

Minutes of the Old City District Board of Directors Meeting

Wednesday, January 15, 2014 4:00 pm
231 Market Street, Philadelphia, PA

In Attendance: Sheryl Bar, Jane Cowley (NPS), Reginald Cummings, Dick Goldberg, Nick Gregory, Dan King, Pat Lavelle, Jafar Maleki, Christopher McGill, David Neff, Carolyn Pfeiffer, Laurie Townsend Rapp, Joseph Ritchie, Peter Rothberg, Harvey Spear, Albert Taus

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

Absent: Josh Grimes (Counsel), Lynn Martin Haskin, Avram Hornik, Luca Sena and Sonia Silverstein.

Guests: Janet Kalter, Arthur Meckler, Jen McCoy, Carol Moore, Joe Schiavo and Carlo Sena.

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

Minutes

December 2013 board meeting minutes were previously distributed via email.

- Nick Gregory offered a revision: he attended the meeting.
- P. Rothberg offered a motion to approve, as amended. 2nd/D. Goldberg. All in favor, approved.

Chairman's Report: J. Ritchie

- In the changeover from 2013 to 2014, this meeting serves as the organization's annual meeting, including Executive Committee elections.
- In 2013, there were key organizational milestones, including the formal approval of the Five Year Plan & Budget.
- In Economic Development, there were great strides, including the redevelopment of the Shirt Corner property and a number of new businesses.
- In the Clean & Safe Committee, we continue to increase our efforts, with the cleaning crew doing a good job and a new private security vendor, which is working out well.
- The Marketing Committee is doing great things to change the perceptions and get more people here - to expose them to our various assets and businesses.
- We are positioned to continue to grow with more great projects.
- 2014 OCD Budget - committee Chairs were asked to review the budgets and submit their recommended 2014 budget plans to the Executive Committee in December, for approval by the Board in January.

Minutes of the Old City District Board of Directors Meeting

Wednesday, January 15, 2014 4:00 pm
231 Market Street, Philadelphia, PA

Officer Elections: P. Lavelle

- Board members have been advised of the opportunity to serve on the Executive Committee. All existing committee members have confirmed their interest in continuing; no other nominations have been received from other board members.
 - P. Lavelle offered a motion that the slate consisting of the Executive Committee incumbents be nominated for a new one-year term in 2014:
 - Chair: Joe Ritchie
 - Vice Chair: Harvey Spear
 - Secretary: David Neff
 - Treasurer: Christopher McGill
 - At-Large: Peter Rothberg
 - At-Large: Pat Lavelle
- 2nd/A. Taus. All in favor, approved.

Executive Director's Report: G. Copeland

- Five Year Plan & Budget - the ordinance was approved by City Council and is pending signature by Mayor Nutter.
- Assessment billing - the annual invoicing has been in process.
 - Crime stats - year-end statistics released by the City of Philadelphia indicated the greatest decrease in violent crime citywide occurred in Old City. WHY reporter Holly Otterbein interviewed G. Copeland about the contributing factors.
 - D. Neff to create press release; G. Copeland to provide talking points.
- Shirt Corner/247 - 259 Market St.
 - Demolition is underway, and the project has received much media attention, including a recent article by Inga Saffron, Inquirer/Philly.com architecture critic.
 - Seller Marvin Ginsberg made a \$2,000 contribution to Old City Community Fund to thank us for introducing the buyer in this transaction.
- Indian Affairs Bldg./223 -227 Chestnut St. - the property is under agreement of sale, to close within 60 days, for a tech use. OCD introduced the buyer, Posel Management, and is helping them to position the property in the tech community.
 - Business recruitment is active; conversations are ongoing with tech firms, home decor showrooms, fashion boutiques and restaurants.
 - Tech week - meetings are scheduled with Technically Philly and PhillyTech Meetup.

Minutes of the Old City District Board of Directors Meeting

Wednesday, January 15, 2014 4:00 pm

231 Market Street, Philadelphia, PA

- Handicap ramps & crosswalks - a meeting is scheduled for tomorrow with Streets Commissioner Perri, and representatives from PennDOT, Sen. Farnese, Rep. O'Brien, Councilman Squilla & Commerce Dept.
- Festivals - planning is under way now for two new festivals: a Night Market in May, and the "Old City Fest" in October.
- Google Business Photos - staff met with a Google preferred vendor to review new product; considering integrating the photos into the new OCD website; after its pending launch.

Treasurer's Report: C. McGill

- Monthly balance sheet and profit & loss statements, and year-end summary - copies were distributed for review.
 - Monthly revenues were \$2,338 for prior-year assessments, and zero for current-year assessments; typical for this time of year.
 - Monthly expenses were \$80,621. This includes \$10,000 for the promotional brochure and two payments for private security contract.
 - Total annual revenues collected were \$750,910; the budgeted amount was \$720,000.
 - The total received for prior year assessments was \$62,526, exceeding budget by \$44,026.
 - Total annual expenses budgeted were \$825,721, and the actual expenses were \$713,915.
 - The balance sheet shows total current assets of \$733,518 as of Dec. 31, 2013.
 - This year-end summary indicates a good job with collections and keeping expenses in line.
- 2014 annual budget - a draft budget was distributed for review and comments.
 - The document shows total revenue projections of \$804,100 and total expenses of \$805,536, with a slight total annual loss of \$1,436.
 - Motion by P. Lavelle to adopt the 2014 annual operating budget, as proposed. 2nd/D. Neff. All in favor, including proxy vote from L. Haskin. Approved.
- 2014 OCD New Project Examples - a document contained in the board package was reviewed. Projects being considered are planned to further OCD's mission, delivering additional value to our stakeholder and benefits to the Old City community.
 - C. McGill advised the board that a prudent guideline is to retain approximately four months of expenses in reserve as a minimum threshold for operating capital.

Minutes prepared by Graham Copeland

February 13, 2014

page 3 of 6

Minutes of the Old City District Board of Directors Meeting

Wednesday, January 15, 2014 4:00 pm

231 Market Street, Philadelphia, PA

- Projects considered for funding are to be vetted by the board after detailed presentations have been reviewed and recommended by the committees, and each project will be individually subject to approval by the OCD Board.
- Motion by C. McGill: "that the Board of Directors of the Old City Special Services District (OCD) shall authorize the transfer of \$200,000 of available funds in the District's accounts, as defined below, to the Old City Community Fund (OCCF) upon the agreement of the OCCF to place such funds in a separate fund within the OCCF devoted exclusively to these funds and designated for the purpose of funding OCD initiatives and programs, and for such other purposes including, without limitation, cash flow needs of the OCD, subject to approval by the OCD Board of Directors. All funds will be disbursed by the OCCF in accordance with the intent and in compliance with OCCF restrictions and in accordance with the authorization(s) contained in duly enacted resolution(s) of the OCD Board, accompanied by written instructions of the Executive Director of the OCD consistent with such resolutions.

All interest and fees directly related to the funds held by the OCCF pursuant to this resolution shall accrue to the OCD, and/or be charged to the OCD.

Available funds are defined as available cash over the amount of four months of the OCD general operating expenses for the budgeted year held for working capital. Based on the 2014 budget this working capital amount would be \$290,000." 2nd/D. Neff. All in favor, approved.

- Motion by C. McGill for the OCD to reimburse the OCCF for streetscape improvement costs incurred in 2013, totaling \$34,531. 2nd/ S. Bar. All in favor, approved.

Marketing Report: S. Bar

- Light pole banners - National Museum of American Jewish History is seeking more banners. We will offer them every third banner.
- Phila Flower Show - we are working with PA Horticultural Society on a collaboration.
- New website - the Marketing Committee, consultant and staff are working with P'unk Ave. to identify and fix bugs and to load new content.
- Annual Community Report - the event is scheduled for Monday, Feb. 3, 7:00 pm at The Arden Theatre. Invitations will be mailed with the assessment billing and via email blasts.

Minutes prepared by Graham Copeland

February 13, 2014

page 4 of 6

Minutes of the Old City District Board of Directors Meeting

Wednesday, January 15, 2014 4:00 pm
231 Market Street, Philadelphia, PA

- Night Market - OCD is sponsoring the Food Trust's first Night Market of the 2014 season, scheduled for Thursday, May 15.
- Old City Fest, to be produced by OCD in partnership with a number of local businesses, is scheduled for Sunday, October 12.

Clean & Safe Committee Report: H. Spear

- Citywide crime statistics - based on data reported by the Philadelphia Police Department, Old City was identified as the neighborhood having the greatest reduction in violent crime across the city. This was reported by WHYY radio.
- L&I Review Board - H. Spear spoke with Councilman Squilla to relate concerns about recent decisions affecting Old City, and is seeking an audience with the Mayor.

Economic Development Committee: G. Copeland

- Market8 Casino - Mary Isaacson of PA Rep. Michael O'Brien's office had conversations with Carl Engelke, representing the Goldenberg Group. G. Copeland presented the draft language offered from M. Isaacson.
 - The OCD board decided that they were not provided enough information to give support for the project, based on the two conditions set forth in the December 2013 meeting.

Board Development Report: P. Lavelle

- Annual Reporting - forms were requested from board members who have not yet submitted the Statement of Financial Interests, and the Acknowledgement of the Conflict of Interest Policy.

Old Business: none

New Business: none

Public Comment:

- Janet Kalter thanked the OCD board and staff for a great year, suggested that we "should toot our own horn more," and observed that some board members have a challenge framing a motion, suggesting that they work with Pat Lavelle, who has this expertise.

Minutes of the Old City District Board of Directors Meeting

Wednesday, January 15, 2014 4:00 pm
231 Market Street, Philadelphia, PA

Adjournment: P. Rothberg moved to adjourn the meeting/2nd D. Neff. All in favor, approved.
The meeting adjourned at 5:20 pm.

The next meeting will be held on Wed. February 19, 4:00 pm, at 231 Market Street.