

Minutes of the Old City District Board of Directors Meeting

Wednesday, April 15th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Board: Harvey Spear, Peter C. Rothberg, Albert Taus, Sheryl Bar, Sonia Silverstein, Joshua Grimes, Joe Ritchie, Laurie Townsend-Rapp, Lynn Martin-Haskin, Dick Goldberg, Jafar Maleki, Daniel King, Christopher McGill, David Neff, Carolyn Pfeiffer, Leo Addimando, Luca Sena, Pat Lavelle

Staff: Job Itzkowitz, Brett T. Mapp, Gregory Diehl

Absent: Reginald Cummings, Avram Hornik

Guests: Joe Schiavo and Janet Kalter

Call to Order: Chairman J. Ritchie called the meeting to order at 4:09 pm.

Minutes

- March 2015 board meeting minutes were previously distributed via email.
- D. Goldberg offered a motion to approve. 2nd/ L. Martin-Haskin. All in favor, approved.

Chairman's Report: Joseph Ritchie

- J. Ritchie addressed looking at similar organizations for best practices. Areas to focus on may include:
 - Diversity of funding
 - Tracking & reporting of metrics
 - Thought leadership
 - Programming & major projects

Executive Director's Report: Job Itzkowitz

- J. Itzkowitz reported that current year assessment collections are currently at 82% of budget goal.
- J. Itzkowitz had meetings with w/ Curtis Gregory & Carol Brooks of the Commerce Department, representatives of Visit Philly, and Matthew Clark of ADAPT (accessibility organization).

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- D. Goldberg offered a motion to approve of the execution of a letter of support for the Taxis for All campaign. 2nd/P. Rothberg. All in favor, approved.
- The Arden Theatre is hosting a benefit show for OCCF on May 20th. Ticket sales to the dress rehearsal will benefit the fund to be used for District tree plantings.
- Representatives for a planned development at 401 Race Street will present an informal presentation of their plans to the Economic Development Committee directly following this Board meeting.
- On Weds, April 22, J. Itzkowitz will speak at a WHERE Magazine event at DiNardo's Seafood in Old City.
- The 2015 Broker Happy Hour will take place on April 28th at 4:30 pm at the Olde Bar by Jose Garces.
- There will be a public Old City Fest meeting held on May 13th at 6pm at Arch Enemy Arts.
- Board members who have not submitted Conflict of Interest forms should do so as soon as possible.
- Nominations for L. Addimando, S. Bar, H. Spear and P. Rothberg have been submitted to City Council. J. Ritchie will testify at Council hearing.

Treasurer's Report: Peter C. Rothberg

- P. Rothberg presented and reviewed financial statements for February and March 2015.

Marketing Report: S. Bar

- Old City Fest planning continues. S. Bar and J. Itzkowitz met with a representative from Comcast who wants a deeper connection with Old City before committing funds to the Fest, leaving a vital need for sponsorship. Sponsorship packages were distributed to the Board.
- The May 6th Old City Fest meeting will host Old City businesses to discuss vendor sign-up.
- Local marketing firm The Mighty Engine has been selected for the Strategic Marketing Plan and held an initial brainstorming session with the Marketing Committee.

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- *Art & Design* and *Discover* videos are in production. Possible future video subjects (2016) include economic development/residential and tech.
- The 2015-2016 "Guide to Old City" brochure will be distributed via CTM. The amount of copies has been raised to 125k from 75k due to upcoming Papal visit & DNC. Prices for ads only will be raised accordingly.
- The Arden "Pay-What-You-Can" event on May 20th benefits the OCCF, with ticket proceeds donated to the Fund for District tree plantings.

Clean & Safe Committee Report: H. Spear

- Philly's Gourmet has signed a CLA and OCD withdrew its PTI.
- 241 Chestnut Street (former Haru) has signed a CLA and OCD withdrew its PTI.
- A draft CLA for the 52 S. 2nd St. bistro has been drafted.
- The PTI for Irish Pol was rejected but the owner is being cooperative.
- There have been multiple complaints and other recent issues with Bleu Martini, including ads from 3rd party promoter observed on their site.
- J. Itzkowitz met with Recess management who has been in regular contact with the Thomas Bond House. They report that noise issues have improved but the let-out is still an issue and additional police have not been hired.
- The next Bar & Restaurant Operators meeting will be scheduled for the 1st or 2nd week in May.
- The Clean & Safe Committee is now meeting quarterly instead of monthly.

Economic Development Committee – D. Goldberg

- A team led by RBA associates which includes Urban Partners and Olshin Atkins Shade Architects has been selected for the Old City Master Planning process. P. Rothberg and D. Goldberg met with the team and were able to negotiate a total price of \$62,500 for the project, down from \$78,000.
- D. Goldberg made a motion requesting board approval to execute a contract with RBA Associates for the Old City Master Plan. 2nd/ P. Rothberg. All in favor, approved.
- The N3rd Street Parklet is proposed for the location in front of the Center for Art in Wood, seasonally from April – October. An 8' aluminum product has been

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selected from Shift Designs (UCD Parklets) who is also handling the application, to be completed in May. Renderings and budgets were circulated for Board review. Up-front costs would total \$12,000 with ongoing storage & maintenance coming from the OCD operating budget.

- Dick Goldberg offered a motion authorizing OCD to execute a contract with Shift Design for the purchase and installation of the Parklet along with an agreement with two local artists for art components; using funds from the OCCF special projects budget. 2nd/ S. Bar. All in favor, approved.
- OCD staff met with representatives from Fine Garden Creations, an arborist for the City of Philadelphia, and the Old City Tree Tenders to discuss new tree plantings in vacant Old City tree pits. Ten locations were identified for planting for a total cost of \$7,400 including first year maintenance and dog fences.
- P. Lavelle offered a motion authorizing OCD to execute a contract with Fine Garden Creations to plant and maintain ten new street trees. 2nd/ D. Goldberg. All in favor, approved.
- The Sidewalk Grant Program has been made available to Old City property owners and The Kaiserman Co. has already expressed interest.
- J. Itzkowitz has been in talks with the owner of 240 Market Street about allowing OCD to clean up and maintain the vacant lot. A draft agreement to license the property to OCD for its use was circulated to the Board for review. OCD would contract maintenance from the PHS which will require separate approval at a later date.
- D. Goldberg offered a motion to approve of the execution of an agreement substantially similar to the one circulated at the meeting. 2nd/ L. Addimando. All in favor, approved.
- Representatives for a development project proposed at 401 Race Street will informally present their plans to the Economic Development Committee directly after the Board meeting. Board members are encouraged to attend.

Board Development Report: P. Lavelle

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- P. Lavelle stated that issues related to board development were addressed in the Executive Director's report.

Old Business:

- The Olde Bar is pursuing an outdoor sidewalk café and is currently polling neighbors at the adjacent Moravian.

New Business: None.

Public Comment: J. Kalter suggested that OCD host the next public Parklet Meeting as soon as possible to ensure that neighbors have accurate information regarding the proposal.

Adjournment: Motion D. Goldberg. 2nd/D. Neff. All in Favor, approved. Meeting adjourned at 5:05 pm.

The next meeting will be held on Wednesday, May 20th, 2015, 4:00 pm, at 231 Market Street.