



# Greenfield

## Community Association

2015

### Annual Report

# GCA 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.**





Dear Fellow Greenfield Residents:

2015 was a landmark year for our community, marked by some of the more exciting events in recent history. Billed as the “Year of the Bridge”, a large focus of the Greenfield Community Association (GCA) was centered around the planning, community building, and celebration of the implosion of the Greenfield Bridge, an event that fittingly occurred in the last few days of the year.

One of the greatest successes in 2015 was the Rock the Blues Away Bridgefest, a send-off celebration for the 92-year old landmark that gained regional attention for the neighborhood and its businesses, as well as raising \$6,500 in funds from the plunger raffle, dedicated solely for helping local businesses. In another notable addition to this year’s slate, the management and coordination of the Greenfield Annual Awards was officially transitioned to the GCA.

Behind the efforts of volunteers throughout the community, the GCA was also able to host these events, as well as continue a number of other Greenfield traditions, such as the 33rd Annual Greenfield Glide, numerous plantings and clean-ups, the Holiday Parade, and National Night Out.

The GCA remains very stable and healthy for an institution of its small size. Led by revenues from the 33rd annual Greenfield Glide and Bridgefest, the organization grossed roughly \$8,300, in addition to the dedicated raffle funds. These two events also represented the largest expenses for the year.

As an all-volunteer organization, I want to thank everyone who has supported the GCA, both through their time or money. And for those who have not yet gotten involved, I ask that you consider doing so in 2016. As notable as last year was, the focus of the neighborhood and the GCA are now turned toward the future. As the new bridge starts its construction, the focus of the organization will be on strengthening our community ties at large, and ensuring that Greenfield remains a great place to live, work, and play.

Thank you,

Geoff Campbell  
President, Greenfield Community Association

## 2015 BOARD OF DIRECTORS

The Greenfield Community Association (GCA) is governed by a community elected board of nine volunteer Directors, elected annually to staggered terms. Elections take place during GCA's annual meeting. The following are the board members and officers who served through 2015:

**Geoff Campbell**, President  
**Stephen Zumbrun**, Secretary  
**Steve Zeigler**, Treasurer  
**Mary Bernacki**  
**Ellen Gula**  
**Patrick Hassett**  
**Chris Lin**  
**Annie Quinn**  
**Erica Wilson**

The Board would also like to recognize three additional individuals for their Board service in 2015:

**Mitch Margaria** (through November)  
**Kate Hickey** (through April)  
**Corey Deasy** (through April)

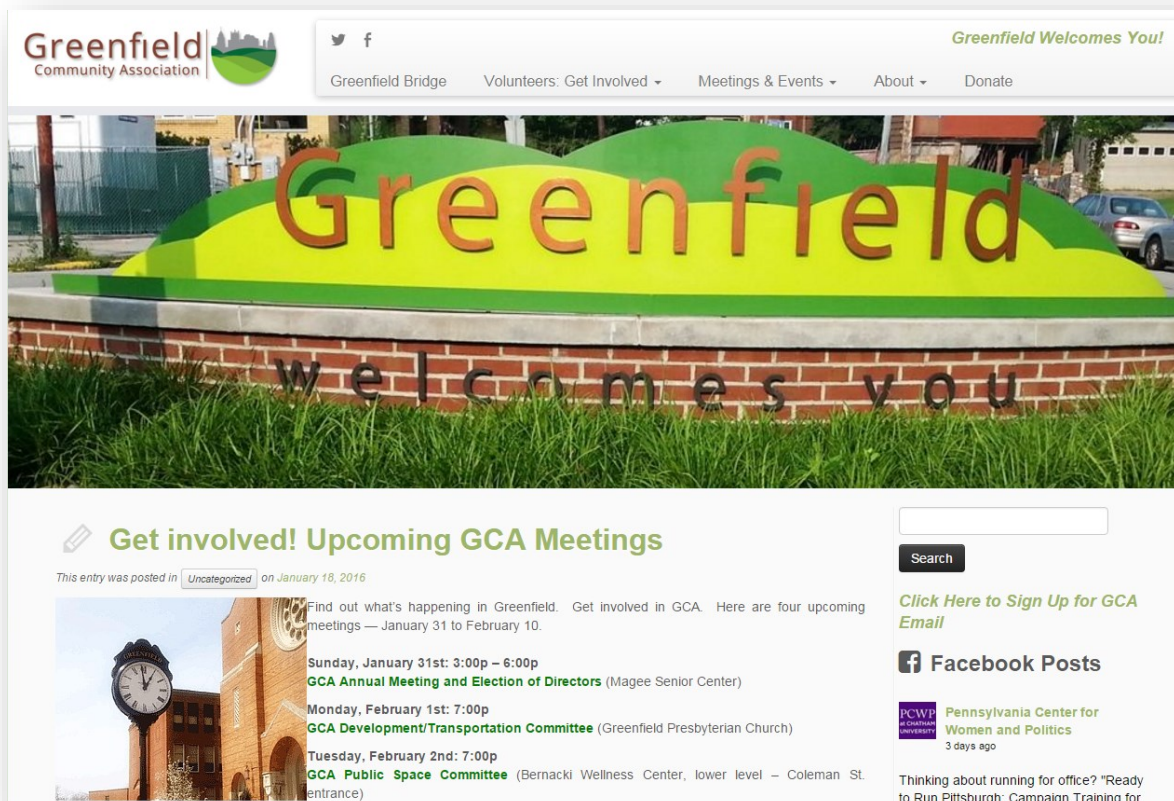
The backgrounds of individual Board members can be found at [www.gcapgh.org](http://www.gcapgh.org)



## COMMUNICATIONS

The GCA strives to be as transparent and communicative as possible, and uses a number of mediums to interact with the neighborhood. Amongst these include:

- Maintaining a consistent **social media** presence through Facebook and Twitter
- Maintaining a **website** dedicated to the organization ([www.gcapgh.org](http://www.gcapgh.org))
- Periodic electronic email '**e-blasts**' to subscribers
- Regular, posted **public meetings** for the Board and all committees. All GCA meetings are open to the general public. These meetings occur on a regular basis, and are posted on the GCA website.
- Managing the **Greenfield Grapevine** (distributed and mailed through the Hazelwood Initiative)
- Maintaining a **postal mail** address (*555 Greenfield Avenue, Lower Level*)
- Maintaining an **electronic mail** address ([info@gcapgh.org](mailto:info@gcapgh.org))



# GCA FINANCIAL REPORT

## Statement of Profit and Loss

January 1, 2015 — December 31, 2015

### REVENUES

DONATIONS	1,716
PUBLIC SPACE	400
GREENFIELD GLIDE	18,366
BRIDGEFEST	40,481*
AWARDS DINNER	8,075
HOLIDAY PARADE	3,950

<b>TOTAL REVENUES</b>	<b>\$72,988*</b>
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### EXPENSES

GENERAL	170
PUBLIC SPACE	1,088
GREENFIELD GLIDE	11,962
BRIDGEFEST	32,946
AWARDS DINNER	5,070
HOLIDAY PARADE	4,923
NATIONAL NIGHT OUT	359
INSURANCE	1,650

<b>TOTAL EXPENSES</b>	<b>\$58,167</b>
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<b>NET INCOME</b>	<b>\$14,821*</b>
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\*Includes \$6,500 dedicated to business impact remediation through Bridgefest plunger raffle



## COMMITTEE STRUCTURE

Much of the activities of the GCA occur through its committees. Each is chaired by community volunteers and charged with overseeing specific aspects of Greenfield's traditions, and community activities aimed at enhancing the quality of life and growth of our neighborhood. The Association is structured with three active committees that each oversee a different facet of the neighborhood.

### 2015 COMMITTEE LEADERSHIP

#### **Development and Transportation:**

Tom Wolper

Geoff Campbell (Co-chair through Dec 2015)

#### **Public Safety:**

Ellen Gula

Kate Hickey (Co-chair through April 2015)

#### **Public Space:**

David Cashmere

Mark Gaudio

Claudia Saladin (Chair through Dec 2015)

#### **Events:**

Mary Bernacki

Patrick Hassett

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

## DEVELOPMENT AND TRANSPORTATION COMMITTEE

Meetings: First Monday of the month, 7pm  
Greenfield Presbyterian Church, Upper Level

GCA's Developments & Transportation Committee was established in 2011 in order 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.

### Key Accomplishments in 2015

- Represented the neighborhood during the Greenfield Bridge closure and demolition process, including extensive work with the Port Authority to ensure that a comparable level of bus service is maintained throughout the Greenfield Bridge closure.
- Worked with the Developer and the Zoning Hearing Board to ensure that the development at Greenfield and McCaslin would undergo the City's Design Review Process
- Led the process that ultimately resulted in the condemnation of a vacant apartment building that posed a public safety hazard. This building has since been sold, and is currently under renovation.



## **PUBLIC SAFETY COMMITTEE**

Meetings: Second Wednesday of the month, 7pm  
Bernacki Wellness Center, Lower Level

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 coordinate public safety activities in the Greenfield neighborhood.

In the past year the committee has grown by several members who meet monthly to review neighborhood crime statistics with Zone 4's Community Resource Officers and representatives from Pittsburgh Public Safety Department. The Committee serves as a point of contact for neighborhood safety concerns and has established a presence on NEXTDOOR Greenfield to stay informed of residents' issues. The Public Safety Committee's yearly event is NATIONAL NIGHT OUT held the first Tuesday of August annually. This year a highly successful event was held at the Magee Playground.

The GCA Public Safety Committee meets monthly on the second Wednesday of the month in the Lower Level of Bernacki Wellness and are open to the public. We welcome new members and appreciate their involvement.



## PUBLIC SPACE COMMITTEE

Meetings: First Tuesday of the month, 7pm  
Bernacki Wellness Center, Lower Level

The Public Space Committee was established in response to both concerns and interests in the condition of Greenfield's public spaces, especially Magee Field also referred to as Magee Park inclusive of the pool, rec center, courts and playground. The committee consists of about a dozen members who meet once a month to identify and advance community initiatives involving improvements to Greenfield's public spaces including its streets, parks, planting areas, steps, and other City-owned spaces. The Committee also provides coordination as needed with CitiParks, the Western Pennsylvania Conservancy, Department of Public Works, Tree Pittsburgh, and all public space related agencies.

### Key Accomplishments in 2015

- Two neighborhood-wide annual clean ups were conducted and the island at Ronald was planted and maintained as was the fence line along Irving at Greenfield Avenue.
- The committee was successful in securing the funds and means for planting numerous street trees in Greenfield.
- The group conducted cleanup, graffiti-removal, and painting at Magee park.
- Secured a Mural design for the pumphouse at Irvine (hoping to go up in the Spring)

The GCA Board would also like to recognize **Claudia Saladin**, who is retiring from the chair position. She has played this role since the committee's inception, and has been an



## 2015 EVENTS

### EVENTS COMMITTEE

Meetings: Vary by event

The GCA coordinates several neighborhood-wide events through its Events Committee. The planning for these events begins months in advance, and includes planning and logistics that are typically invisible to the casual observer. These items include everything from fundraising, street closure permits, hiring of city police, t-shirt and website design, food and drinks, publicity, volunteer coordination, financial tracking, newspaper articles, insurance, and many more items.

This year, the GCA sponsored events included:

***Volunteer Recognition Event*** (February)

***The Greenfield Glide*** (June)

***National Night Out*** (August)  
(coordinated by Public Safety Committee)

***Rock the Blues Away Bridgefest*** (October)

***Greenfield Annual Awards*** (November)

***Greenfield Holiday Parade*** (December)

***Annual Meeting*** (January 2016)



## GREENFIELD GLIDE

Date: June 7, 2015 (First Sunday in June)



Nothing marks the beginning of summer quite like the gun blast at the start line of the Greenfield Glide. The Greenfield Glide has been held the first weekend of June for 33 years and this year the race ran June 7<sup>th</sup> at 8:30am. Over 413 people registered for the event. The weather was fantastic and people poured to the start line early to register and collect the stylish white t-shirt. For the first time, The Glide also invited Matt Belliston to sing the National Anthem and start the ceremonies with a beautiful tribute to our country.

The GCA partnered with Citiparks through the City of Pittsburgh Department of Parks and Recreation along with staff of Magee Recreation Center to manage the event. The event however, would not be possible without the dedicated sponsors that donated to the event.

Public health is truly the greatest investment we can make in each other and in our children, and we would like to publicly thank each sponsor for their investment in the Greenfield Glide. Once the investment was made, it all came together and was possible because of the dedicated service of over 25 volunteers that managed the creation, organization, registration, fundraising, water stations, clean-up and food service for over 400 people!

Thank you all for your dedication to our neighborhood!

## NATIONAL NIGHT OUT

Date: August 4<sup>th</sup> (First Tuesday in August)

Over a hundred people were out at Magee playground on August 4<sup>th</sup> for National Night Out in Greenfield. National Night Out originated as a night when a neighborhood would keep their porch lights on as a symbol of commitment to public safety and combating crime in a neighborhood. Over the years, it has evolved to a community celebration where members of the public, young and old, are able to interact with public safety officials and learn about their jobs.



This year, kids were able to check out fire trucks, ambulances, and police motorcycles. To add to the party, kids were able to make arts and crafts. Also, no one left hungry, as over a hundred hot dogs and hamburgers were served up by members of the Greenfield Community Association. Local elected officials Mayor Peduto, Councilman O'Connor, and Democratic County Councilman candidate Paul Kline stopped by to enjoy the event.



## ROCK THE BLUES AWAY BRIDGEFEST

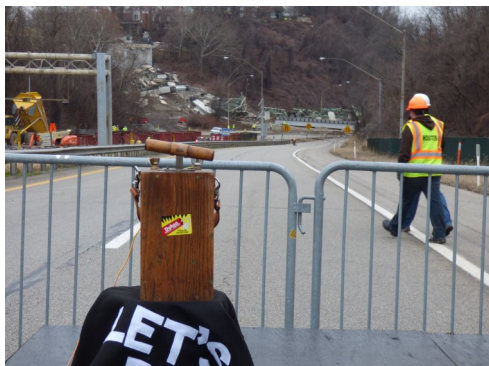
Date: October 17th, 2015



The goal of Bridgefest was to be an epic community celebration, serving well to spotlight the neighborhood, bring together neighbors, both old and new, help prepare for the bridge's closure, and through a raffle drawing that established \$6,500 in seed money for business/community impact mitigation projects.

Judging by the enjoyment of the 3,000 attendees, it was a resounding success. During remarks to the crowd, Mayor Peduto commented on the creativity of Greenfield in turning a negative, losing the bridge, to a positive, throwing a party to celebrate the neighborhood. Other notable guests attending and supporting the event included, Senator Costa, Councilman O'Connor, State Rep Frankel, and County Executive Fitzgerald.

The party kicked off with NOMaD, aka North of the Mason-Dixon, setting the tone for a fun event. After NOMaD, it was the band Milly, followed by event closer Joe Grushecky and the Houserockers. Also, musical performances by Timbeleza kept the attendees dancing and grooving late into the night.





Other activities included the attendees-favorite “Bowling on the Bridge”, artist Todd Pinkham painting a 3D perspective of a hole in the bridge, Big Wheel Drag Racing, and perusing the I Made it Market and Greenfield Businesses tents. The new and improved Greenfield Disco Trunk made its debut in style by ushering in the Raffle drawing. Congrats to Sally S. of Greenfield who won the Bridgefest Implosion Raffle

GCA would like to thank WYEP, PNC, PUMP, Mosites, HDR, Michal Baker International, Hazelwood Initiative, Inc., the Urban Redevelopment Authority and all our other sponsors and supporters. A big thank you to our 30+ volunteers, the entire planning committee, and Patrick Hassett and Mitch Margaria, party co-planners.



## ANNUAL AWARDS

Date: November 14, 2015

With almost 150 attendees, the 30<sup>th</sup> Annual Greenfield Community Awards Dinner celebrated those who are dedicated to making Greenfield a better place for its residents.

Michael Bartley served as Emcee and notable attendees to the event included Senator Jay Costa, Representative Frankel, Councilman O'Connor and Mayor Peduto.

The final awardees of the night, John and Brenda Bonacci, Greenfield Persons of the Year, left the younger members of the audience with great advice, stating that they can be like the awardees by "making good choices and making good decisions."

Special thanks to Jim Gregg, the planning committee, volunteers, and sponsors for putting on a great event.





### List of 2015 Awardees:

Greenfield Baseball Association:	Carey and Kristy White, Dan Pleger
Greenfield Organized Against Drugs:	Kyle Goldcamp, Kristi Heidel-Roberts
Greenfield Community Association :	Tom Wolper
St Rosalia Athletic Association:	Mike Kelley Memorial Gift
Greenfield Community Club:	Vickie Morabito-Young
Business:	Save-Mor Beer and Pop Warehouse
New Business:	Staghorn Home & Garden Café
Education, St. Rosalia Academy:	Jessica Pais
Education, Greenfield School:	Lisa Herring
Community Service:	Fred Rapone, Beth "Pacoe" Rapone
Youth Recognition:	Christine Aland Janet Aland
	Chris Hough Bradley Meyer
	Mark Pflieger Gillian Yobbi
Special Recognition:	Commander Katherine Degler
Greenfield Hall of Fame:	Theresa Colaizzi Terry McGuire
Greenfielders of the Year:	John Bonacci Brenda Bonacci

## HOLIDAY PARADE

Date: December 4, 2015 (First Friday in December)

The annual Greenfield Holiday Parade was a great success! After a couple years of precipitation, the weather was perfect for one of the event's largest audiences in recent history. Neighbors watched and cheered on area marching bands, carolers, neighborhood representatives, flatbed trucks with tire snowmen, and, of course, Santa! The GCA is very grateful for the parade planners, volunteers, and spectators.

One of the highlights of the event continues to be the Magee fireworks show during the parade. The GCA like to thank Councilman Corey O'Connor, State Senator Jay Costa, Representative Paul Costa, and Representative Dan Frankel for their continued financial support of the fireworks show.



## Thank you to our Donors and Sponsors

All of the plantings, events, permits, T-shirts, fireworks, insurances, and the like happened because of the donors and sponsors to the GCA. The Board would like to sincerely thank the following individuals, businesses, and organizations for their financial support last year (listed alphabetically):

20/20 Opticians	Katherine and Richard St. John
AGX, Inc	Kevin's Computer and Photo
Anya Salon	Key Asbestos Abatement, Inc.
Bakery Square	Kimicata Brothers Inc
Bernacki Wellness Center	Marino Chiropractic
Big Jim's	Marked Contracting LLC
Bristol Environmental, Inc.	Marvista Rentals, LLC
Burt's Auto Parts	Mary and Edward Goyda
Calfo's Automotive	Maxon Towers Beauty Salon
Cioppa Racing	Murray Avenue Apothecary
CoGo's	Neumeyer Environmental Services
Conicella's Pizza	Paul Costa for State Representative
Representative Dan Frankel	Phase One Development Corp
Dave and Busters	Pittsburgh Improv
Donation in Honor of Deb Dunton	Pittsburgh Zoo
Dorothy and Michal Gordon	Pon's Auto Service
Edward P. Kanai Funeral Home	Rock Bottom/Sing Sing
Escape Room	Rupps Fiore Insurance
Franjo Construction	Salon Louie
Frank Gottlieb	Sarah Bailey
Frank Smizik	Save Mor Beer and Pop Warehouse
Friends of Corey O'Connor	Soldiers and Sailors Club
Gary Motor	Spodek Insurance
Greenfield Grooming	Squirrel Hill Christian Church
Greenfield Veterinary Hospital	Stanley Marcus, DMD
Hanley Agency	Subway - Greenfield
Hazelwood Initiative	Szmidts Old World Deli
Homer's Automotive Service Center	The Leonard C Grasso Charitable Foundation
Hoolahan Roofing & Remodeling Co.	Theodore Trbovich
Hough's	Tina Zeigler
James Hanley	Western Pennsylvania Conservancy
Jay Costa for State Senate	Zano's Pub House
Jim Gregg	

## Acknowledgments to Our Volunteers

The Board of Directors of the Greenfield Community Association would like to thank all of the volunteers who have helped to make the organization a success in 2015.

The hard work, time and energy that each volunteer has dedicated to their community is what truly makes Greenfield such an incredible place to live.

