

Minutes of the Old City District Board of Directors Meeting

Wednesday, January 18, 2012 4:00 pm
231 Market Street, Philadelphia, PA

In Attendance: Sheryl Bar, Jane Cowley, Lynn Martin Haskin, Avram Hornik, Christopher Laufer, Michael Mattioni, Christopher McGill, David Neff, Carolyn Pfeiffer, Joseph Ritchie, Peter Rothberg, Luca Sena, Harvey Spear, Councilman Mark Squilla, Albert Taus, Laurie Townsend-Rapp, Ellen Yin.
Graham Copeland (Executive Director), Brett Mapp (Operations Director), Greg Diehl (Economic Development Coordinator).

Absent: Pat Lavelle

Guests: Alex Hillman, Janet Kalter, Joe Schiavo, Charlie Vaturi, Deborah Vaturi.

Call to Order: Michael Mattioni called the meeting to order.

Minutes: – Minutes for the December 2011 meeting were previously circulated to board members via email. Motion to approve: J. Ritchie 2nd/P Rothberg. All in favor; approved.

Chairman's Annual Report: M. Mattioni.

Michael thanked the board for his tenure and service, and acknowledged the efforts of the Executive Committee, Committee Chairs and all board members. Organizational highlights for 2012 include:

- **Old City District office move** - the new leased facilities at 231 Market Street afford the organization a more visible role in the community, in support of our strategic plan objectives.
- **Street cleaning contract** - the review and competitive rebidding of our largest contract resulted in a cost savings of over 40%, while maintaining a high level of service.
- **Public safety initiatives** - savings from the cleaning contract enabled the district to add new services by hiring Prodigal Private Security to conduct a walking patrol on weekend evenings, and to invest in a radio communications network, in coordination with twenty participating local establishments. The District also successfully advocated for additional police services, resulting in the assignment of four new full-time officers to a walking beat in Old City.
- **Economic development** - activity for the year includes participation with the Storefront Improvement Program through the City Commerce Department, and with the International Council of Shopping Centers conference.
- **Marketing** - initiatives include a successful brochure publication promoting the assets of Old City to Philadelphia residents and visitors.

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- **Streetscape improvements** - changes in 2011 include the installation of new holiday lights on Market Street, a new maintenance contract for the pedestrian light poles on Market Street and the commitment of funds from the City for the installation of new pedestrian lights on N. 3rd Street.

Councilman's Report: M. Squilla

Councilman Squilla acknowledged the effort to gain four new police officers and noted that their presence has been well-received. He is working in support of OCD's present effort to locate a new taxi stand on Market Street. Reward offers have been made by the City of Philadelphia and the Fraternal Order of Police, for information leading to the arrest of those responsible for the recent homicide of Kevin Kless.

Executive Director's Report: G. Copeland

- **Police Welcome Meeting** - this event was held on Jan 17 for OCD and businesses to meet the four new officers. They are assigned for full-time, permanent positions, on a "walking beat" duty, scheduled for 7:00 pm - 3:00 am shifts, every Tuesday - Sunday. Attending the event were the four officers, Police Commissioner Ramsey, Dep. Commissioner Bethel, Capt. Korn, Sgt. Brennan, Councilman Squilla and many OCD board members. The event was planned before the fatal incident of last weekend, which became the primary topic of the meeting.
- **Assessment Billing** - this year's billing was done after an accounting system changeover from FileMaker to QuickBooks, which went smoothly. Billing formats were redone, (the new system now enables a summary of past-due amounts from previous years), the first billing is now complete, on schedule, and the staff is servicing inquiries from rate payers.
- **Assessment Collection** - an analysis of the top 20 delinquent accounts was prepared by B. Mapp and reviewed by the Exec. Committee. Liens have previously been filed on all of these accounts. In a final effort to collect directly, we are sending a notice letter, followed by calls, in some cases by board member who know the parties. This will be followed by our sending the accounts to a collection agent/lawyer Lee Herman. He did this successfully for South Street Headhouse District and charges a fee of 18%.
- **Market Street Pedestrian Lighting** - two more lantern fixtures blew down in a recent windstorm; rather than replacing or repairing them, we are first investigating the safety issues and inquiring about the fabrication/assembly installation from a preventive perspective.

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- **Graffiti Removal** - G. Diehl and B. Mapp are working with City of Philadelphia and property owners to identify upper floor graffiti, and use both city services and LRC for removal; power-washing graffiti is seasonal, and paint-over is year-round.
- **Big Belly Cans** - staff is working with OCCA to identify trash hotspot locations and lobby the city for additional units.

Board Development: M. Mattioni

- Motion by M. Mattioni to reinstate Pat Lavelle and Michael Mattioni for new terms, which will terminate after the 10th consecutive year of service. 2nd/L Haskin. All in favor, approved.
- Motion by M. Mattioni to reinstate Christopher Laufer for the continuation of his current board term after three absences, per OCD bylaws 2nd/H. Spear. All in favor, approved.
- Motion by M. Mattioni to propose a ballot for 2012 Old City District board officer elections, for one-year terms:
 - Chair: Joseph Ritchie
 - Vice-Chair: Lynn Martin Haskin, Harvey Spear
 - Treasurer: Christopher McGill
 - Secretary: Pat Lavelle, David Neff

2nd/A Hornik. All in favor, motion to accept this ballot approved.

- Josh Grimes administered the election and announced the results. Serving one-year terms, the newly-elected board officers are:
 - Chair: Joseph Ritchie
 - Vice-Chair: Harvey Spear
 - Treasurer: Christopher McGill
 - Secretary: David Neff

M. Mattioni turned the meeting over to J. Ritchie as new board chair, and thanked the board and outgoing Executive Committee for their service.

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- Motion by H. Spear to appoint two additional non-officer members to the Executive Committee, at the present time, by vote of the board. 2nd/D. Neff. In favor: S. Bar, A. Hornik, C. Laufer, C. McGill, D. Neff, J. Ritchie, P. Rothberg, L. Sena, H. Spear, A. Taus, L. Townsend-Rapp. Opposed: L. Martin Haskin, M. Mattioni, C. Pfeiffer, E. Yin. Motion approved.
 - Nominations: Lynn Martin Haskin, Pat Lavelle, Peter Rothberg, Sheryl Bar.
 - By popular vote of board members, Pat Lavelle and Peter Rothberg were appointed as non-officer members of the Executive Committee for one-year terms.

Committee Reports:

- **Marketing: S. Bar**
 - Branding project - the joint effort of the Marketing and Economic Development Committees has resulted in the issuance of a Request For Proposals to ten prospective bidders. Responses are due on January 20.
- **Clean & Safe: H. Spear**
 - New police officer welcome - a successful meeting was held last Tuesday, January 17; the event was well-attended by police management and business operators.
 - New taxi zone proposal - further activity is taking place for the creation of a zone on Market Street.
 - Reward for information leading to the arrest of perpetrators in the Kevin Kless homicide - H. Spear organized several board members to make pledges totaling \$12,000 as contribution towards the existing reward offer, and made an appeal for additional donations. Charlie Vaturi pledged \$1,000. Funds will be received and disbursed by Old City Community Fund.
 - Motion by H. Spear for OCD to contribute \$5,000 to the existing reward offer, to be administered by the Citizens' Crime Commission. 2nd/D. Neff. All in favor, approved.
 - D. Neff suggested a press conference with the Mayor's office and Police Commissioner regarding new the police presence in Old City, and offered to donate the professional services of Neff & Assoc.
- **Economic Development: J. Ritchie**
 - Broker's Breakfast - the event will focus commercial real estate brokers on Old City assets and opportunities, tentatively scheduled for April 4.

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Mayor Nutter will be invited to support a walking tour of properties in the neighborhood.

Business outreach campaign - plans are being made for a day that board members would visit with local business operators, to introduce OCD/board members and listen to their needs, interests and concerns.

Treasurer's Report: C. McGill

- 2012 budget - An updated version of the proposed 2012 budget was presented and reviewed.
 - E. Yin requested an additional \$5,000 be added to the Marketing Committee budget for discretionary projects.
 - Motion by E. Yin to extend budget review and approval to the February board meeting. 2nd/ M. Mattioni. All in favor, approved.
 - Motion by P. Rothberg to amend budget, adding a one-time line item to fund the donation of \$5,000 towards the aforementioned reward for information leading to the arrest of perpetrators in the recent homicide. 2nd/L. Haskin. All in favor, approved.
- December 2011 financials - statements were distributed and reviewed. 2011 revenues were at budget. Expenses reflected savings from contract rebidding.
 - C. Laufer requested a report formatting change to show separation of security and cleaning vendor expenses, not as currently aggregated.

New Business: none

Old Business: none

Public Comment: Charlie Vaturi favors an increase in the OCD assessment.

Adjournment: D. Neff motioned to adjourn the meeting/2nd P. Rothberg. All in favor, approved. The meeting adjourned at 5:15 pm.

The next meeting will be held on Wed. February 15, 4:00 pm, at 231 Market Street.