

Minutes of the Old City District Board of Directors Meeting

Wednesday, November 20, 2013 4:00 pm
231 Market Street, Philadelphia, PA

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

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

Absent: Nick Gregory, Jafar Maleki and Josh Grimes (Counsel).

Guests: Janet Kalter and Carol Moore.

Call to Order: Chairman Joe Ritchie called the meeting to order at 4:04.

Minutes

October 2013 board meeting minutes were previously distributed via email.

- P. Rothberg offered a motion to approve. 2nd/D. King. All in favor, approved.

Chairman's Report: J. Ritchie

- Executive Committee positions - each January, Executive Committee members are elected by the Board. Presently there are six seats on the committee, including four officer positions - Chair, Vice Chair, Secretary and Treasurer - and two non-officer seats. Any board members interested in serving were asked to contact J. Ritchie and P. Lavelle.
- 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.

Executive Director's Report: G. Copeland

- 5 Year Plan & Budget - the first reading of the bill at the City Council Rules Committee is scheduled for Tues. Dec. 3, 10:00. H. Spear and G. Copeland will testify on behalf of OCD.
- Shirt Corner redevelopment update
 - An assemblage of 11 properties was purchased by Alterra Properties - settlement occurred last Friday, Nov. 15. Project scope: 59 rental apartments, a CVS Pharmacy and additional retail on Market St. The existing 4-story

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buildings will be preserved, with new construction to match the existing structure in dimensions and style.

- 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 - Councilman Squilla, Sen. Farnese, Rep. Michael O'Brien, and Philadelphia Commerce Department.

Treasurer's Report: C. McGill

The monthly balance sheet and profit & loss statements were distributed for review.

- Cash balances decreased as we do not typically receive assessment income this time of year
- Year-to-date expenses are running below budget.

Marketing Report: S. Bar

- Festival event planning - the Marketing Committee is working with the group of businesses, to steer the event in the right direction.
- Website redesign project - tentative launch date is December.
- Video - a general promotional video is now in development.
- Marketing projects from other community organizations - a formula is being developed for funding requests for collaborative projects.
- Annual meeting - a tentative date has been set for Monday, January 27, 6:00 pm, again at the Arden Theatre.
- Scoop the Poop campaign - S. Bar suggests that OCD's name/logo be added to the campaign materials.
- Old City District logo - a new logo design was prepared by Mighty Engine and presented to the board for review. The board decided to adopt the new logo.

Clean & Safe Committee Report: H. Spear

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- Private security services contract - H. Spear presented a review of the competitive bidding process to select a new contractor. Oracle Protection Services is being recommended to the Board, and a new contract is being negotiated.
 - Motion by H. Spear to hire Oracle Protection Services, contingent on securing a contract acceptable to J. Grimes. 2nd/S. Silverstein. All in favor, approved.
- 312 Market Street/Fire & Ice
 - At the October board meeting, a motion was passed to oppose the issuance of a Special Assembly Occupancy License.
 - There was a large fight recently reported at the establishment.
 - J. Grimes had sent a letter to the L&I Review Board to refute certain claims made by the applicant's attorney.
 - The L&I Review Board's decision is still pending.
- 35 S. 2nd Street/former Red Zone
 - The committee did not come to terms with the applicant on a Conditional License Agreement.
- Big Belly trash units - the Clean & Safe Committee is considering acquiring additional trash units to include in the 2014 OCD budget, and will be reviewing locations.

Economic Development Committee: A. Hornik

- Vacant commercial properties - there are a number of new vacant storefront properties in the district, primarily along 3rd St. Staff is updating these properties in the inventory and will send communications to brokers and prospects.
- Business recruitment - staff is recruiting new retailers, design showrooms, tech firms and restaurants.
- Registered Community Organization: a meeting is scheduled after the board meeting (Nov. 20) to review two cases: 233 Chestnut St. (Capogiro Gelato Artisans) and 304 Market St. (Primo Hoagies)
- RCO guidelines - the Board discussed rules regarding quorums, voting etc., which is being developed by A. Taus, P. Rothberg and staff.
- Market8 Casino - Carl Engelke, representing The Goldenberg Group, has been communicating with J. Grimes regarding a prospective Community Benefit Agreement; and have not come to terms.

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- P. Rothberg made a motion to not offer a “soft” letter of support to The Goldenberg Group prior to formalizing an agreement.

Board Development Report: P. Lavelle

- Reinstatement - A. Taus has missed three board meetings; per OCD bylaws, board members are automatically removed from the board. P. Lavelle recognized Albert’s ongoing contributions to the board, specifically for his professional support of our move to the new office, and for his leadership of the RCO activities.
 - Motion by P. Lavelle to reinstate A. Taus. 2nd P. Rothberg. All in favor, approved.
- Term expirations - D. Neff, A. Taus 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 L. Townsend Rapp for new five-year terms. 2nd/R. Goldberg. All in favor, approved.
- Committee roles - all board members are encouraged to participate with membership on committees, including consideration for serving on the Executive Committee (via elections in January).

Old Business: none

New Business: none

Public Comment: none

Adjournment: R. Goldberg moved to adjourn the meeting/2nd D. Neff. All in favor, approved. The meeting adjourned at 4:51 pm.

The next meeting will be held on Wed. December 18, 4:00 pm, at 231 Market Street.