



# Greenfield

## Community Association

2016  
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:

Three days before we rang in 2016, Greenfield ended a yearlong celebration as its namesake bridge was imploded across the parkway. Over the last twelve months, we've watched as the new bridge has gradually taken shape, and excitement is building toward a grand opening later this year.

In many ways, the Bridge construction serves as a great metaphor for the Greenfield Community Association this year. It was a year of new beginnings for the Board, as we said goodbye to some long-standing members, and welcomed five new residents to our leadership. Every GCA sponsored event had a leadership transition as well, including the Glide, the Parade, and the Awards. One year later, we're proud to say it all went smoothly, and we laid a strong foundation for years to come. Building on this, 2017 proves to be an exciting year of continuing our traditions with new energy and ideas.

Behind the efforts of volunteers throughout the community, the GCA continued to represent the neighborhood, its businesses, and residents through a number of strong committees, and Greenfield institutions, such as the 34rd Annual Greenfield Glide, the Greenfield Community Awards, numerous plantings and clean-ups, the Greenfield Holiday Parade, and National Night Out.

This year, in light of the Bridge closure, the Board intentionally stepped back from asking for donations from local businesses. While this resulted in a minor net loss for the year, the overall account balance of the organization remains very stable and healthy, and ensures that the GCA will be able to maintain its operations for years to come.

The GCA's most valuable asset, though, remains the hardworking residents who volunteer their time and energy to help ensure that Greenfield remains a great place to live, work, and play. For those who have not yet gotten involved, I ask that you consider doing so in the upcoming year. And for those who have, I would like to thank you on behalf of the Board, myself, and my family for making this neighborhood such a wonderful and welcoming place to be!

Thank you,

Geoff Campbell

## 2016 BOARD OF DIRECTORS

The Greenfield Community Association (GCA) is governed by a community elected board of between seven to eleven volunteer Directors, elected annually to three year, staggered terms. Elections take place during GCA's annual meeting.

The following are the board members and officers who served through 2016:

**Geoff Campbell**, President  
**Kristi Heidel**, Vice-President  
**Steve Zeigler**, Treasurer  
**Ellen Gula**  
**Melissa Harding**  
**Mary Ann Hatala**  
**Nick Kennedy**  
**Erica Wilson**

The Board would also like to recognize two additional individuals for their Board service in 2016:

**Annie Quinn** (through September)  
**Steve Zumbrun** (through July)

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 different channels to interact with the neighborhood. The Communications Committee is responsible for:

- Maintaining a consistent **social media** presence through Facebook and Twitter
- Maintaining a **website** dedicated to the organization ([www.gcapgh.org](http://www.gcapgh.org))
- Emailing our **newsletter** subscribers about special events or information
- Posting the monthly schedule for the **public meetings** of the GCA Board and committees online and by email/social media
- Submitting content for the **Greenfield Grapevine** (distributed and mailed through the Hazelwood Initiative)
- Maintaining a **postal mail** address (*555 Greenfield Avenue, Lower Level*) and **email** address ([info@gcapgh.org](mailto:info@gcapgh.org))
- Maintaining online storage of GCA documents, photos, and other records
- Responding to inquiries received through any media channels

Greenfield

Community Association



**ELECTIONS and ANNUAL MEETING**




**Sunday, January 29**  
**3pm to 6pm**  
(short presentation followed by voting time - feel free to pop in to vote and say hi!)  
Magee Senior Center  
[745 Greenfield Ave](#)

Please join us for a brief presentation about the GCA's 2016 accomplishments and financial status, followed by time to connect with your neighbors and vote for our newest Board members!

Light refreshments will be provided.

Click [here](#) for GCA Board **candidate bios**.  
Click [here](#) for information about the **voting process and eligibility**.

We hope to see you there!



[@gcapgh](#) [GCA](#) [gcapgh.org](#)

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## 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.

### 2016 COMMITTEE LEADERSHIP

#### Development and Transportation:

Tom Wolper

Joe Pegher

#### Public Safety/ National Night Out:

Ellen Gula

Kristi Heidel

#### Public Space:

David Cashmere

Mark Gaudio

### 2016 EVENT COMMITTEE LEADERSHIP

#### Greenfield Glide:

Annie Quinn

Mary Ann Hatala

#### Greenfield Community Awards

Jim Gregg

Mary Ann Hatala

#### Greenfield Parade:

Kristi Heidel

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

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 2016**

#### **Buncher-owned property at Beechwood and Forward**

Concerned about the consolidation and rezoning of several highly visible public parcels, the committee petitioned the Zoning Hearing Board to postpone a ruling until there was public discussion regarding the change. The GCA then co-hosted a meeting with the Squirrel Hill Urban Coalition to identify any concerns about the site. Following the meeting, the GCA, SHUC, and Councilman O'Connor's office came to a collective resolution: the organizations would not oppose the consolidation and rezoning and the Councilman would put into the record a demand for a bicycle and pedestrian trail along Beechwood from Monitor St to Forward Ave.

#### **The Greenfield Presbyterian Church/ Palisades Playhouse**

The committee met with representatives of the Palisades Playhouse to discuss their plans to purchase the Greenfield Presbyterian Church. These discussions concluded with cosponsoring a neighborhood public meeting with Councilman O'Connor's office, and endorsing the plans.

#### **Renaming the Greenfield Bridge**

While the committee itself did not take a public stance regarding the proposal to rename the bridge as The John Kane Bridge, the organization did host a discussion with the individuals proposing the change. Several members of this meeting in turn spoke before the naming commission hearing, which in turn postponed a decision, pending a public meeting.



## DEVELOPMENT AND TRANSPORTATION COMMITTEE

### **Four Mile Run Community Census/ Oakland Transit Connector**

After a proposed transit connector through the Run was proposed in December of 2015, the committee has taken an active and engaged role in demanding an open process from the city. The committee has been in dialogue with a number of local representatives regarding the Run, and has been engaged in the Pittsburgh Parks Conservancy's stormwater management plans for Schenley Park, including cosponsoring a meeting in the Run.

Notably, the committee has also teamed with Jackson Clark Partners to create a project designed to fully engage the residents of the Run. With gracious funding support from the Heinz Endowments, the Four Mile Run Community Census will employ, train, and deploy residents to gather survey data, create high levels of resident participation, and build the capacity of the Greenfield Community Association.

The project will build community participation while gathering comprehensive primary household data on resident assets, challenges, and aspirations, providing the information necessary to identify data-driven solutions for key challenges in the Four Mile Run neighborhood.





## 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.

Committee members meet monthly to review neighborhood crime statistics with Zone 4's Community Resource Officers and representatives from Pittsburgh's Public Safety Department. This year, Commander Herman at Zone 4 instituted a "Zone 4 Weekly Snapshot" summary of crimes committed throughout the Zone 4 neighborhoods. These reports are emailed weekly to all interested residents and can be obtained by emailing a request to one of our three Community Resource Officers; [thomas.pauley@pittsburghpa.gov](mailto:thomas.pauley@pittsburghpa.gov), [david.shifren@pittsburghpa.gov](mailto:david.shifren@pittsburghpa.gov), or [shannon.leshen@pittsburghpa.gov](mailto:shannon.leshen@pittsburghpa.gov)

The GCA Public Safety Committee meets monthly on the second Wednesday of the month in the Lower Level Conference Room at Bernacki Wellness. The meetings are open to the public and new members are always welcome.



## 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 Park and Field 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 2016

- The committee conducted two neighborhood-wide annual clean ups, one in the spring and one in the fall
- The committee planted and maintained the flower gardens at the Ronald St. portal and, once again, partnered with the Western PA Conservancy to plant and maintain the fence line along Irving St. at Greenfield Avenue.
- The committee conducted cleanup and painting at Magee park.
- The committee has been working diligently to secure a mural design for the pumphouse at Irvine





## 2016 EVENTS

### EVENTS COMMITTEE

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:

***Annual Meeting*** (January)

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

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

***National Night Out*** (August)

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

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



## GREENFIELD GLIDE

Date: June 5, 2016 (First Sunday in June)



The Greenfield Glide has been held the first weekend of June for 34 years and this year the race ran June 5<sup>th</sup> at 8:30am. Over 400 people registered for the event. Despite the threat of rain, attendance was phenomenal, and the event went off without a hitch.

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. A concerted effort by the committee also resulted in a record number of donations for the run raffle.

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 2nd (First Tuesday in August)

Bud Hammer Playground on Bigelow St was the site of the 2016 NATIONAL NIGHT OUT event. The GCA Board of Directors served as Grillmasters once again and provided hamburgers and hot dogs to all the attendees.

Activities included animal balloons, face painting, Officer McGruff, and the opportunity to explore the public safety vehicles from Pittsburgh's Public Safety Department. This year along with the police vehicles, an EMT ambulance, bomb squad vehicle and K-9 unit were on hand.



## ANNUAL AWARDS

Date: November 14, 2015

The 31st Annual Greenfield Community Awards Dinner recognized youth, residents, volunteers, teachers and businesses who have contributed time, talent, passion and perhaps most importantly ---committment to our community.

Michael Bartley graciously announced the evening's awards and recipients. HarmonEyes, a musical group comprised of Greenfielders provided entertainment. Nearly 200 family and friends along with Senator Jay Costa, Representative Dan Frankel, Councilman Corey O'Connor and Reverend Joseph Reschick gathered to honor the awardees.

Special thanks to Jim Gregg, the planning committee, Kevin Connolly, volunteers and sponsors for a wonderful evening recognizing the finest in our community.



## 2016 GREENFIELD COMMUNITY AWARDEES:

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<b>Greenfield Baseball Association:</b>	Dave Black, Jim Dwyer	
<b>Greenfield Organized Against Drugs:</b>	Jacob Kosuda,	Bernard McCrory
<b>Greenfield Community Association:</b>	Kate St. John,	Ed Goyda
<b>St. Rosalia Athletic Association:</b>	Darnel Rosario	
<b>Greenfield Community Club:</b>	Jerry Horgan	
<b>Business:</b>	Pons Auto Service	
<b>Education:</b>	Katharine Walsh, Greenfield School	
<b>Education:</b>	Vickie Dezort, St. Rosalia Academy	
<b>Community Service:</b>	Edward Ulrich	
<b>Youth Recognition:</b>	Grace Deasy,	Katie Knecht,
	Brooke McCaffrey,	Sophia Rizzo,
	Marshall McGraw,	Julian Navarro,
	R.J. Pugh	
<b>Special Recognition:</b>	Frankstown Club	
<b>Hall of Fame:</b>	Patrick Hassett,	Don Rizzo, Sr.
	Joseph F. McCarthy, III (posthumously)	

### Persons of the Year:

Amy and Chris Goetzman



## HOLIDAY PARADE

Date: December 2, 2016 (First Friday in December)

The crowds lined the main street in our neighborhood, Greenfield Ave, to watch the Greenfield Holiday parade participants. The parade was led by the grand marshals: Chris and Amy Goetzman.

No parade is complete without the presence of our public service agencies. The local fire station, EMS, and police participated in the parade. The flashing lights from their vehicles are a mainstay of any parade. In addition, the Allegheny County mounted horse unit gathered the attention of the children.

The high school bands from Allderdice, Obama, and Westinghouse helped to shake things up. Their music helped to energize the crowds. The color guard and cheerleaders were right in step with the beats from their counterparts.

As the parade made its way towards Magee field, the Zambelli fireworks were unleashed. The firework spectacular is a crowd favorite and we would like to extend our thanks to our local politicians for their contributions: Corey OConnor, Frankel, Jay Costa, and Paul Costa.

The last piece of the parade, our perennial favorite, Santa Claus, made his way through the neighborhood on the float provided by McGann and Chester. The children couldn't wait to see him (hopefully, they were behaving themselves during the parade to stay off his naughty list).



## HOLIDAY PARADE (CONT'D)

The parade ended at St. Rosalia Church. Everyone was invited to grab free hot drinks from the Salvation Army, Staghorn Coffee, and Dr. Marino, which was ideal given the temperature.

Though the weather was cold, the event brought a warm welcome to everyone's holiday season. The Greenfield Community Association is extremely grateful for the contributions to make this event a big success. Thank you Greenfield residents, Greenfield businesses, volunteers, and attendees. We hope to see you next year at the parade!



## GCA FINANCIAL REPORT

### Statement of Profit and Loss

January 1, 2016 — December 31, 2016

#### REVENUES

DONATIONS	50
PUBLIC SPACE	300
GREENFIELD GLIDE	15,590
AWARDS DINNER	6,875
HOLIDAY PARADE	2,675
<b>TOTAL REVENUES</b>	<b>\$25,490</b>

#### EXPENSES

GENERAL	850
PUBLIC SPACE	202
GREENFIELD GLIDE	11,084
AWARDS DINNER	5,728
HOLIDAY PARADE	3,817
OTHER EVENTS	805
INSURANCE	1,650
YOUTH ACTIVITIES	1,750
<b>TOTAL EXPENSES</b>	<b>\$25,775</b>

<b>NET INCOME</b>	<b>(\$285)</b>
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## GCA ACCOUNT BALANCE

YOUTH RESTRICTED	2,743
GLIDE FUNDS (MAGEE)	7,516
BRIDGEFEST FUNDS	6,000
UNRESTRICTED FUNDS	13,282
<b>TOTAL ACCOUNT BALANCE</b>	<b>\$29,541</b>

Funds above are exclusive of \$47,348 Heinz grant restricted specifically to Four Mile Run Census



## 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 recent support (listed alphabetically):

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



## 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 2016.

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.

