

# Minutes of the Old City District Board of Directors Meeting

Wednesday, May 15, 2013 4:00 pm  
231 Market Street, Philadelphia, PA

**In Attendance:** Sheryl Bar, Jane Cowley(NPS), Reginald Cummings, Lynn Martin Haskin, Pat Lavelle, David Neff, Carolyn Pfeiffer, Joseph Ritchie, Peter Rothberg, Sonia Silverstein, Harvey Spear, Albert Taus.

Graham Copeland (Executive Director), Brett Mapp (Operations Director), Josh Grimes (Counsel).

**Absent:** Rob Dingman, Nick Gregory, Avram Hornik, Jafar Maleki, Christopher McGill, Luca Sena, Laurie Townsend-Rapp. Greg Diehl (Economic Development Coordinator).

**Guests:** Dick Goldberg, Carol Moore, Rick Snyderman.

**Call to Order:** Chairman Joe Ritchie called the meeting to order at 4:08.

## **Minutes:**

L. Haskin moved to accept the minutes for the April 2013 board meeting. 2<sup>nd</sup>/S. Bar. All in favor, approved.

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

- Old City Civic Association - on May 6th, 2013, a board vote was taken to discontinue all civic and social activities and cease doing business, as OCCA can no longer afford the risk of liability and the cost of insurance. Ryan Berley has resigned as OCCA Chair and OCD *ex-officio* board member.
- Chris Laufer has also resigned from the board; Joe recognized both Ryan and Chris for their contributions.
- Wharton Small Business Development Center - the report from SBDC has been completed. Joe will review and forward to the Executive Committee and the Board.
- Market8 Casino proposal - members of the Board met with the Goldenberg Group; Earlier the developer requested to attend our May board meeting; their timing has since changed, and they will be invited back to meet with us again.
- Board committees - Joe asked all board members who are not yet serving on a committee to consider participation.

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

- Assessment revenue update - we have received \$620,011 in payments for 2013 which is 86% of our budgeted goal of \$720,000.
- Stakeholder survey - part of the 5-year plan & budget. We received 658 responses to the survey; from a pool of over 5800 email addresses - stakeholders include business owners, property owners, residents and visitors.
- Market St. lighting maintenance - an agreement was executed with Narducci Electric. Service is commencing now.
- Street tree management - we are receiving three bids for a district-wide tree maintenance program.
- OCD tax exemption - Phila Revenue Dept. determined that OCD is exempt from the Real Estate and the Business Income & Receipts Taxes. We paid \$4,100 in 2012 and will apply for a reimbursement.
- Philly Tech Week - April 20 - 27. OCD is sponsoring a charity auction and networking event, sponsoring the photo booth, with photos featuring the Old City brand.
- Phila Business Journal Event - OCD is sponsoring an event on Search Engine Optimization - Thursday, May 9, 7:00am – 11:30 am, University of the Sciences.
- Five Year Plan & Budget - a draft of the narrative and budget summary document (dated 5/10/13) was previously distributed to the board by email, and reviewed by the board.
  - Motion by P. Lavelle to approve. 2<sup>nd</sup>/D. Neff. All in favor, approved.
  - L. Haskin offered to edit for style.

## **Treasurer's Report** - no report

- OCD April financial statements were distributed at the meeting. Since the Christopher McGill was unable to attend, Joe Ritchie asked that any questions on the reports be emailed to C. McGill.

## **Committee Reports:**

### **Marketing:** S. Bar

- Website redesign - the committee has selected P'unk Avenue to redesign the OCD website. Carol Moore, a new committee member, has volunteered to serve as

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project manager. Carol will oversee the initial interviews with board members and community influencers, coordinating the listening sessions and overseeing the web development process, with reports and updates to the board and staff. The launch goal is October.

- Promotional brochure - the advertising sales has begun.

## **Clean & Safe:** H. Spear

- Prime Stache/110 Chestnut - Brent Celek has bought out his partner, and changed the name and the concept to focus more on the food. There is an existing CLA in place.
- Liquor license transfers - S. Silverstein and G. Copeland are working with Bob Theil from Sen. Farnese's office to receive regular updates of license transfers.
- Philadelphia Bar & Restaurant/118 - 122 Market St. - the owners are seeking our support to make certain changes to their existing Conditional License Agreement, and are scheduled to attend the next committee at meeting.
- Parking rules/unit block of Chestnut St. - PPA is still starting towing at 7:00 pm. H. Spear asked for a response from PPA to the requested changes.
- Mounted police patrol - the patrol is arriving too early and their effectiveness will be increased if they are able to remain until after closing time. G. Copeland to inquire into the shift times with Capt. Korn.

## **Economic Development:** G. Copeland

- Blighted properties - information has been shared between Phila Dept. of Licenses & Inspections, the Historic Commission and OCD, and priority properties have been established. Initial outreach has taken place and follow up is ongoing.
- The Registered Community Organization meeting will be held at 6:30 tonight at the Independence Visitor Center to review a zoning application for 15-17, 19-25 S. 2<sup>nd</sup> St. (Parkway Corporation).

## **Board Development:** P. Lavelle

Minutes prepared by Graham Copeland

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- There is now one opening to fill on the board, from the seat vacated by Chris Laufer.  
Interviews have been taking place.

## **Old Business:**

- L. Haskin mentioned that she, Rick Snyderman and G. Copeland participated in hosting Carol Coletta, Executive Director of ArtPlace, for a weekend featuring arts and culture in Old City, and learned that Carol was moving to a new role with the Knight Foundation. This could present a good opportunity for fundraising.

## **New Business:**

- The demise of Old City Civic Association was discussed.
- Open issues including zoning cases and liquor licenses will be discussed in meetings with Joe Schiavo and Ryan Berley.
- Formation of a new zoning review committee was considered. The committee will review the existing RCO guidelines and meeting schedule.

## **Public Comment:**

- Rick Snyderman commented on illegal vendors on First Fridays, contending that they are hurting legitimate businesses. He is starting a petition, seeking support for enforcement of existing laws and regulations. He stated that there is an opportunity to engage Delaware River Port Authority with a proposal to use the space under the Ben Franklin Bridge; with programmed use by vendors in a controlled and monitored environment.
- Dick Goldberg commented that the RCO meetings to review of zoning cases should precede the committee meetings to reduce the decision making times.

**Adjournment:** P. Lavelle moved to adjourn the meeting/2<sup>nd</sup> D. Neff. All in favor, approved. The meeting adjourned at 5:07 pm.

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