

University of Pittsburgh

Love Your Block

Pittsburgh's Green Up Team

Councilman Corey O'Connor's Office





Inaugural Year Contributors

Bill Marino

A.M. & J.A. Wood

Rick & Kate St. John

Paul & Alison Oehler

Rialtos Pizza

Homer Service Center

Ed Kanai

Marino Chiropractic, PC

Murray Avenue Apothecary

Bernacki Family Practice & Wellness
Center, RPLLC

Maxon Tower Beauty Salon, Inc.

Frank P. Gottlieb

