

# **Roland Park Civic League**

## *Minutes December 3, 2009*

**In attendance:** Philip Spevak, Ian MacFarlane, Kate Culotta, Bill Sharpe, Ken Winkler, Rita Walters, Michael Braverman, Muriel Berkeley, Jesse Halvorsen

**Absent:** David Blumberg, Peter Kannam, Chris McSherry, Louise Phipps-Senft, Jennifer Cooper, Mike McQuestion

**Special Guests:** Susan Newhouse and Board Members from Village at Home Project and visitors from surrounding neighborhoods.

Meeting called to order at 7:05 PM by Philip Spevak

Presentation by Susan Newhouse (attached) from Village at Home project and introduction of several Village At Home board members who were in attendance.

A complete history and recap of the presentation are available on the attached memo supplied by Village At Home, Inc.

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**Minutes from November:** Motion by Kate Culotta to approve the minutes as written.  
Second by Ian MacFarlane. Approved

**New Plat 1 Representative:** Motion by Bill Sharpe to approve Doug Munro as new Plat 1 Rep.  
Second by Ken Winkler. Approved

**New Roads & Maintenance Board:** Motion by Kate Culotta, second by Rita Walters to approved new board members to Roads & Maintenance.

President: Kathleen Truelove  
Vice President: Vince Vizachero  
Treasurer: Paul Anderson  
Plat 3- Jean Mellot

**Updates on Old Business:** Phil gave an update on the first Master Plan Cheurette. Had over 200 in attendance at RPE&MS on November 21. Doug Munro has created a blog to the Master Plan on the web site so residents can review information and make comments on the 7 separate sections of the Master Plan. Upcoming meetings at RPE&MS on Friday January 8, 2010 from 7-9 pm and Saturday January 9 from 9am-4 pm. Al Cop has agreed to join the effort and work with the City's representative, Seema Iyre.

**CHAP-** Phil also mentioned CHAP and it's possible role in the Master Plan and offered discussion on whether CHAP should be invited to the March Civic Meeting. There was agreement to use the March meeting to have a public meeting to discuss CHAP and our current covenants.

**Infrastructure:** Ian Mac Farlane will continue discussions with the City's infrastructure department to attend a future Civic meeting and discuss neighbor's concerns.

**Motion to Adjourn** by Ian MacFarlane, second by Bill Sharpe. Adjourned at 8:50 PM



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## Mission:

to build a supportive community to include all ages, with a specific focus on providing activities and services to older adults and persons with disabilities, so that they may have the practical means and the confidence to live full lives in their homes and neighborhoods

# *Village At Home*

## *An Innovative Community-Based Model for Living Full Lives in Our Own Homes as We Grow Older*

- ❖ **Independent Lifestyle:** The Village will help us lead the independent lifestyles we have chosen while staying in our own homes and our own neighborhoods. By simultaneously building community and easing everyday burdens, the Village allows us freedom to live our lives with enjoyment and meaning.
- ❖ **Building Community:** Village At Home – a non-profit organization – will make wonderful our neighborhoods in North Baltimore even more livable. We foster intergenerational living, which is healthier for everyone.
- ❖ **Neighbors Helping Neighbors:** The Village, founded by neighbors for neighbors, will be run by neighbors for neighbors. As Village members, we will help each other. When we are able, we give of our time and energies to help other members. When we need it, Village volunteers are there for us. For all of us, this builds community and security.
- ❖ **One-Call Access:** One telephone call or one email will reach friendly Village staff and volunteers, who will be there to help us find the resources we need, giving us confidence and peace of mind.
- ❖ **Volunteer Power:** Village volunteers can help with small things to make a big difference: changing that hard-to-reach light bulb, taking out the recycling, checking our houses while we are away, and taking in the mail. Volunteer drivers will provide door-to-door local transportation. Having Village volunteers available to do these tasks – and many more – can make our lives easier.
- ❖ **Proven Providers:** Referral to proven providers, for everything from home repair to home health services, will mean less worry about finding service providers we can trust. Village vendors will have incentive to provide excellent service, often at a discount. The Village will follow up to see that the services are satisfactory and will act as advocate for members in negotiation with the vendor.
- ❖ **Favorite Activities, Fun and Friendship:** The Village will facilitate access to our favorite cultural and educational activities in the community as well as offering many Village activities from which to choose. The Village will encourage us to stay fit and active, through walking groups, exercise groups, yoga, and other wellness activities.
- ❖ **Excellent Value:** For a modest yearly fee, the Village will offer its members a myriad of free and discounted services. These services will provide significant tangible value to *Village At Home* members. *Village At Home* is currently working on its strategic plan, including establishing its yearly fees. We expect the yearly fees to be within the range of membership fees for other existing Villages (\$250 to \$900 for an individual and \$350 to \$1,200 for a household of 2 people). In fact, membership fees typically do not cover the total costs of running a Village and we will be seeking additional funding from individual donations, foundation grants and public funding sources.
- ❖ **Community Conversations:** *Village At Home* is holding multiple small group gatherings to open a dialogue with potential members and volunteers. Community hosts invite neighbors and friends into their homes. As a participant, you will learn about the Village concept from *Village At Home* Board members and you have the opportunity to shape the Village to meet your needs and wishes. Please let us know if you would like to host a gathering or to attend one in your neighborhood.
- ❖ **Contact Us:** *Village At Home*, PO Box 5652, Baltimore, MD 21210, 410-235-3171, [info@villageathome.org](mailto:info@villageathome.org), Susan Newhouse, President

## Key Questions Asked About *Village At Home*

### 1. Where did the Village concept originate?

The Village concept originated in 2001 in the Beacon Hill neighborhood of Boston, when a group of neighbors banded together to stay in their homes and in their neighborhood. News articles about Beacon Hill Village in the New York Times and the AARP Bulletin galvanized interest in many other communities. Currently, there are at least 48 Villages in operation around the country. AARP estimates that there are hundreds more in the process of organizing. The Village concept is becoming a *Village At Home*'s web site ([www.villageathome.org](http://www.villageathome.org)) has links to news articles and other Villages.

### 1. How did *Village At Home* specifically come into being?

The Roland Park Civic League funded the fees required to establish the basic structure of the organization. With pro bono legal help from David B. Rudow, Eric D. Disharoon and the law firm of Adelberg, Rudow, Dorf & Hendler, LLC, *Village At Home* incorporated and received its status as a 501(c) 3 charitable organization from the IRS. Contributions to *Village At Home* are tax-deductible.

### 2. Will *Village At Home* be just like Beacon Hill Village?

Each Village is unique, responsive to the specific needs of its members. *Village At Home* is in the process of gathering information from a series of "community conversations" about the needs and wishes of potential members. This information will guide our strategic planning.

### 3. Do the demographics support the need for a Village in North Baltimore?

In zip code 21210 (the only zip code fully within our service area) people ages 50 – 64 make up 21.73% of the population and people ages 65 and over make up 17.85% of the population. People over 50 constitute a hefty 39% of the population. Based on the experience of other Villages, these demographics would indicate sufficient representation of potential members in zip code 21210 to justify a Village.

### 4. If I want to join, what does it cost?

*Village At Home* has not yet established its yearly membership fees but we expect them to be within the range of membership fees for other existing Villages. Those fees range from \$250 to \$900 for an individual and \$350 to \$1,200 for a household (2 people). Village membership provides excellent value through its free and discounted services. In fact, membership fees in most Villages do not cover all of the costs of the Village. We will be seeking additional funding from individual donations, foundation grants and public funding sources.

### 4. What is the target date for launching the services of *Village At Home*?

Most Villages in existence have taken at least 2 years from the start of the organization to launching services. If all goes well, *Village At Home* could launch its services at the end of 2010 or at the beginning of 2011, but that is only a projection, subject to change.

### 6. I am active and independent. What would I get out of joining?

Many Village activities and services are valuable to the active adult, such as exercise, yoga and walking groups. You can take advantage of discounted tickets to entertainment and cultural events. Using Village vetted vendors gives reassurance that you will be treated fairly and provided with quality work. Discounts, on everything from home repairs to technology services, can net significant savings. VillageRide offers free rides to the airport (and other local places). Through our NeighborWatch program, a trusted Village volunteer keeps an eye on your house when you are out of town, offering peace of mind to frequent travelers.

### 7. I have family nearby. My children help me out. Why should I join the Village?

Many adult children barely have enough time to fulfill their obligations to their jobs and their own families. It is a benefit to your children to join the Village and be as independent as you can.

## Key Questions Asked About *Village At Home*

### 8. I don't need help yet. Why should I join the Village now?

Most people join the Village because they are looking for good value and quality of life so that they can stay in their homes, rather than because they have some immediate need. Discounts from vendors can net significant savings, allowing members to recoup their yearly membership fee. Free services from volunteers add to the value with such convenience services such as running errands, watering your plants while you travel or changing a hard-to-reach light bulb. With the support of the Village, people find it easier to retain their lifestyles and lead their lives on their own terms.

### 9. I've heard the Village referred to as "insurance." What does that mean?

By joining and utilizing Village services now, you strengthen Village At Home's ability to provide deeper discounts from vendors and merchants, a wider spectrum of cultural, educational and wellness activities and a broader continuum of services to help people stay at home. This not only allows the Village to provide quality services for your friends and neighbors who want more services now, it also ensures that a strong, vibrant Village will be there for you, should you want more services in the future.

### 10. Do I have to join to be a volunteer? What could I contribute as a volunteer?

No, you do not have to join to be a volunteer for the Village but the majority of our volunteers probably will be Village members. We will ask members about talents they would like to contribute. Volunteers are at the heart of *Village At Home*. As we organize, Village will need expertise such areas as information technology and public relations. Once we launch services, we will need volunteers to drive members to medical appointments, lead a walking group, or make a "Rise and Shine" phone call to a housebound member. The possibilities are limited only by our volunteers' talents and availability.

### 11. Do I have to volunteer? I have commitments – to my profession, family, and other civic causes, plus I need time for exercise and going for walks.

There is no requirement that anyone volunteer! Volunteers may do as little or as much they want. At the same time, this grass-roots initiative relies on its members' participation to make it a success. If you have a particular hobby you enjoy, why not make your favorite activity into a group excursion for the Village or teach a group of members how to enjoy it also?

Volunteers in other Villages have indicated that volunteering is often the best part of being a member! The good feeling that comes from helping others lasts – often for years – longer than the pleasure we get from other, more self-interested activities, according to the latest research. Also it has been documented that people live longer when they engage in meaningful, purposeful activity.

### 12. How did *Village At Home* define its service area?

Based on the experience of other Villages, *Village At Home* defined its service area by looking for an area large enough to allow economy of scale, yet small enough to make a meaningful Village.

### 13. How do we assess and build interest?

*Village At Home* will be following the Capitol Hill Village model, holding "community conversations" with small groups of interested friends and neighbors. In Capitol Hill, they held over 40 of these small group get-togethers. 45% of those who attended the small group meetings eventually joined the Village.

### 14. What can I do to help right now?

Please tell all your friends and neighbors about the Village and urge them to join! In addition, you can host a "community conversation" by inviting 10-20 friends and neighbors – those who might be interested in joining or have parents who might need the Village or those who wish to volunteer – to a small group gathering. Guests learn about the Village and fill out surveys to give the Village information for our strategic planning. A member of the Board of Directors will attend to lead a brief discussion and provide informational materials and surveys. We work with you to arrange the gathering.

# Organizing *Village At Home*

## **Structure the Organization**

- ✧ Choose the name ✓done
- ✧ Define the mission ✓done
- ✧ Set the service area ✓done
- ✧ Incorporate in Maryland ✓done
- ✧ Form Board of Directors, prepare bylaws ✓done
- ✧ Obtain status with the IRS as a 501(c) 3 charitable organization ✓done

## **Assess Interest & Needs**

- ✧ Hold small group “Community Conversations” ✓ In progress
  - ✧ Survey potential members re: services they would use
  - ✧ Survey potential members re: talents and skills they would be willing to volunteer
- ✧ Obtain more specific demographic information for service area

## **Develop Strategic Plan** ✓ In progress

- ✧ Define scope of services
- ✧ Set membership fee
- ✧ Develop membership recruitment plan
- ✧ Develop business plan
- ✧ Define timeline for key milestones

## **Fundraise**

- ✧ Appeal to neighbors for start-up contributions
- ✧ Apply to local foundations for start-up grants
- ✧ Develop strategic partnerships

## **Recruit Members**

- ✧ Sign up charter members
- ✧ Recruit more members

## **Develop Program**

- ✧ Hire Executive Director (and other staff as needed)
- ✧ Organize an office
- ✧ Develop members’ guide
- ✧ Develop guidelines for Membership Plus program
- ✧ Define operating policies (privacy, compensation, etc)
- ✧ Define volunteer screening, develop training program and prepare volunteer manual
- ✧ Vet vendors, establish vendor agreements and negotiate discounts

## **Launch Services**

- ✧ Set a launch date
- ✧ Test the system: alpha, beta, charlie tests

✧ LAUNCH!

## **Financing *Village At Home***

### **Goal: As Self-Sustaining as Possible**

A key financial goal of *Village At Home* is to be as self-sustaining as possible. *Village At Home* will run its operations on sound business principles.

### **Two Principle Sources of Revenue**

Most existing Villages are sustained by two principle revenue streams: charitable donations and membership fees. Typically, a Village receives about 45 to 50 percent of its operating income from membership fees and the remaining amount comes from grants or contributions from individuals.

### **Organizing as a 501 (c) 3 to Accept Charitable Donations**

We have been approved by the IRS as a 501(c) 3 charitable organization so that contributions (as distinct from membership fees) received will be tax deductible for the donor.

### **Expected Expenses**

*Village At Home* will need a paid executive director to oversee its operations. It will need computers and computer software to run efficiently. Eventually, it will need office space. It will need to purchase services and supplies.

We will need grants and contributions to cover start-up expenses and those on-going operations not covered by membership fees.

### **A “Volunteer First” Organization**

In order to keep expenses low, *Village At Home* will turn to volunteers first to assist in many of its operations and also to provide services to members.

### **Membership Fees**

*Village At Home* is still in the process of establishing its membership fees. *Village At Home* has a commitment to keeping its membership fees as low as possible while remaining financially sound. Some of the factors we are weighing in determining fees are: minimum number of members needed to launch services, maximum potential members in our service area, possible contributions from fundraising, services to be offered, and operating expenses.

Membership fees with other existing Villages range from \$250 to \$900 for an individual and \$350 to \$1,200 for a household (2 people).

### **Business Plan**

We are gathering information from existing Villages. Annual budgets of existing Villages vary widely depending on services offered, economic status of potential members, membership fees, contributions, expenses, etc. Since each Village is unique, we need additional feedback from our initial “community conversations” about some of these factors so that we can create a *meaningful* business plan for *Village At Home*.

## ***Village At Home Board of Directors*** **2009 - 2010**

**Susan M. Newhouse (President/Chairperson and Chief Executive Officer)** has lived in Roland Park for 25 years. She graduated from Kalamazoo College in Michigan and received her Masters in Social Work from New York University. She is a clinical social worker and teaches in the gerontology department at Towson University. She has worked as a social worker in hospice and at John Hopkins in a dementia clinic providing family support. She currently has her own geriatric care management agency called Senior Solutions. She spearheaded the community drive to renovate and expand the Roland Park Library, serving as Treasurer of the Roland Park Library Initiative.

**Robert W. Hearn (Vice-President/Vice-Chairperson)** has lived in Roland Park for 30 years. After receiving his BA from Virginia State University, he received his Bachelor of Divinity from Yale Divinity School and his MA and PhD in Political Science from Yale University. He was an Associate Professor of Political Science and Urban Studies and an Associate Provost at the Johns Hopkins University, as well as an Associate Director of the Johns Hopkins University Institute for Policy Studies. From 1988 – 1999, he was the Commissioner of Housing and Community Development in Baltimore City and a Senior Policy Advisor to the Mayor. He has served on the boards of the Housing and Development Reporter, National Housing Conference, and, locally, Baltimore Neighbors, the Roland Park Civic League and Roland Park Roads and Maintenance Corporation. He also has served as a consultant to the Rand Corporation and the Ford Foundation.

**David R. Blumberg (Treasurer)** is a lifelong resident of Baltimore. He graduated from Friends School, received his BA from Loyola College and his Masters of Library Science from the University of Maryland. He worked for the Enoch Pratt Free Library from 1974 until 2003, when he became a member of the Maryland Parole Commission, becoming Chairman in 2004. He has resided in Roland Park since 1990. In addition to serving as President of both the Roland Park Civic League and the Roland Park Library Initiative, David has also volunteered for many other community and charitable organizations, including North Baltimore Neighborhood Coalition, Northern District Police Community Council, Baltimore Junior Association of Commerce and Santa Claus Anonymous.

**Donald R. Kann (Secretary)** is a lifelong resident of Baltimore and has lived in the Roland Park neighborhood for 30 years. He graduated from Baltimore City College and received his architectural degree from North Carolina State University. After serving as an officer in the Army for two years, he returned to Baltimore. He is the president of Kann Partners, an architectural, planning and interior design firm started in 1974. He has been active in numerous local and state-wide boards, primarily focusing on the preservation of historic buildings. He currently serves as a mayoral appointee to the Commission for Historical and Architectural Preservation in Baltimore City and as Secretary of the Roland Park Library Initiative.

## ***Village At Home Board of Directors***

**2009 – 2010**

**(Continued)**

**Brett A. Cohen (Director)** has lived in Baltimore for 6 years and will be moving to Roland Park in March 2010. He graduated from the Wharton School of Business with a Bachelor of Science in Economics and a double concentration in Entrepreneurial Management and Accounting. He started his career at Ernst & Young before working at The Walt Disney Company corporate headquarters from 1997 -2003. He left The Walt Disney Company as Director of Strategic Alliances to start his own business consulting practice. Currently, in addition to owning a successful consultancy, he is also a partner in Matos Builders, a company that performs licensed contracting in building and environmental remediation.

**Karol S. Costa (Director)** has lived in Baltimore City since 1978. She earned her BA from Clark University in Philosophy and, in 1984, her MS from the Johns Hopkins University. After working for the Children's Guild in non-public special education, she served for 10 years as the Executive Director of the Ingenuity Project, an experimental initiative funded by the Abell Foundation to bring accelerated math and science instruction to the Baltimore City Schools. She currently serves as a grant monitor, as well as a member of the Advisory Council of the Gifted and Talented Program, for the Baltimore City Schools. In the Village of Cross Keys, she serves as Vice-President of the Dunns Grove Condominium Association Board of Directors.

**Steven Lutzky (Director)** moved to Roland Park in 2003. After receiving his BA from University of California, Santa Cruz in 1986, he completed his MA from Cornell University in 1990 and his Ph.D. in Gerontology and Public Policy from University of Southern California in 1995. Among his many relevant experiences, he oversaw Medicaid funded long term care for the District of Columbia and worked as Director of the Division of Advocacy and Special Issues on the Medicaid side of the Centers for Medicare and Medicaid Services. He is currently President of HCBS Strategies, Inc. He has designed, implemented, and evaluated home and community-based systems for individuals with disabilities and long-term illness for the federal government, states and private sector clients. He has extensive experience writing grants, fiscal impact analyses and reports for decision-makers and the general public. He volunteered to help Village At Home specifically with its strategic planning.

**Mary Ann E. Mears (Director)** has resided in the Poplar Hill neighborhood of Baltimore City for 24 years. She received her BA from Mount Holyoke College and her Masters degree in Fine Arts from New York University. She is a sculptor who has been commissioned to create site-specific art for public sites in many states across the country. She is also an arts advocate and a founding board member of Maryland Arts Place. She founded Arts Education in Maryland Schools (AEMS) Alliance and serves on the Maryland State Department of Education's Fine Arts Education Advisory Panel, and the Board of Trustees of the Maryland Citizens for the Arts. She also serves on the Board of the Roland Park Library Initiative.

## ***Village At Home Board of Directors***

2009 – 2010

(Continued)

**Ellen K. Stifler (Director)**, a lifelong resident of Baltimore, grew up in Guilford and has lived in Roland Park for the past 25 years. A seasoned development professional, she currently is Director of Development of the Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins Medical Institution. She served on the Development Committee of the Roland Park Library Initiative.

**Susan W. Talbott (Director)** has lived in Baltimore City since 1985, living in Roland Park neighborhood for 15 years before moving to the Tuscany-Canterbury neighborhood, where she has lived for 8 years. She received her BSN from Skidmore College, an MA in Nursing from New York University and an MBA in health administration from Adelphi University. She has worked for the Visiting Nurse Service, taught public health and psychiatric nursing, and worked in nursing administration. In New York, she served as President of the New York Counties Registered Nurses' Association, was a founding member of New York State Nurses for Political Action and co-authored a book entitled: "The Political Action Handbook for Nurses". In Baltimore, she has served on the boards of various community organizations and non-profits, including House of Ruth, Planned Parenthood, Tuscany-Canterbury Neighborhood Association, Health Care for All, Healthy Start, and Baltimore Heritage.

## **Legal Counsel for *Village At Home***

**David B. Rudow**, Principal of Adelberg, Rudow, Dorf, and Hendler, LLC, graduated from University of Maryland with B.S. and J.D. degrees. Before practicing law, he served as a field agent for the Internal Revenue Service and became a Certified Public Accountant in Maryland. The range of his legal practice includes the areas of federal and state taxation and business transactions, real estate and estate planning. He has served as a member of various citizens' advisory groups for Baltimore City, including the Blue Ribbon Committee on Taxes and Fees, the Land Bank Authority Task Force, and the Outcome Budgeting Results Team. He is a lifelong Baltimore resident and has lived in Roland Park since 1977. He served several terms on the Roland Park Civic League and was instrumental in the formation of various community foundations, including Baltimore Efficiency & Economy Foundation (Founder and past President), Roland Park Community Foundation (Founder and past President), the Roland Park Library Initiative, and Village At Home.