



Greenfield

Community Association

2014

Annual Report



Dear Fellow Greenfield Residents:

Throughout 2014, the Greenfield Community Association (GCA) continued to build on its successes from the previous year, working hard to make Greenfield a quality place to live, work and play.

Our greatest success in 2014 was our recognition as a 501(c)3, tax exempt non-profit entity. The 501(c)3 status will not only allow GCA to more readily accept your donations to the organization and make those donations tax deductible, but it will also open up new streams of funding and new projects which we can undertake.

GCA's financial health remains strong for a small organization. Revenues surpassed expenses by about \$5,400, with most of the funds stemming from the 32nd Annual Greenfield Glide, which was also our largest expense for the year.

With the help of a dedicated group of volunteers, we continued many of the old Greenfield traditions like the Greenfield Glide, the planting beds at Irving and at Ronald, the Holiday Parade, the return of the Greenfield Grapevine, and, with the Greenfield Baseball Association, the Annual Awards Dinner. In addition, our new traditions, including Greenfield's National Night Out celebration and our new portal planting at Alger and Beechwood, continued to be successful.

For those of you who have been involved, I thank you for helping us through our formative two years. 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, work, and play.

A handwritten signature in blue ink, appearing to read "Patrick Hassett", is shown within a rectangular box.

Patrick Hassett
President, Greenfield Community Association

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.



2014 Board of Directors

The Greenfield Community Association (GCA) is governed by a community elected board of seven volunteer Directors, elected annually to staggering terms. Elections take place during GCA's fall annual meeting. The following are the board members and officers who served through 2014.

Patrick Hassett (President) has lived in Greenfield since 1990 with his wife Theresa and is currently the Assistant Director for the City of Pittsburgh's Department of Public Works overseeing the Department's Bureau of Transportation and Engineering. Patrick was a Board Member of the Greenfield Organization as well as Connect Greenfield, Greenfield's Adopt-a-Block Coordinator, and Project Coordinator for the Greenfield Neighborhood Portal Reconstruction Project. (Appointed 2011).

Kate Hickey (Vice President) 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 Operations at the urban agriculture non-profit Grow Pittsburgh and has also been an active member of the Connect Greenfield Steering Committee. (Appointed 2011).

Corey Deasy (Secretary) grew up in Greenfield and has been an active volunteer within the community since he was a teenager. He has always been emotionally invested in the neighborhood, but is now financially invested with plans to open a new and unique local business in the next few months. He graduated with a B.S., Science & Technology from California University of Pennsylvania and was also educated locally at Central Catholic High School and St. Rosalia's School. He is currently employed by Comcast Spotlight as a National Political Account Executive. (Elected 2013).

2014 Board of Directors

(Continued)

Steve Zeigler (Treasurer) was born and raised in Squirrel Hill. He moved to Greenfield in 2011 with his wife and stepson, buying a house on Coleman Street. He graduated from Central Catholic High School in 1997 and the University of Dayton (Ohio) in 2001. He has 14+ years of experience in retail and business banking, accounting, and institutional investment management. (Elected 2013).

Mary Bernacki grew up in Oakland and has lived in Greenfield for 37 years with her husband Bernie. She is a founding member of BIG (Business in Greenfield) and GOAD (Greenfield Organized Against Drugs) and has served as a board member of the Greenfield Organization. She is trained as a surgical technician and as a potter. (Appointed 2011).

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 a past 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. (Appointed 2011).

Mitch Margaria moved to Greenfield with his family in 2011 to take advantage of the walking and biking proximity to daily amenities. He has been actively working to improve the neighborhood's public space, including grant funding and volunteer engagement for updates to Magee Park and environs. (Elected 2013).

2014 Board of Directors

(Continued)

Ellen Gula has been a resident of Greenfield for over 41 years, having come from Johnstown upon marrying her husband John and raising their three children two doors away from her husband's childhood home. Upon retirement from AAA East Central as a Senior Accountant, she joined the Board of Directors of the former Greenfield Organization in October 2009. Prior to the GO Board she served as President for 5 years of the Women's Lodge of the Greek Catholic Union based at St. John Chrysostom Church on Saline St. and a president of the Parent Teachers Guild of St. John's Cathedral Byzantine Elementary School. She holds an Associate Degree in Business Management from CCAC and completed the Accounting course work at Point Park University and is currently the Democratic Committeewoman for Ward 14, District 41 in the City of Pittsburgh. (Elected 2013).

Stephen Zumbrun and his wife moved to Greenfield in 2012. Steve grew up in Highland Park and graduated from Central Catholic High School in 2004. He attended the College of Wooster in Wooster, OH, earning a B.A. in Psychology. He moved back to Pittsburgh in 2008 and worked for the City of Pittsburgh Office of Youth Policy. He received a J.D. and a certificate in Environmental Law and Policy from the University of Pittsburgh School of Law in May 2014, and passed his board exam in October. (Appointed 2014).

Leaving the Board early this year was one of the founding board members **Brett Wiewiora** who had served as Interim Secretary to the GCA.



GCA FINANCIAL REPORT

Statement of Profit and Loss

October 1, 2013—September 30 2014

REVENUES

DONATIONS (UNRESTRICTED)	435
DONATIONS (RESTRICTED)	397
HOLIDAY PARADE	6,868
GREENFIELD GLIDE	13,935
T-SHIRT SALES	244

TOTAL REVENUES

\$21,879

EXPENSES

INSURANCE	1,575
GENERAL/OFFICE SUPPLIES	220
HOLIDAY PARADE	4,747
GREENFIELD GLIDE	9,830
NATIONAL NIGHT OUT	69

TOTAL EXPENSES

\$16,441

NET INCOME

\$5,438





Much of the activities of the GCA occur through its committees. The Association is structured with four active committees each chaired by community volunteers and charged with overseeing specific aspects of Greenfield's traditions, quality of life, and growth:

Public Safety

Development and Transportation

Public Space

Neighborhood Events

These Committees are opened to all Greenfielders able to commit to at least one meeting per month and support the various activities undertaken by the committees.





The **Public Safety Committee** assists the community in advocating for public safety improvements, communicating public safety alerts and news, and in initiating and coordinating public safety activities in the Greenfield neighborhood. Committee members facilitate neighborhood block watches; receive, review and disseminate neighborhood crime statistics; coordinate with local police officers and other public

safety personnel; and serve as a point of contact for neighborhood public safety concerns. The Committee publishes bimonthly safety tips and monthly crime statistics. They also organize Greenfield's annual National Night Out event.

Key Accomplishments in 2014:

- National Night Out held at Four Mile Run Playground
- Publishing Bi-monthly safety tips
- Compiling and publishing monthly crime statistics.



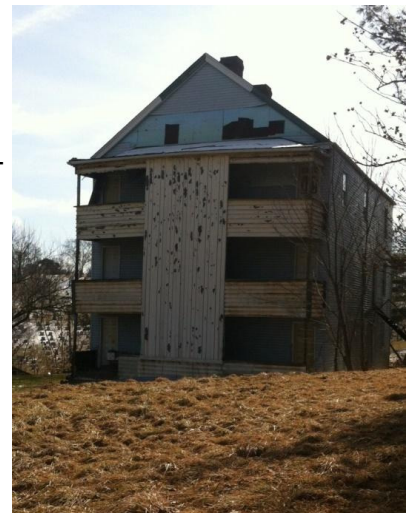


GCA's **Developments & Transportation Committee** was set up to provide a forum for addressing development and transportation issues that affect the neighborhood and provide the tools for advocating community interests and facilitating community involvement in development and transportation decisions. The Committee meets once a month and includes City staff, development interests, and transportation officials as needed.

Additionally, the D&T Committee assists the GCA board in advocating for transportation improvements, communicating transportation news, and coordinating transportation activities in the Greenfield Neighborhood. Committee members will 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, be a point of contact for neighborhood transportation concerns, and to assist in advocating for transportation related improvements in the neighborhood.

Key Accomplishments in 2014

- Met with development organizations to discuss the impacts of proposed projects (e.g.: Greenfield Bridge, Cityview site , Speedway)
- Addressed distressed and vacant property issues throughout Greenfield
- Engaged city organizations and appeared at Zoning Hearings to improve opportunities in the neighborhood (e.g.: BikePgh, City Planning, Zoning Hearing Board)
- Helped educate the neighborhood on development and transportation issues (e.g.: Noise Ordinances, Home Sales, Bus Routes, Development Updates)



The **Public Space Committee** identifies and facilitates community initiatives involving the planning and maintenance of Greenfield's public spaces including its streets, parks, planting areas, steps, and other public spaces. The Committee also provides coordination as needed with CitiParks, the Western Pennsylvania Conservancy, the Department of Public Works, Tree Pittsburgh, and all public space related agencies. The Committee organizes two neighborhood-wide annual clean ups, plants and maintains the landscaped islands at Irving and Greenfield Avenue and at Ronald and Greenfield Avenue and pursues grant opportunities for public space improvements.



Key Accomplishments in 2014:

- Priming of the Irvine Street/Greenfield Avenue Pumphouse
- Managed Love Your Block improvements to Magee Park
- Weeded and planted the landscaped flowerbeds at Greenfield Avenue and Irvine Street and at Greenfield Avenue and Ronald Street
- Conducted Fall and Spring Community cleanups
- Pursued a street tree application for Greenfield
- Conducting a mural design competition for the Pumphouse.





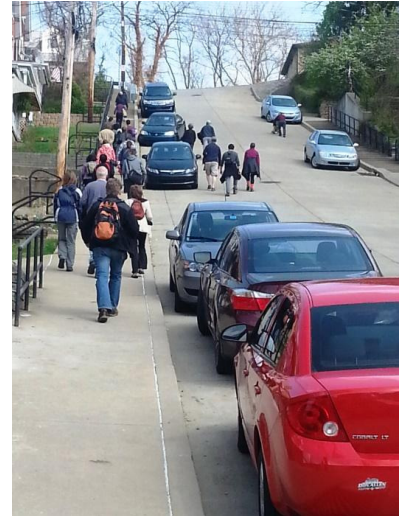
The **Neighborhood Events Committee** plans and executes neighborhood events and social gatherings including the Greenfield Glide 5K, the Greenfield Holiday Parade, Pet Parade, the annual Community Awards dinner, and the GCA's Annual Community Meeting. The Committee also assists as needed other GCA committees and neighborhood organizations in organizing and running their events.

Key Accomplishments in 2014:

- Successful hosting of the 32nd Annual, and one of the largest, Greenfield Glide and community festival with hot dogs, burgers, face painting, bounce house, arts and crafts, and a balloon artist.
- The 2013 annual parade was a great success with fireworks, three marching bands, Santa, and puppets. Despite the rain-sleet-snow, Greenfielders still lined the streets for this neighborhood tradition.
- Worked with the Greenfield Baseball Association to convene the 2013 Community Awards Dinner.



Other Community Events 2014



Special Thanks and Acknowledgments

The Board of Directors of the Greenfield Community Association would like to thank all of its volunteers, donors, and sponsors who helped to make our second year a success.