

Minutes of the Old City District Board of Directors Meeting

Wednesday, October 21, 2020 4:00 pm

Via Zoom

In Attendance: Dick Goldberg, Ashley Peel, Jennifer Nagle, Lynn Haskin, Donn Clendenon, Jonathan Dubrow, Betsy Oliphant Ross, Valerie Lyons, Patrick Shillenn, Kathryn Bittner, Timothy Snowden, Adam Teterus, Josh Grimes (counsel)

Absent: Carlo Sena, Donal McCoy, Danielle DelRe, Gosia Primavera

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

Guests: Melea Solheim, Steve Hillard, Leslie Obleschuk

Call to Order: J. Nagle called the meeting to order at 4:02pm

Administrative Note:

- Due to the COVID-19 crisis, the Board meeting is being held virtually via Zoom. J. Itzkowitz advised that the meeting would be recorded and posted to the OCD website.

Minutes:

- The previous meeting's board meeting minutes were distributed via email.
- L. Haskin made a motion to approve the previous meeting's minutes. 2nd/D. Goldberg. All in favor; approved.

Chair's Report: J. Nagle

- J. Nagle welcomed Streetplus for a presentation.

Special Business

- Steve Hillard and Melea Solheim of Streetplus gave a presentation on their company's services and operations.

Executive Director's Report: J. Itzkowitz

- Meetings:
 - The Philadelphia BID Alliance continues regular meetings.
 - J. Itzkowitz participated in a wayfinding focus group for SEPTA.
 - J. Itzkowitz & K. McGlinchey participated in a DVRPC steering committee meeting for the Benjamin Franklin Bridge Eastbound Access project.
 - All staff participated in the International Downtown Association remote conference.
- Staff updates:
 - B. Mapp received the OPA 2021 data and is preparing follow up to late letters in November.

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- G. Sacidor has started working on the holidays, and is working on buying radio ads with the remaining PWD grant funds.
- K. McGlinchey completed the winter outdoor dining memo and the updated storefront inventory.
- New businesses:
 - The Original Hot Dog Factory opened at the Bourse.
- Other news: The Commonwealth Court overturned the Orphan's Court decision on The Painted Bride building.
- Upcoming dates:
 - The next Board of Directors meeting is November 18, 2020 at 4pm.
- Budget:
 - J. Itzkowitz presented the proposed 2021 OCD budget, which will be approved at the November meeting.
 - J. Itzkowitz proposed approving the typical budget at 90% of collections, but proposed that OCD will operate at an 80% budget until it achieves 85% of its budgeted goal.

Treasurer's Report: T. Snowden

- T. Snowden provided an overview of OCD's finances and assessment collection.

Committee Reports

Marketing: P. Shillenn

- OCD is working with 6ABC to secure sponsorships to support holiday promotions and the outdoor dining room.
- OCD signed a contract with an agency for the OCD website redesign, with a start date of November 1st.
- The committee is planning holiday programming, including a tree lighting and menorah lighting that will be broadcast instead of held in-person.
- 2021 is the 30th anniversary of First Friday. OCD will host a call with local galleries to plan how best to promote this.
- The committee is talking to several groups to activate vacant storefront windows, and received a pitch from the Philadelphia Design District to start a pilot program.

Clean and Safe: T. Snowden

- The committee is finalizing discussions with Streetplus.

Economic Development: D. Goldberg

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- The city released guidelines for winter outdoor dining. OCD is working with the businesses and Access Philadelphia on continuing the 2nd Street dining room through the coming weeks, and is working with 6ABC to secure sponsorship.
- Staff completed an update of the storefront inventory, which looks at occupancy, vacancy, and usage of storefront properties in Old City. Between fall 2019 and fall 2020, the neighborhood's vacancy rate rose from 12.32% to 18.42%. While the committee is exploring long-term options to address vacancy, the Marketing Committee is working on curating art installations for vacant storefronts.
- OCD sent a newsletter to the commercial real estate community, which provided an overview of OCD's efforts to help businesses and invited the brokers to work with OCD to address vacancy.
- OCD is working with Old City Green & the Department of Public Property to create a management agreement for Firehouse Park.
- P. Shillenn spoke with the artist who created the Tamanend statue and received approval for OCD's proposal to relocate it one block to 2nd & Market. J. Itzkowitz is speaking with Monument Lab about potential paths forward.

Board Development: A. Teterus

- A. Teterus and J. Itzkowitz are speaking with the African-American Chamber of Commerce about a potential leadership exchange.

Old Business: None

New Business: None

Public Comment: None

Adjournment:

- D. Goldberg moved to adjourn the meeting. 2nd/A. Teterus. All in favor; approved. The meeting adjourned at 5:03pm.

The next meeting will be held Wednesday, November 18, 2020 at 4:00pm, via Zoom.