

# Minutes of the Old City District Board of Directors Meeting

Wednesday, November 19th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

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

Park Service Liaison: Jane Cowley

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

**Absent:** Luca Sena, Daniel King

**Guests:** Mark Hayes, Joe Schiavo, Tim Snowden, Eric Staley

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

## **Minutes**

October 2014 board meeting minutes were previously distributed via email.

- L. Martin-Haskin offered a motion to approve as amended to correct the spelling of her name, 2<sup>nd</sup>/ D. Goldberg. All in favor, approved.

**Chairman's Report:** Harvey Spear

- J. Itzkowitz has assumed much responsibility and is working closely with the Executive Committee and Committee Chairs.

**Executive Director's Report:** Job Itzkowitz

- J. Itzkowitz reported on YTD assessment collections for both 2014 and prior year assessments.
- J. Itzkowitz recently met with representatives of Comcast, Drexel's culinary program, Art Fronts, and the Commerce Dept. There is an upcoming meeting scheduled with Michael Carroll of the Streets Dept.
- OCD staff helped Young Involved Philadelphia (YIP) locate a venue for an event in Old City and they expressed interest in hosting future events here.

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- New Business Openings- Momo's Tree House, 2<sup>nd</sup> Story Brewing, My Little Redemption and Penzey's Spices
- Proposed 2015 Budgets were circulated for Board review in anticipation of a vote at the December Board meeting
- J. Itzkowitz has been working to determine Board member term expiration dates.
- Two strategic planning initiatives in Marketing and Economic Development. Marketing RFP will be issued this week and Economic Development RFP will follow.
- P. Rothberg will circulate the proposed changes to the by-laws reducing the Board Meeting schedule from monthly to 9 meetings per year in anticipation of a vote in December.

## **Treasurer's Report:** C. McGill

Financial statements for August and September were presented and reviewed.

- YTD collections are doing well in current and prior year receivables.
- J. Itzkowitz and committee chairs worked hard to put together proposed committee budgets, expediting process of compiling proposed 2015 budget.

## **Marketing Report:** S. Bar

- Two RFPs will be issued- Strategic Marketing Plan and Old City Fest 2015 event coordinators.
- OCD is placing a holiday ad in Visit Philly on behalf of Old City businesses. J. Itzkowitz is coordinating.
- OCD is participating in Amex Small Business Saturday and is offering two Uber promotions for shoppers.
- 2014-2015 Guide to Old City brochure is being distributed and is now financial self-sustaining.
- Committee is planning Spring 2015 events and will establish a yearly events calendar starting with 2015
- Old City Fest 2014 netted a profit of approximately \$10k (pending City invoices & grant money).
- S. Bar and B. Mapp attended a meeting of crafts vendors who want to create a Phila version of Art Basel during the Phila Museum of Art craft show.

Minutes prepared by J. Itzkowitz & G. Diehl

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- OCD's annual community report meeting is usually held in February and could stand in place of the regular Board Meeting.

## **Clean & Safe Committee Report:** H. Spear

- OCD filed a PTI for Philly's Gourmet and their lawyer has no objections
- There is a potential agreement pending with Blurr, who's LIRB meeting is next week
- The owner of JJ Bootlegger's met with a neighbor who previously had concerns / issues; meeting facilitated by J. Itzkowitz
- OCD will hold a meeting of bar & restaurant operators in the 2<sup>nd</sup> week of December which will include members of the PPD & L&I.
- J. Itzkowitz reached out to the owner of Recess to discuss issues and got no response.
- The Radio Program Guidelines have been updated to include the Old City District subsidy (half of the cost of new radios) and have been distributed to three new participants.
- OCD has agreed to a request from the PPD to purchase uniforms for two new bike patrol officers in the District.
- The Committee is planning on purchasing additional Big Belly units, is seeking location suggestions from Board members.

## **Economic Development Committee** – D. Goldberg

- The RFP for an Old City Master Plan is being edited after feedback from several planning firms, reducing the timeline and narrowing the focus.
- Sidewalk Replacement Grant is still being refined- vaulted sidewalks could make the program cost-prohibitive so a survey of sidewalk vaults is necessary to determine feasibility.
- S. Silverstein and D. Goldberg have been working to build relationship with McCall School, and the Committee is seeking additional small-to-mid scale projects to pursue.

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- D. Goldberg met w/ S. Bar to discuss closer partnership between Marketing & ED Committees.

## **Board Development Report:** P. Lavelle

- P. Lavelle offered a motion to reinstate D. Goldberg to the Old City District Board of Directors. 2<sup>nd</sup>/ L. Martin-Haskin. All in favor, approved.
- P. Lavelle offered a motion to reinstate J. Maleki to the Old City District Board of Directors. 2<sup>nd</sup>/ D. Goldberg. All in favor, approved.
- J. Itzkowitz worked hard to resolve the difficult board terms issue and is working towards a proposal for the next Executive Committee meeting.

**Old Business:** None.

**New Business:** D. Goldberg asked that any Board members who are available stay for an RCO review of 116 Market Street, to directly follow the Board Meeting at 5:30 pm.

**Public Comment:** None

**Adjournment:** Motion: D. Goldberg. 2<sup>nd</sup>/ C. McGill. All in Favor, approved. Meeting adjourned at 4:38 pm.

**The next meeting will be held on Wednesday, December 17<sup>th</sup> 2014, 4:00 pm, at 231 Market Street.**