

Minutes of the Old City District Board of Directors Meeting

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

In Attendance: Sheryl Bar, Ryan Berley (OCCA), Jane Cowley (NPS), Lynn Martin Haskin, Avram Hornik, Pat Lavelle, Christopher McGill, David Neff, Carolyn Pfeiffer, Joseph Ritchie, Peter Rothberg, Luca Sena, Harvey Spear, Albert Taus, Laurie Townsend-Rapp, Ellen Yin. Graham Copeland (Executive Director), Greg Diehl (Economic Development Coordinator), Josh Grimes (Counsel), Brett Mapp (Operations Director)

Absent: Christopher Laufer, Michael Mattioni,

Guests: Janet Kalter, Joe Schiavo, Arthur Meckler

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

Minutes:

Minutes for the June 2012 meeting were previously circulated to board members via email. Motion by P. Lavelle to accept the minutes, 2nd/S. Bar. All in favor, approved.

Chairman's Report: J. Ritchie

- 5-year plan & budget - a subgroup of the Executive Committee is working through the process; there is an information-gathering meeting scheduled for July 19 with Paul Levy of the Center City District, which is currently going through this process. Next steps: prepare plan & budget, schedule a review with full board, with a goal of completing the process this year.
- Marketing kudos - J. Ritchie recognized S. Bar and the Marketing Committee on their efforts over the years, through the process to develop the branding and brochure projects.
- Board nominations - there are two candidates for vacant board seats to recommend.

Executive Director's Report: G. Copeland

- Assessment Income YTD
 - Current-year income at \$675,190.82 - annual budgeted goal reached
 - Total income budget for 2012 (including past-year collections) was \$734,700 and YTD income = \$741,125.
 - Expenses YTD are at 43% of budget, in part due to deferred spending on certain projects based on earlier uncertainty around pending assessment appeals.
- Economic Development
 - Storefront improvement program - Commerce Dept. has approved our application and staff is working with the pre-screened businesses.
 - Old City tech firms' articles in the Inquirer/Philly.com were issued, and have received good buzz.

Minutes of the Old City District Board of Directors Meeting

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

- Streetscape
 - Meeting with National Park Service - Jane Cowley, BJ Dunn, Dep. Superintendent & Steve Sims, Chief, Division of Asset Preservation and Maintenance lighting, sidewalks, bike racks
 - Tree inventory - work has begun; data cooperation between vendor Fine Garden Creations and PA Horticultural Society
 - Tree planting via Phila Parks & Rec - proceeding with a fall planting schedule
 - N. 3rd St. Street lighting - project timing is completion by September or sooner.
 - S. 3rd St. utility construction - the project is now in the phase controlled by PWD.
 - Street closures - 8 week duration, starting now. 3rd Street between Chestnut and Market will be closed to traffic during construction working hours: 7 a.m. to 7 p.m., Monday through Friday, until work is completed.
 - Static signage has been set up, stating that business is open, plus an LED sign with programmable messages.
 - A dedicated PWD inspector will be on site, each day, with flag men stationed at each side of the street to manage traffic and deliveries.
 - PWD project website with updates: www.phillywatersheds.org/alerts.

Treasurer's Report: C. McGill

- OCD financial statement review - YTD collections are on pace and YTD expenses are running below budget.
- R. Berley inquired about the budgeted expense for the acquisition of additional Big Belly trash units.
 - The board clarified an earlier Executive Committee decision to postpone certain expenses, with the decision to now move forward with the purchase of Big Belly units, per the original 2012 budget allocation.
- Repayment agreement with John Kontra - Motion by P. Rothberg for the board to agree to the terms proposed for the repayment of past-due assessments for 301 Chestnut Street and to not accept the terms proposed for 12 - 16 S. Letitia Street. 2nd/S. Bar. All in favor, approved.

Committee Reports:

- **Marketing:** S. Bar
 - eNewsletter - a publication will be produced and distributed by on a regular monthly schedule, with content provided by contributors including First Friday gallery openings, events, business promotions, etc.
 - Promotional brochure - the 2012/2013 edition is now underway, with sponsorships and advertising commitments already coming in.
 - Branding project - S. Bar presented the final version of the creative work developed by Mighty Engine, introduced the "Independent By Design" slogan and showed samples of the creative design, including street banners, window stickers

Minutes of the Old City District Board of Directors Meeting

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

and the brochure. Different elements of the creative work, the campaign and the launch plan were discussed. This is to be an ongoing, multi-year campaign which will inform future marketing projects.

- **Clean & Safe:** H. Spear
 - Supplemental security - the committee continues to be pleased with the efforts of Prodigal Private Security. Additional staffing was recently added for an event at Penn's Landing, and no incidents were reported.
 - Old City Nuisance Task Force - a meeting is scheduled for Thursday, July 19.
 - Ben Franklin Beer Distributor, 27 S. 2nd St. - the committee agreed to remove OCD's Petition to Intervene, based on the terms of the recently-executed Conditional License Agreement and the provisos that the Zoning Board of Appeals granted at OCD's request.
 - Radio Communications Program - there are ongoing outreach efforts to recruit additional establishments to participate in the program.

- **Economic Development:** no report.

- **Board Development:** P. Lavelle
 - The committee has met twice since the last board meeting, and plans to meet again on Aug. 9 at 3:00 pm.
 - There are two board member nominations at this time: Nick Gregory Hotel Monaco/Kimpton Hotels and Jafar Maleki of Old City Yogurt.
 - Board nomination process: P. Lavelle reviewed the steps - an individual is recommended for board membership with consideration for their possible contribution including skill sets relative to board needs; the prospect receives background documents to review and then meets one-on-one with P. Lavelle; the Board Development Committee then interviews the prospect, and makes recommendations to the board for nomination. The board then nominates the candidates to the Mayor and City Council for final approval.
 - P. Lavelle moved to approve by acclamation the nominations of Nick Gregory and Jafar Maleki for board positions. 2nd/A. Hornik. All in favor, approved.

Old Business:

- G. Copeland asked for clarification on spending of previously budgeted items relative to the Executive Committee's earlier recommendation to defer spending on certain items in the 2012 budget; the board clarified that there are no further recommended limits on any previously-budgeted items.
- Blighted properties: L. Haskin asked about the city's ordinance for window replacement; staff will update the list of blighted properties, compare to the city's list of previously-notified properties, and develop soft notification letter to blighted property owners.

Minutes of the Old City District Board of Directors Meeting

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

New Business: none

Public Comment: J. Kalter suggested that OCD consider recycling units as lower-cost alternative to Big Belly trash units.

Adjournment: P. Lavelle motioned to adjourn the meeting/2nd D. Neff. All in favor, approved. The meeting adjourned at 5:12 pm.

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