

Minutes of the Old City District Board of Directors Meeting

Wednesday, December 18, 2013 4:00 pm
231 Market Street, Philadelphia, PA

In Attendance: Sheryl Bar, Jane Cowley (NPS), Dick Goldberg, Lynn Martin Haskin, Dan King, Pat Lavelle, Christopher McGill, David Neff, Laurie Townsend Rapp, Joseph Ritchie, Peter Rothberg, Luca Sena, Harvey Spear, Albert Taus.

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

Absent: Reginald Cummings, Avram Hornik, Jafar Maleki, Carolyn Pfeiffer and Sonia Silverstein.

Guests: Janet Kalter, Carol Moore and Joe Schiavo.

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

Minutes

November 2013 board meeting minutes were previously distributed via email.

- D. Neff offered a motion to approve, as amended:
“Term expirations - D. Neff, A. Taus, D. Goldberg and L. Townsend Rapp each hold seats whose terms expire on the first Monday of January, 2014.
 - Motion by P. Lavelle to reappoint D. Neff, A. Taus and D. Goldberg for new five-year terms, and to reappoint L. Townsend Rapp to serve out the unexpired term of Chris Laufer, which terminates on March 17, 2015.
2nd/R. Goldberg. All in favor, approved.”
 - 2nd/D. Goldberg. All in favor, approved.

Chairman’s Report: J. Ritchie

- Board elections - annual elections take place at the January board meeting. To date, no board members who are not presently serving have expressed interest in serving on the Executive Committee.

Executive Director’s Report: G. Copeland

- 5 Year Plan & Budget - City Council has approved the bill, which is now at the Mayor’s office for signature; expected to be executed early January.
- New projects proposed for 2014 - a draft was presented to the Executive Committee for review, including:

Minutes of the Old City District Board of Directors Meeting

Wednesday, December 18, 2013 4:00 pm
231 Market Street, Philadelphia, PA

- Surveillance video camera program
- Sidewalk repair matching grant program
- Old City DesignPhiladelphia festival
- Handicap ramp engineering/design
- Hanging flower baskets - purchase/installation + annual maintenance
- Business recruitment - G. Copeland is now recruiting retailers, tech companies, restaurants and furniture/home décor showrooms.
 - Mighty Engine is designing new recruitment collateral for each of the segments; producing print and electronic versions.
- 223 - 227 Chestnut St./Indian Affairs Bldg. - this property is under agreement between PIDC and Posel Management; the developer/investor, located in Old City, is experienced in historic rehab and tax credit deals, and plans to reuse the property as a tech office building.
- Taxi stand signage - now all have been installed.
- Broader Mall Partners meeting
 - Holiday programming and extended hours for INHP and the various museums;
 - Night Market - discussion of hosting this very popular festival, which is in parallel to the conversations we have had with The Food Trust; questions of date and logistics.
- Old City Festival
 - A DesignPhiladelphia-themed outdoor event is being planned for October 2014, designed to highlight Old City's great assets.
 - An organizing committee has been meeting regularly; the first public meeting was well-attended with strong support from the business community.
- Handicap ramps & crosswalks
 - Meeting with Streets Commissioner Perri - short-term and longer-term solutions were offered by the Commissioner; the long-term options require fundraising.
 - To seek financial support, G. Copeland is scheduling meetings with elected officials and city agencies - Councilman Squilla, PA Sen. Farnese, PA Rep. O'Brien, and Philadelphia Streets and Commerce Departments.

Treasurer's Report: C. McGill

- Monthly financial statement - the November balance sheet and profit & loss statements were distributed for review.
 - Prior year revenue collection has exceeded the budget, due to collections efforts by Lee Herman and staff.

Minutes of the Old City District Board of Directors Meeting

Wednesday, December 18, 2013 4:00 pm
231 Market Street, Philadelphia, PA

- Expenses on a year-to-date basis are below budget.
- 2014 budget - a draft document with a comparison to the 2013 budget was presented and reviewed by the board.
- New projects proposed for 2014
 - Accounting - C. McGill & G. Copeland spoke with accountant G3CPA; advised us to fund projects in an Old City District ledger on an as-needed basis; and recommended against transferring funds into the Old City Community Fund. J. Grimes recommended against creating a new nonprofit entity.
 - Approvals - a proposal will be made in the January board meeting to approve the funds.

Marketing Report: S. Bar

- Website redesign project - tentative launch date is January.
- Festival event planning
 - Fall festival - the Marketing Committee is working with the group of businesses, for and outdoor festival, with a theme that ties to DesignPhiladelphia.
 - Night Market - a meeting was held with The Food Trust, which manages the Night Market event series. They have produced twelve so far, and the events attract 20,000 - 40,000 people. A proposal with sample budget was distributed to the board for review.
 - Motion by L. Haskin to approve \$10,000 for payment to The Food Trust, for the sponsorship of a Night Market in 2014, to be located within the boundaries of Old City District. 2nd/L. Sena. All in favor, approved

Clean & Safe Committee Report: H. Spear

- Five Year Plan & Budget - at the City Council Rules Committee hearing, we were met with strong support from various Council Members, and there was no opposition.
- 312 Market Street/Fire & Ice - the Special Assembly Occupancy License was approved on appeal by the L&I Review Board. H. Spear met with L&I Commissioner Williams.
- 16 S. 2nd St./Infusion - Owner Jamie Atlig has been operating the venue in as a dance club in partnership with the owner of Nick's Roast Beef. He is seeking to transfer in a new liquor license and apply for a Special Assembly Occupancy License. Possible terms of a CLA were discussed and a draft document was sent to Mr. Atlig for review.

Minutes of the Old City District Board of Directors Meeting

Wednesday, December 18, 2013 4:00 pm

231 Market Street, Philadelphia, PA

- 233 Chestnut St./Capogiro - a draft CLA has been proposed, and G. Copeland is working with the applicant's attorney, Richard Lefchak.

Economic Development Committee - J. Ritchie

- Market8 Casino - Carl Engelke, representing The Goldenberg Group is working with Rep. O'Brien to create a blanket agreement that would cover each of the neighboring communities including Old City; this does not preclude OCD from still entering into an agreement directly.
 - H. Spear reported that Rep. O'Brien is seeking a commitment to contribute 10% of annual profits, after some guaranteed return with a minimum of \$2 million each year, to be used in all of the neighboring communities.
 - Motion by J. Ritchie to hold an "up or down vote" on whether to provide Goldenberg Group with a letter of support before the end of January. 2nd/H. Spear. In favor: five votes; opposed: four votes; abstaining: three votes. Motion carries.
 - Motion by D. Goldberg to clarify that OCD provide Goldenberg Group with a letter of support for the Market8 Casino project, under two preconditions: 1) the Market East Improvement Zone be defined to include the entire geographic area within the boundaries of Old City District, and 2) the Market8 Foundation be created with a set of procedures for how the funds will be spent. 2nd/ S. Bar. All in favor, approved.

Board Development Report: no report

Old Business: none

New Business: none

Public Comment: none

Minutes of the Old City District Board of Directors Meeting

Wednesday, December 18, 2013 4:00 pm

231 Market Street, Philadelphia, PA

Adjournment: R. Goldberg moved to adjourn the meeting/2nd D. Neff. All in favor, approved. The meeting adjourned at 5:32 pm.

The next meeting will be held on Wed. January 15, 2014, 4:00 pm, at 231 Market Street.