

Minutes of the Old City District Board of Directors Meeting

Wednesday, March 20, 2013 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Sheryl Bar, Ryan Berley (OCCA), Jane Cowley (NPS), Rob Dingman, Nick Gregory, Lynn Martin Haskin, Avram Hornik, Pat Lavelle, Jafar Maleki, Christopher McGill, David Neff, Joseph Ritchie, Peter Rothberg, Harvey Spear, Dan Stevenson (Councilman Mark Squilla's Office), Albert Taus, Laurie Townsend-Rapp.

Graham Copeland (Executive Director), Greg Diehl (Economic Development Coordinator), Josh Grimes (Counsel, via telephone), Brett Mapp (Operations Director).

Absent: Reginald Cummings, Christopher Laufer, Carolyn Pfeiffer, Luca Sena, Sonia Silverstein.

Guests: Suzanne Brouillette, Janet Kalter, Arthur Meckler, Carol Moore

Call to Order: Chairman Joe Ritchie called the meeting to order at 4:05.

Minutes:

Minutes for the February 2013 meeting were previously circulated to board members via email.

P. Rothberg moved to accept the minutes, as amended:

- Chairman's Report: "Organizational goals for 2013 include: ... Review of public safety program overall."
- Economic Development Report: "Charlie's Pub - 17 N. 3rd St. - OCD held a joint RCO meeting with OCCA, and OCD's Economic Development Committee voted unanimously to support the application, with one proviso."

2nd/D. Neff. All in favor, approved.

Chairman's Report: no report.

Executive Director's Report: G. Copeland

- Assessment collections
 - Collection of current year charges: received \$413,397; 57% of annual budget
 - Up \$54,000 compared to the same time last year.
 - collection of prior years' assessments: \$15,880 to date; 106% of budget

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- Video cameras - two programs via City of Philadelphia
 - Commerce Dept. matching grant program pays up to \$3,000 on a 50% match basis, for the purchase and installation of surveillance camera equipment.
 - Real Time Crime Center - pilot program being created w/ Police; big-ticket item, requires Memo of Understanding with City; procedures and pricing are still being developed.
- Street trees - soliciting competitive quotes for a comprehensive tree maintenance program.

- Big Belly trash units - five units are on order through Streets Dept., in addition to eight via Commerce Department grant; estimating 3 - 4 weeks for delivery + 2 weeks for installation.
- U&O tax exemption for OCD - documentation was submitted to Phila Revenue Dept. to apply for an exemption as a municipal authority/nonprofit.
- Federal Government Sequester - impact on National Park Service: 5% budget cuts.
- Sen. Farnese is sponsoring Small Business Seminar Thurs. April 18, 11:00 am, Moore College of Art.

Treasurer's Report: C. McGill

- February financial statements were included in the board package emailed previously. A review of the statements indicates
 - Income - current year assessments in February totaled \$95,572, which is \$35,572 above budget.
 - Operating expenses - \$51,836, which is \$16,972 below budget. The largest expenses represent payments for insurance and accountants' fees for the financial audit.
- Five year plan & budget - staff developed an analysis of the Actual Value Initiative, reviewing each property based on the new assessed values. Income projections were created based on a range of possible tax rates from the City, and the impact on each property in the district.

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- To maintain stability of the OCD annual budget, an assessment formula was reviewed by the Executive Committee, based on an approach that prorates our annual budget. This formula has been used by OCD in the past.
- Any modification to the assessment formula would be part of the proposal for the five-year plan & budget that will be mailed to all property owners and businesses, and presented at a public hearing.
- C. McGill moved to confirm the OCD property assessment formula on a pro-rata basis of the annual budget, with a cost-of-living adjustment. 2nd/ P. Lavelle. All in favor, approved.
- Assessment collection repayments - two agreements approved by the Executive Committee on March 12 were reviewed by the Board: 223 - 227 Chestnut Street/PIDC, and 108 Chestnut/Creagh.

Committee Reports:

Marketing: S. Bar

- Photographer- interviews were done by the committee. D. Neff offered photos from his files.
- Website redesign - proposals have been narrowed down to three firms. Interviews will be held next week. New committee member Carol Moore will serve as website project manager.
- US Airways ad - an Old City full-page ad was taken in the March issue, in collaboration with OCBC and OCAA.
- First Friday Weekends - this ongoing planning effort is also a collaboration with OCBC, OCAA and OCD.
- Promotional brochure - the committee will start on the next edition in May.

Clean & Safe: H. Spear

- Public Safety Meeting - a group of board members & staff met on Feb. 28 with Mike Resnick, Exec. Director, Public Safety in the Nutter Admin, plus Capt. Korn, Police Inspector Calter and Inspector Patterson. Discussed recent late night incidents and requested additional resources.
 - Mounted horse patrol is now in Old City on weekend evenings
 - Surveillance cameras

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- New grant program with matching funds from Commerce Dept. for businesses and landlords to install video cameras which PPD could access, after the fact - not real-time monitoring.
- Real-Time Crime Center - new pilot program being tested by Center City District and Society Hill to install video cameras on the streets; technical specs and pricing are still being worked out.
- L&I inspections - Mike Resnick is working with L&I to get additional resources for inspections of businesses during evening hours.
- Imperial Security - the new security team is working on the weekend evenings, and they are working out some issues.
- Taxi stand signs - PPA has agreed to produce signs to direct pedestrians to the taxi zones. The signs were designed by Neff & Assoc.
- PPA towing - PPA continues to tow cars on Chestnut St. at 7:00 pm and 2nd St. at 10:00 pm on weekends.
 - Stickers on kiosks - PPA placed "tow zone" stickers on some of the parking kiosks at our request. OCD is printing additional stickers to place on the kiosks.
 - OCD sent a letter to Vince Fenerty, Exec. Director of PPA, requesting that they relax their aggressive towing practices.
- Liquor licenses
 - Charlie's Pub - 17 N. 3rd St. - received approval on Feb. 26 from the ZBA for their food use permit; they re-applied for their liquor license to PLCB after their earlier application had expired.
 - Victoria Freehouse - 10 S. Front St. - this new establishment has recently opened.
 - Ben Franklin Beer Distributor- 27 S. 2nd St. - is now open for business, with a CLA in place.
 - Hae Wei Dao (formerly Rain Lounge) - 120 Chestnut St. - buyers are purchasing the real estate and liquor license to operate a Chinese

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restaurant. They have agreed to a CLA with strong terms, which is pending execution with the PLCB.

- Zento - 132 Chestnut - there was a CLA with strong terms, negotiated with the owners & their attorney to ensure that they operate with a food-oriented restaurant rather than as a nightclub. The CLA is pending execution with PLCB.
- Proposed casino - a meeting was held with representatives from The Goldenberg Group to review their plans for a new casino complex at 8th & Market.
 - The development would include casino, hotel, banquet space, restaurants and parking.
 - The next Planning Commission public meeting is scheduled for March 28 at the Painted Bride.
 - D. Neff offered to help with the casino proposal review.

Economic Development: A. Hornik

- Tech firm attraction - OCD hosted a meeting with tech firms and landlords, on how to develop the spaces and position Old City. Programming can include an inventory of properties/upper floor spaces, and a campaign to market real estate to tech companies.
- Brokers Breakfast - the 2nd annual event is scheduled for Tuesday, April 2, to promote Old City to the broker community; the Mayor, Alan Greenberger and real estate developers will present to the group.
- Blighted properties - a follow-up meeting was held with Dick Goldberg, OCD staff and representatives from L&I and Historic Commission, to review specific properties and develop next steps.
- Business accelerator - J Ritchie, P. Rothberg & G. Copeland met with Peter Gold to review his update. His proposed next steps are to meet with tech firms and he is seeking a retainer from OCD. We are proposing to support his effort to conduct a feasibility study.

Board Development: P. Lavelle

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- Board nominations and reappointments are working their way through City Council and the Mayor's office
 - The Law Dept. clarified rules on board terms starting on a fixed date in January, rather than the date of Council approval.

Old Business: none

New Business: none

Public Comment:

- Arthur Meckler commented on the pro-rata assessment formula, and clarified that the US Airways ad was a collaboration between Old City Arts Association, Old City Business Collective and Old City District.
- Janet Kalter expressed concern for the possible negative impact of the proposed casino at 8th & Market on Old City businesses.

Adjournment: P. Lavelle moved to adjourn the meeting/2nd P. Rothberg. All in favor, approved. The meeting adjourned at 5:04 pm.

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