

# Minutes of the Old City District Board of Directors Meeting

Wednesday, November 18, 2020 4:00 pm

Via Zoom

**In Attendance:** Adam Teterus, Kathryn Bittner, Patrick Shillenn, Timothy Snowden, Gosia Primavera, Jennifer Nagle, Jonathan Dubrow, Betsy Oliphant Ross, Valerie Lyons, Danielle DelRe, Lynn Haskin, Donal McCoy, Ashley Peel, Donn Clendenon, Josh Grimes (counsel)

**Absent:** Carlo Sena, Dick Goldberg

**Staff:** Job Itzkowitz, Brett Mapp, Kate McGlinchey, Gabriella Sacidor

**Guests:** Leslie Obleschuk

**Call to Order:** J. Nagle called the meeting to order at 4:06pm

## **Administrative Note:**

- Due to the COVID-19 crisis, the Board meeting is being held virtually via Zoom. J. Itzkowitz advised that the meeting would be recorded and posted to the OCD website.

## **Minutes:**

- The previous meeting's board meeting minutes were distributed via email.
- B. Oliphant Ross made a motion to approve the previous meeting's minutes. 2<sup>nd</sup>/A. Teterus. All in favor; approved.

## **Chair's Report:** J. Nagle

- J. Nagle congratulated the board members whose authorizing resolutions passed out of City Council's Committee of the Whole.
- J. Nagle discussed the Historic District planning initiative that OCD is participating in with other area organizations.

## **Executive Director's Report:** J. Itzkowitz

- Lease:
  - OCD negotiated a rent reduction and month-to-month lease agreement with its landlord while it searches for a new office with better social distancing space.
  - K. Bittner made a motion authorizing Old City District to enter into an addendum of the lease pursuant to the terms J. Itzkowitz described. 2<sup>nd</sup>/P. Shillenn. All in favor; approved.
- Budget:
  - J. Itzkowitz provided an overview of the 2021 budget. Due to concerns about collections in 2021, the District is seeking approval for a standard 90% collection budget, but will operate at a 80% collection budget internally until OCD reaches a 85% collection rate.
  - A. Teterus made a motion to approve the 2021 budget. 2<sup>nd</sup>/T. Snowden. All in favor; approved.

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- Meetings:
  - OCD continues to participate in the Historic District planning meetings.
  - The BID Alliance continues to meet regularly.
  - J. Itzkowitz and G. Sacidor are participating in museum stakeholder meetings.
- Staff updates:
  - B. Mapp started cleaning out the basement in anticipation of a move next year and has begun the 2021 invoices and the lien process.
  - G. Sacidor has been working on the holidays and is spending the remaining PWD grant funds on advertising, and is taking the lead on the website redesign
  - K. McGlinchey has been working on a variety of things, including a Vision2026 midpoint check-in and working with the businesses on outdoor dining regulations and ticket appeals.
- New businesses:
  - Kindred, a clothing boutique, opened at 139 N 3rd.
  - Angelo Pizza is opening at 229 Market on Small Business Saturday.
  - Midnight Lunch, a gallery/boutique, is opening at 20 S 3rd on December 1st.
  - 138 N 3rd is hosting a Fermob pop-up shop in November and December.
  - Karma Restaurant relocated back to its 114 Chestnut Street space.
  - KinderCare is opening on the 300 block of Arch Street this month.
  - Cafe Couleur is opening at 323 Arch Street.
- Upcoming dates:
  - The holiday tree lighting will take place on December 3rd, and the menorah lighting will take place on December 10th. The events are closed to the public this year and will be broadcast virtually via Facebook.
  - The next Board of Directors meeting is December 16, 2020 at 4pm.
  - The office will be closed the week between Christmas and New Year's.

## **Treasurer's Report:** T. Snowden

- T. Snowden provided an overview of OCD's finances and assessment collection.

## **Committee Reports**

### **Marketing:** P. Shillenn

- OCD had its kickoff meeting with Message Agency about the website redesign.
- The holiday page is now live on OCD's website. Press releases about the holidays have gone out and OCD is beginning to receive holiday media coverage.
- Holiday events kick off with Small Business Saturday. OCD is hosting its holiday window contest again this year, with 17 participating businesses. The tree and menorah lightings will take place on December 3rd and 10th respectively at the Betsy Ross House

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courtyard, with both events closed to the public and broadcast live on OCD's Facebook page.

- OCD is spending the rest of the PWD grant money to highlight the Old City business community around Small Business Saturday through several media outlets, including purchasing an online package with Philadelphia magazine, which OCD selected after considering several alternatives and deciding that Philadelphia magazine was the best choice.
- The board discussed a proposed ad purchase from Philadelphia magazine. B. Oliphant Ross is an ad director with Philadelphia magazine; B. Oliphant Ross disclosed her employment, recused herself from the discussion and voting on this expenditure, and exited the board meeting.
  - P. Shillenn made a motion to approve the committee's recommendation for a \$2,500 expenditure for digital advertising with Philadelphia magazine. 2nd/V. Lyons. All in favor; approved.
  - B. Oliphant Ross reentered the board meeting.
- OCD had a conference call with the Philadelphia Design District to discuss curating art installations in vacant storefront windows. OCD is doing outreach to brokers and building owners to identify storefronts to use.
- OCD hosted a meeting with a few of the galleries that participated in the original First Friday to discuss how to celebrate the 30th anniversary of First Friday next year. OCD will host an additional meeting with all active galleries in December.
- The committee is working on the 2021 sponsorship package.

## **Clean and Safe:** T. Snowden

- OCD is planning to continue operating the 2nd Street Dining Room as long as the weather permits, and OPS is patrolling for security during outside dining.
- The committee is seeking approval for OCD to enter into a contract with Streetplus starting January 1, 2021. The contract was approved by OCD's counsel and circulated to the Board.
- P. Shillenn made a motion to approve the contract. 2nd/L. Haskin. All in favor; approved.

## **Economic Development:** K. McGlinchey

- OCD is working to help restaurants adapt to the City's winter outdoor dining guidelines, and will continue operating the 2nd Street dining room through the end of the year (weather permitting), especially in light of the city's reinstated ban on indoor dining.
- As we mentioned last month, OCD is seeing an increase in storefront vacancy. While the committee is exploring long-term options to address this, OCD met with the Philadelphia Design District about curating art installations for vacant storefronts, and has been reaching out to real estate brokers for potential storefronts to use.
- OCD is continuing to work with area organizations to develop a Historic District master planning document that shows current and planned projects in the area.

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- As discussed last month, P. Shillenn spoke to the artist of the Tamanend statue and received his approval for OCD's proposal to relocate the statue one block to the intersection of 2nd & Market, and OCD previously received approval from tribal leadership. J. Itzkowitz and K. McGlinchey met with Paul Farber, the director of Monument Lab, and he is interested in working with OCD on the statue relocation and the broader Tamanend Square proposal. Monument Lab is drafting a proposal for their involvement in this project.
- OCD is working with Old City Green to draft a memo to the Department of Public Property to outline what to include in a management agreement for the space.
- Staff met with the developer of The National apartments to discuss finalizing details on the lease for the park space. OCD is working to confirm city funding availability and overall cost of the project before moving forward.

## **Board Development:** A. Teterus

- City Council authorizing resolutions for G. Primavera, J. Dubrow, K. Bittner, and V. Lyons were unanimously voted out of the Committee of the Whole this morning.
- The Board has some vacancy opening up and the committee is looking for prospective Board members.

## **Old Business:** None

## **New Business:** None

## **Public Comment:**

- L. Obleschuk from the National Park Service reported that the park's interior spaces will close to the public starting Friday due to the new City regulations.

## **Adjournment:**

- P. Shillenn moved to adjourn the meeting. 2<sup>nd</sup>/V. Lyons. All in favor; approved. The meeting adjourned at 4:58pm.

**The next meeting will be held Wednesday, December 16, 2020 at 4:00pm, via Zoom.**