

Minutes of the Old City District Board of Directors Meeting

Wednesday, May 16, 2012 4:00 pm
231 Market Street, Philadelphia, PA

In Attendance: Sheryl Bar, Ryan Berley (OCCA), Lynn Martin Haskin, Avram Hornik, Christopher Laufer, Pat Lavelle, Christopher McGill, David Neff, Joseph Ritchie, Peter Rothberg, Luca Sena, Harvey Spear, Albert Taus, Laurie Townsend-Rapp, Ellen Yin. Graham Copeland (Executive Director), Greg Diehl (Economic Development Coordinator), Josh Grimes (Counsel), Brett Mapp (Operations Director)

Absent: Jane Cowley (NPS), Michael Mattioni Carolyn Pfeiffer

Guests: Janet Kalter, Joe Schiavo

Call to Order: Chairman Joe Ritchie called the meeting to order at 4:18.

Minutes:

Minutes for the April 2012 meeting were previously circulated to board members via email. Motion by L. Haskin to accept the April 2012 board minutes as amended, with the following changes:

- Replacement of language in the approval of March 2012 minutes, to state: "... subject to a clarification in the vote to approve a repayment agreement with John Paul Primiano, to reflect that P. Rothberg abstained, with his disclosure of a business relationship, in which he represents Mr. Primiano to sell real estate at 17 - 19 N. 2nd St. and 43 N. 3rd St. in Philadelphia;"
- Replacement of language in the Treasurer's report regarding the collection agreement with Andrew Cosenza, to state: "motion by P. Lavelle to approve contingent upon the restoration of all provisions in the agreement previously stricken;"
- Replacement of language in the upcoming board meeting announcement, to state: "The next meeting will be held on Wed. May 16, 4:00 pm, at 231 Market Street."

2nd C. McGill. All in favor, approved.

Chairman's Report: J. Ritchie

- Branding project - Mighty Engine's data collection/market research process is going well; participants are making good contributions. Sheryl Bar and the Marketing Committee are to be commended for their efforts.
- Meeting with Curtis Gregory, Phila. Commerce Department - Mr. Gregory met on April 26, 2012 with J. Ritchie, P. Lavelle & G. Copeland, to discuss a range of issues. He offered the assistance of the Office of Business Services, described the organizational structure at Commerce Department and expressed interest in engaging further with OCD.

Executive Director's Report: G. Copeland

- Assessment collections
 - YTD 2012 collections = \$646,952.74 ; 95.8% of budget goal; up \$64,095.82 compared to this time last year, a 10% increase.
 - Prior year assessments collected = \$18,346.36; 99% of annual goal.

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- 3rd billing mailed 1st week of May; 4th/final bill to be mailed in June; lien process starts in July.
- Past-due account collections
 - 2 are paid off, 3 are in repayment plans (Pacitti, Primiano, Picorella)
 - Borck passed away; attempting to contact sister
 - Cosenza sent in checks but he did not sign the agreement; advised him of requirement to sign agreement without changes; deadline to receive by next Tues. 5/22.
 - 13 accounts have been sent to Lee Herman for collection.
 - Herman sent certified demand letters to all accounts; next step: order tax lien certifications to do petitions to go to court.
 - 2011 financial audit - we have requested Gold Gocial Goldstein to provide us with a combined quote for both OCD and OCCF.
- 3rd St. utility construction - OCD staff is serving as liaison between businesses & utilities; the primary utility is Phila Water Dept. The project has three phases - one each for PWD, PECO and PGW; anticipated end of project: November. The outcome will be a new sewer line, street repaving and some new sidewalks.
- 3rd St. pedestrian lighting project -
 - Councilman DiCicco secured Neighborhood Transformation Initiative funding to install 39 new pedestrian lights on 3rd St from Market to Race Streets with a mid-September anticipated completion date. The value of this project is estimated at \$631,000 for materials and construction.
 - While funding for most of the project has been provided by the City of Philadelphia, unanticipated design/engineering work is required due to the underground vaults beneath the sidewalks. Three streetlight locations must be built over vaults. This design work is not covered by the City's project management contract with Center City District.
 - The cost is estimated to not exceed \$16,000. Without our financial participation, the City and CCD will not proceed with the project.
 - Motion by E. Yin to approve up to \$16,000 to reimburse Center City District or its contractor for design engineering fees related to the 3rd Street lighting project. 2nd/L. Townsend-Rapp. All in favor, approved.

Treasurer's Report: C. McGill

- Current year assessment collections are going well, in spite of the economic downturn. The balance sheet reflects the positive collections.
- The income statement shows nothing extraordinary, with expenses trending at or below budget year-to-date.

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Committee Reports:

- **Economic Development:** A. Hornik
 - Registered Community Organizations - G. Copeland reported on a seminar of the Philadelphia City Planning Commission on the structure, organization and requirements associated with becoming an RCO.
 - Motion by E. Yin that OCD board approve our making application for RCO status. 2nd/C. McGill. All in favor, approved.
- **Marketing:** S. Bar
 - Branding project - marketing/branding agency Mighty Engine is concluding the market research phase of the project and will now move to develop the creative samples.
 - Promotional brochure - the Committee will soon begin activity on creating an updated version to last fall's successful brochure.
 - Website redesign - an RFP will be developed to include the specifications to serve the organization's various needs, and input is welcome on the specs and any recommended vendors to include in the bidding process.
- **Clean & Safe:** H. Spear
 - Ben Franklin Beer Distributor, 27 S. 2nd St. - prospective owner Gianni Pignetti has received an agreement drafted by A Hornik and reviewed by the Committee and J. Grimes; Pignetti has not responded to follow up efforts.
 - Rain Lounge, 120 Chestnut St. - G. Copeland sent a letter to the operator and their attorney, with copies to various public agencies, expressing ongoing concerns and providing copies of previous agreements.
 - Short dumps - several complaints about restaurant operators trash disposal practices have resulted in OCD staff forwarding the complaints to the Streets Department/SWEEP unit.
 - Trash enforcement - a meeting was convened with Streets Dept./Sanitation Div. officials and community members to discuss short dumps, Big Belly locations, enforcement and a communications initiative.
 - H. Spear attended a meeting with Paul Levy and Joe Pasquarella, real estate appraiser. Their messages stressed the importance of delivering Clean & Safe programs as a deterrent to negative impressions of a downtown district.
 - Food vending truck - L. Haskin commented that it is now operating now. G. Copeland to send a letter of response to the operator on behalf of the board.
- **Executive:** no report
- **Board Development:** P. Lavelle
 - There are four openings for seats on the OCD board, including the one vacated by Michael Mattioni.
 - Awaiting letters of interest from several candidates.

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Old Business: none

New Business:

- E. Yin announced that tickets are still available for the Race St. Pier Promenade, Thurs. June 7, 6:00 - 9:00 pm

Public Comment: none

Adjournment: P. Lavelle motioned to adjourn the meeting/2nd P. Rothberg. All in favor, approved. The meeting adjourned at 4:58 pm.

The next meeting will be held on Wed. June 20, 4:00 pm, at 231 Market Street.