

Minutes of the Old City District Board of Directors Meeting

Wednesday, December 17th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Board: Harvey Spear, Patricia Lavelle, Peter C. Rothberg, Albert Taus, Carolyn Pfeiffer, Sheryl Bar, Sonia Silverstein, Joshua Grimes, Joe Ritchie, Luca Sena, Avram Hornik, Laurie Townsend-Rapp, Lynn Martin-Haskin, Dick Goldberg, Reginald Cummings

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

Absent: Daniel King, Christopher McGill, David Neff, Jafar Maleki

Guests: Mark Hayes, Janet Kalter

Call to Order: Chairman Harvey Spear called the meeting to order at 4:05 pm.

Minutes

November 2014 board meeting minutes were previously distributed via email.

- D. Goldberg offered a motion to approve. 2nd/ P. Rothberg. All in favor, approved.

Chairman's Report: Harvey Spear

- OCD will hold a meeting of bar & restaurant operators at 2nd Story brewing, date TBD.

Executive Director's Report: Job Itzkowitz

- J. Itzkowitz recently met with other BID directors at the Commerce Dept., Michael Carrol of Streets Dept., Kevin Moran of IDA, Christina Arlt of DVRPC, Midge McCauley of Downtown Works. Upcoming meeting with PHS & Mike Harris of SSHD.
- Also met with Ariel Ben-Amos of PWD regarding the Market Street crosswalks which could be addressed by PWD as a pilot program.
- The Strategic Marketing RFP has been issued and we have received 7 responses.
- The OCD bylaws were previously circulated along with a proposed amendment reducing the number of board meetings from 12 to 9 per year.

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- L. M. Haskin offered a motion to approve the proposed changes to the bylaws as circulated. 2nd/ S. Silverstein. All in favor, approved.
- The proposed 2015 Board Meeting schedule was previously circulated along with a proposal to move RCO Meeting times up to 5:15 from 5:30.
- P. Lavelle offered a motion to approve of the 2015 Meeting schedule and adjust the RCO meeting time as discussed. 2nd/ P. Rothberg. All in favor, approved.
- Some upcoming opportunities to be aware of moving forward are a visit from the Pope planned for Sept. 2015 and the potential DNC national convention (2016).

Treasurer's Report: J. Itzkowitz

Financial statements for October and November were presented and reviewed.

- J. Itzkowitz reported on YTD assessment collections for both 2014 and prior year assessments.
- OCD has received the 2014 OPA data and Brett is generating invoices for the 2015 assessment billing.
- S. Silverstein offered a motion to approve the Treasurer's Report. 2nd/ S. Bar. All in favor, approved.

Marketing Report: S. Bar

- OCD received 7 responses to the RFP issued for Strategic Marketing services. Of these there are 3-4 promising candidates who the Marketing Committee will interview.
- OCD purchased a holiday ad in VisitPhilly which will run starting tomorrow.
- On Saturday Dec. 20th & 27th, OCD will sponsor free hot cocoa and live street music in the district to support holiday shopping.
- S. Bar & B. Mapp attended a Craft Philadelphia meeting regarding their plans for a craft fair centered around the PMA modeled after Art Basel. They plan to base it in Old City the first year and OCD will support.
- The annual Community Report meeting will be held on Feb. 9th at the Arden at 7pm. S. Bar will reach out for volunteers shortly.
- Website has seen gains despite lack of major event to drive traffic, indicating that our dedicated base is growing steadily. Newsletter opens and Facebook

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engagement are up. Center City Restaurant Week was the highest driver of web traffic all year.

- The latest in the video series, "Stay", is being produced, with subsequent Discover and Arts & Design in planning stages.
- The first Old City Fest 2015 meeting has been held and planning is under way.

Clean & Safe Committee Report: H. Spear

- PTIs were filed for two new license holders, Philly Gourmet in the Bourse and the Irish Pol who are moving to 114 Market Street.
- OCD has reached an agreement with Blurr and they appear to be upholding their end of the deal. OCD has requested OPS to monitor compliance.
- A dispute between JJ Bootlegger and an upstairs neighbor has been settled with OCD mediating and the matter is resolved.
- The operators of Recess cancelled their scheduled meeting and have been unresponsive regarding rescheduling. OCD has reached out to the PPA (their landlord) to discuss next steps.
- Possible new license at 246 Market Street. Potential tenant is a family-run restaurant with two existing locations in Northeast Phila. They seem to be responsible operators but they would like to have a DJ and dancing on Friday and Saturday nights.
- OCD purchased additional uniforms for local PPD bike patrol officers.
- OCD received a noise complaint regarding Marmont (222 Market Street) and staff will follow up.
- An employee of Fork was assaulted by patrons attending a party at adjacent Fire & Ice. L&I is investigating and a police report has been filed.
- There will be large crowds and street closures on New Year's Eve due to the fireworks at Penn's Landing.

Economic Development Committee – D. Goldberg

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- The Master Planning RFP is still in process, has received input from DVRPC and will now focus on critical sites within the district. Hope to have firm selected and working by spring 2015.
- J. Schiavo contributed his expertise in sidewalk vaults to the Sidewalk Grant development. Committee seeks to offer pilot initially. A. Taus will add minimum spec to draft.

Board Development Report: P. Lavelle

- A Committee Meeting will be held on January 6th at 4:00pm to interview and select nominees from three candidates.
- The Committee will also discuss reappointments for current members whose terms are expiring as well as general Board Development matters including 2015 officer nominations and the composition of the Executive Committee.

Old Business: None.

New Business: There will be an RCO Meeting held directly after the OCCF Board Meeting at 5:30 pm to review a proposed development at 109 N. 2nd Street- The National.

Public Comment: None

Adjournment: Motion: J. Ritchie. 2nd/L. Townsend- Rapp. All in Favor, approved. Meeting adjourned at 4:38 pm.

The next meeting will be held on Wednesday, January 22nd, 2015, 4:00 pm, at 231 Market Street.