

Minutes of the Old City District Board of Directors Meeting

Wednesday, March 15th, 2017 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Peter Rothberg, Dick Goldberg, Pat Lavelle, Lynn Haskin, Laurie Townsend-Rapp, David Neff, Albert Taus, Luca Sena, Mary Hummel, Patrick Shillenn, Danielle DelRe, Josh Grimes (counsel)

Staff: Job Itzkowitz, Brett Mapp, Gabriella Sacidor, Kate McGlinchey

Absent: Christopher McGill, Leo Addimando, Reginald Cummings, Sonia Silverstein, Joe Ritchie, Tim Snowden, Sheryl Bar, Harvey Spear

Guests: Joe Schiavo, Janet Kalter, Pete Rathbun, Paula (last name not obtained)

Call to Order: P. Rothberg called the meeting to order at 4:03pm.

Minutes:

- January 2017 board meeting minutes were previously distributed via email.
- P. Lavelle made a Motion to approve the January 2017 minutes. 2nd/ D. Neff. All in favor; approved.

Chairman's Report: P. Rothberg

- No report.

Executive Director's Report: J. Itzkowitz

- OCCF was awarded the CDC tax credit in a lottery through the Philadelphia Revenue Department and is waiting on the signed agreement from its business partner.
- Discovery regarding the slip and fall litigation is ongoing.
- J. Itzkowitz and K. McGlinchey attended Philadelphia Small Streets Society meeting on behalf of OCD to discuss funding prioritization for repair of historic streets.
- J. Itzkowitz attended the Greater Mall Partners meeting
- Staff met with Arch Street Meeting House regarding First Friday vendors for the upcoming months.
- J. Itzkowitz, B. Mapp, and G. Sacidor met with a lighting company to discuss lighting projects for the upcoming year in the District.
- J. Itzkowitz participated in a meeting regarding Foglietta Plaza.

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- Press information: J. Itzkowitz is participating in an interview with a Temple University journalism class that is doing a project on Old City District, and gave an interview with a real estate blog. The Philadelphia Business Journal did an article on the sports bar opening at 312 Market Street. The I-95 cap park announcement by the Mayor has generated significant press.
- Staff updates: B. Mapp continues work on assessment collection and follow-up; G. Sacidor created and circulated the 2017 marketing calendar, and has been running the Old City Brunch promotion; K. McGlinchey submitted the CDC tax credit application and is working on CDC research and additional grant applications, and has been staffing the Market Street Transformation Study meetings.
- Administrative: Systems transitions (payroll, 401k) are complete, office renovations are also complete.
- New openings: Lokal Hotel, Barnet Fair Salon, Fezziwig's, OCF Coffee, and a new Lema showroom have all opened on N. 3rd Street. A new sports bar/Ethiopian restaurant is opening at 312 Market Street. Gallery 51 and 12 Gates have separated into two locations.
- Next Board of Directors meeting is Wednesday, April 19th at 4pm.

Treasurer's Report: J. Itzkowitz

- J. Itzkowitz provided an overview of OCD's finances for January and February.

Committee Reports

Marketing: G. Sacidor

- The Annual Meeting & Community Report will be on April 24th from 6-8pm at Arch Enemy Arts.
- Old City Eats registration is underway, Eats will kick off with a June 15th block party. A beer distributor has offered to sponsor Eats.
- Old City Fest planning has begun. A local TV station has offered to be a media sponsor. OCD is working with Design Philly on art gallery involvement.
- OCD will be sponsoring the Christ Church Farmers Market again this year.
- OCD is working on a summer concierge event with Where Magazine, tentatively for June 14th.

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- OCD is currently running two media/web initiatives – Old City Brunch and #myoldcity.

Clean and Safe: D. Neff

- The OCD RCO opposed 108 Chestnut (Mint Green)'s request for special exception approval for a nightclub (hookah lounge). The applicant later withdrew its zoning application.
- C. McGill, J. Itzkowitz, and K. McGlinchey met with Gaslight and negotiated an updated CLA, it is currently waiting on PLCB approval.
- 312 Market entered into a Community Benefits Agreement.
- OPS will be working two hours earlier this weekend to cover a St. Patrick's Day bar crawl.

Economic Development: D. Goldberg

- OCCF received a letter from the City confirming that it will receive the CDC tax credit.
- Staff is working on a second memo for the April Economic Development meeting that will look more closely at procedure for OCCF becoming a CDC.
- The Market Street Traffic Study Review Committee held its second meeting with one more to follow. NV5 presented proposals for Market Street.
- J. Itzkowitz and K. McGlinchey met with Old City Green, Fine Garden, and the City arborist to organize tree removals/plantings/maintenance for 2017.
- At the suggestion of Senator Farnese's office, OCD submitted a grant application for Keystone Communities funding to pay for the redesign of Christ Church Park. Additionally, OCD is getting quotes from the City's Streets Department for pedestrian lighting along several streets, and plans to request state funding from Representative O'Brien's office for this.
- K. McGlinchey and J. Itzkowitz are doing a final round of edits on the Design Guide.
- J. Itzkowitz is interested in having a parking study done to determine current availability and is awaiting a proposal from Econsult.
- The Committee decided to move the annual Broker Happy Hour to the fall, and will consider a new format.
- OCD is working with the developer of The National regarding Flagpole Park to consider the future of the park, and is helping locate funding opportunities for the park.

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- The Parks Department installed bollards and signage in the lot behind 399 Market to prevent cars from parking on the lot. OCD is looking into funding opportunities to improve the space.
- The Committee heard a presentation about a Parking Tax Reduction Initiative from the Philadelphia Parking Association.

Board Development: P. Lavelle

- J. Itzkowitz reported that resolutions for new and renewing board members have been introduced in City Council and are awaiting a hearing.
- P. Lavelle hopes to get the next board slate up earlier than December to allow more time for the process.

Old Business: None.

New Business:

- J. Itzkowitz reported that there have been several overnight burglaries in Old City District recently. They are not believed to be connected, but OCD has sent out a reminder email about the City's security camera grant program and is encouraging businesses to ensure they have working cameras installed.

Public Comment:

- J. Kalter reported that the police caught the individual responsible for the Bleu Martini homicide last year.

Adjournment: D. Neff moved to adjourn the meeting. 2nd/M. Hummel. All in favor, approved. The meeting adjourned at 4:49pm.

The next meeting will be held on Wednesday, April 19th at 4pm., at 231 Market Street.