

Minutes of the Old City District Board of Directors Meeting

Wednesday, March 18th, 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, Avram Hornik, Laurie Townsend-Rapp, Lynn Martin-Haskin, Dick Goldberg, Reginald Cummings, Jafar Maleki, Daniel King, Christopher McGill, David Neff, Carolyn Pfeiffer, Leo Addimando
Staff: Job Itzkowitz, Brett T. Mapp,

Absent: Luca Sena

Guests: Joe Schiavo and Janet Kalter

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

Minutes

January 2015 board meeting minutes were previously distributed via email.

- Amended to reflect Pat offered a motion.
- D. Goldberg offered a motion to approve. 2nd/ D. Neff. All in favor, approved.

Chairman's Report:

- J. Ritchie welcome the board to the 2015 board year.
- J. Ritchie stated that the board has evolved in many ways since he first joined and with the right leadership and staff we need to start to think of bigger projects.
- J. Ritchie stated that OCD's goal in 2015 is to have a larger impact in the district.

Executive Director's Report: Job Itzkowitz

- J. Itzkowitz reported on YTD assessment collections for 2015, we have collected 453 out of 1082 payments for a total out of a goal of \$763,848 or 33%.
- J. Itzkowitz met with Jane Golden of Mural Arts about ghost signs.
- J. Itzkowitz met with Tom Corcoran of DRWC.
- J. Itzkowitz met with Frances Jones of SEPTA re: renovation of the 5th and Market Street El stop in 2016.

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- J. Itzkowitz met with Mayor's Office of Transportation and Utilities to discuss the 2 bike share locations in Old City and the possibility of a third location on the 200 block of Market St.
- New Openings: 500 Walnut Street Groundbreaking held at the NMAJH, The A-List boutique (200 block of Arch St., Choice Philadelphia (33 S 3rd St.)
- Presentation of 313 Race St. after the board meeting today.
- Annual Conflict of Interest Policy and Statement of Financial Interest forms were distributed to the Board for completion.
- OCD's annual Community Report Meeting was held on February 9th at 7pm. The turnout was lower than in previous years and may move the meeting to warmer weather.
- J. Itzkowitz asked for comments on not having a board meeting in February. The response was positive.

Treasurer's Report: C. McGill

- Financial statements for January and February 2015 were presented and reviewed.

Marketing Report: S. Bar

- The Annual Community Report was held on Monday, February 9th. S. Bar thanked all who attended and sponsored.
- S. Bar made a motion to sign a contract with Mighty Engine for a Strategic Marketing Plan 2nd/ L. Townsend-Rapp. All in favor, approved.
- The next installment of the video series *Stay* is done, to be followed by *Discover* and *Art & Design*.
- Marketing Committee placed an ad on a CTM map due to the expected increase in tourism related to the Pope's visit.
- S. Bar requested the board's help with soliciting sponsorship for Old City Fest. OCD does not have the \$23,000 from the City in 2015 and need help.
- The Design Showcase will open on the day of Fest and will be open during the week of Design Philadelphia and they will hold their closing event in the showcase and have an Art Crawl on Friday 10/16.
- OCD placed an ad in Amtrak magazine with the support of the Economic Development committee.

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- S. Bar made a motion to hire Access Philadelphia to be OCD's event planners for Old Fest with an option to renew next year 2nd/ L. Haskin. All in favor, approved.

Clean & Safe Committee Report: H. Spear

- Committee will meet quarterly.
- H. Spear provided information regarding the shooting incident.
- Bleu Martini is seeking a SAOL. Neighboring businesses have concerns about Bleu Martini and held a meeting with Capt. Korn. OCD will be holding another meeting when owner returns from Israel.
- J. Itzkowitz will reach out to Barra for meeting regarding nuisance behavior.
- PTI was filed for Philly Gourmet (The Bourse) awaiting signed CLA from the attorney.
- PTI for the Irish Pol (114 Market Street) was rejected for lack of standing, but attorney expects to have a draft agreement for OCD by end of week.
- J. Itzkowitz is negotiating terms for Haru CLA; should be signed this week.
- PTI filed against 52 Bistro (52 S. 2nd St., former Glam); awaiting email from owner.
- J. Itzkowitz met with the manager of Recess to discuss issues. A follow-up meeting with the NPS, PPD, OPS and Thomas Bond House is scheduled for 3/20.
- There was a Nuisance Task Force meeting on March 4th.
- George Farrell has replaced Bob Theil at the State Senator's office.
- There will be a meeting of the Old City Bar & Restaurant Owners group, date TBD.

Economic Development Committee – D. Goldberg

- The Sidewalk Grant program was sent in the board package for review. Granite sidewalks will be excluded per the Phila. Historical Commission and Market Street will be excluded as well.
- D. Goldberg offered a motion to approve. 2nd/ P. Lavelle. All in favor, approved.
- Tree planting meeting was held and we are awaiting a new quote to plant 21 trees in 2015.
- The committee has been in discussion to host a parklet in front of the Center for Art in Wood and a public meeting will be held on 3/19/15.

Minutes prepared by J. Itzkowitz & B. Mapp

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- Master Plan RFP was issued and J. Ritchie, D. Goldberg and staff interviewed four firms. Two firms will be called back for a second interview with the full Economic Development Committee and as many board members as possible.
- Broker Breakfast event, P. Rothberg suggested a Broker Happy Hour to be held at The Olde Bar; date and time TBD.
- High Street on Market would like to host a small Farmer's Market on Saturdays and is looking for a letter of support from the Old City District. D. Goldberg offered a motion to approve. 2nd/ P. Lavelle. All in favor, approved.

Board Development Report: P. Lavelle

- J. Itzkowitz reminded board members to complete Conflict of Interests and Statement of Financial Interests forms.
- The committee will have meeting shortly to discuss succession plans.

Old Business: None.

New Business: None.

Public Comment: None

Adjournment: Motion: D. Goldberg. 2nd/D. Neff. All in Favor, approved. Meeting adjourned at 5:08 pm.

The next meeting will be held on Wednesday, April 15th, 2015, 4:00 pm, at 231 Market Street.