

# Minutes of the Old City District Board of Directors Meeting

Wednesday, September 19, 2012 4:00 pm

231 Market Street, Philadelphia, PA

**In Attendance:** Sheryl Bar, Lynn Martin Haskin, Avram Hornik, Pat Lavelle, Jafar Maleki, Christopher McGill, Carolyn Pfeiffer, Joseph Ritchie, Peter Rothberg, Luca Sena, Joe Schiavo (OCCA), Harvey Spear, Laurie Townsend-Rapp.

Graham Copeland (Executive Director), Greg Diehl (Economic Development Coordinator), Brett Mapp (Operations Director)

**Absent:** Jane Cowley (NPS), Christopher Laufer, David Neff, Albert Taus, Ellen Yin.

**Guests:** Robert Bierman, Janet Kalter

**Call to Order:** Chairman Joe Ritchie called the meeting to order at 4:07.

## **Minutes:**

Minutes for the August 2012 meeting were previously circulated to board members via email. Motion by L. Haskin to accept the minutes, 2<sup>nd</sup>/P. Rothberg. All in favor, approved.

## **Chairman's Report:** J. Ritchie

- Nick Gregory and Jafar Maleki were welcomed to the OCD Board. Nick is the General Manager of the new Hotel Monaco in the historic Lafayette Building at 5<sup>th</sup> & Chestnut Streets. Jafar is the owner of Old City Yogurt.
- Committee assignments - there has been a decline in attendance at the committee meetings. Board members were asked to redouble their commitment to attend the meetings and participate.

## **Executive Director's Report:** G. Copeland

- 5-yr plan & budget - process and schedule under development; Committee chairs should draft committee budgets.
- Branding/brochure project - combined with OCD office move to Market St. has elevated OCD's visibility, status and recognition in the business community. G. Copeland presented the new brand to Greater Philadelphia Tourism & Marketing Corporation and Phila. Convention & Visitors Bureau staff meetings.
- 3<sup>rd</sup> St. Lighting - project is on schedule and completion expected at the end of September. We are considering a lighting turn-on ceremony with Center City District, Councilman Squilla and other elected officials.
- Streets repaving program - PennDOT has done Market, Chestnut, Walnut Streets, while the city has paved 2<sup>nd</sup> and 3<sup>rd</sup>, north of Market. Letitia & Bank were added at the request

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of OCD staff. 4<sup>th</sup> St. north of Market is in process. Strawberry Street is to be paved next year, at the request of Old City District staff.

- Tree inventory - Fine Garden Creations completed the inventory; next steps: to review with vendor, then request quotes for a tree maintenance contract.
- Tree planting - Phila Parks & Recreation postponed their Old City planting from Spring to Fall, and now is scheduled for Oct 15 - Dec 15, weather permitting.
- Delinquent Accounts - Lee Herman's office has requested, ordered & received all tax judgment and lien abstracts from title co. Complaints are now being prepared, to file next week. He expects begin serving notice w/in two weeks.
- Tech Firms - Old City continues to receive positive media coverage; the latest article in Phila Business Journal, covering local tech firm Untra, spurred by OCD staff introduction. Additional activity: meetings with Phila. Convention & Visitors Bureau, Mayor's office, Select Greater Phila, Commerce Department, PIDC and Phila Startup Leaders.
- Greater Mall Partners - G. Copeland met today with all of the stakeholders including IVC, NPS, GPTMC, hotels and museum. Goal is to build positive partnerships and foster communications.

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

- Nothing extraordinary to report. Collections have slowed but are still ahead of prior years' experience. Expenses are in line and tracking low YTD.
- J. Schiavo inquired about the funds allocated for the engineering tasks connected with the 3<sup>rd</sup> Street light. As the task turned out not to be needed,

## **Committee Reports:**

- **Marketing:** S. Bar
  - Promotional brochure - the proof document is ready to be sent to the printer; \$56,000 was raised in advertising sales. Printing costs are higher than last year due to the additional pages (), S. Bar thanked the committee and staff for their efforts.
  - Branding Launch - banners were ordered; launch reception is scheduled for Oct. 12, at the Hotel Monaco. Appreciation is due to Nick Gregory for extending very favorable terms for space and food.
  - Restaurant event is in the planning phase, with participation from Panorama/Revolution House, Fork, Starr, Garces, Cuba Libre & Bistro 7.

Minutes prepared by Graham Copeland

October 11, 2012

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- **Clean & Safe:** H. Spear
  - Prodigal Private Security continues to do an excellent job
  - Rain Lounge: another incident occurred; license is up for renewal; OCD sent a letter to PLCB requesting nonrenewal.
  - Philadelphia Bar & Restaurant: filed a federal suit against the City of Phila and the Commonwealth of PA, challenging their Conditional License Agreement.
  - Recess Lounge - the transfer of license between partners pending; committee has withdrawn PTI.
  
- **Economic Development:** A. Hornik
  - Blighted properties – staff prepared a report with photos for review at the next meeting.
  - Targeted Storefront Improvement Program - Charlie & Deborah Vaturi for their property at 17 N. 3<sup>rd</sup> applied
  - 205 Race St. project - Brown/Hill Development gave a project presentation to the committee; which voted unanimously to support. A. Hornik testified in support on behalf of OCD yesterday at Phila City Planning Commission; the Commission ruled in favor.
  - Registered Community Orgs - J. Ritchie asked the Committee to draft written RCO operating procedures,.
  - Business accelerator - J. Ritchie and P. Rothberg met with Peter Gold and included P. Lavelle and L Haskin in discussions. Mr. Gold has submitted proposal drafts; J. Ritchie suggested that we continue to work out a way to help make this happen; P. Gold will be invited to the next Executive Committee meeting to pursue.; a letter of support will be drafted, for the board's consideration.
  
- **Board Development:** P. Lavelle
  - Member reinstatement - Luca Sena missed three board meetings. In recognition of his long history of service to OCD and Old City, in the past and during 2012, P. Lavelle recommends his reinstatement. Motion by S. Bar to reinstate Luca Sena. 2<sup>nd</sup>/A. Hornik. All in favor, approved.

**Old Business:** none

**New Business:** none

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## **Public Comment:**

- Robert Bierman, President of the National of Old City (condo association; 157 units/300 - 400 residents), expressed concerns and asked OCD's help in connection with new vendor activity on First Fridays extending north of Arch per an agreement between Philadelphia Flea Markets and Elfreth's Alley Association. S. Bar expressed concerns about the quality of the goods sold; J. Schiavo mentioned concerns for the impact on local businesses, and pedestrian and auto congestion.
- J. Ritchie referred the matter to the Clean & Safe Committee, and Mr. Bierman asked to be invited to the next committee meeting.

**Adjournment:** P. Rothberg moved to adjourn the meeting/2<sup>nd</sup> P. Lavelle. All in favor, approved. The meeting adjourned at 5:08 pm.

**The next meeting will be held on Wed. October 17, 4:00 pm, at 231 Market Street.**