

Minutes of the Old City District Board of Directors Meeting

Wednesday, August 20th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Board: Harvey Spear, Patricia Lavelle, Daniel King, Jane Cowley, Christopher McGill, Lynne Martin-Haskin, Peter C. Rothberg, David Neff, Albert Taus, Laurie Townsend-Rapp, Carolyn Pfeiffer, Dick Goldberg, Sheryl Bar, Sonia Silverstein, Luca Sena, Jafar Maleki, Avram Hornik, Joe Ritchie
Staff: Job Itzkowitz, Brett T. Mapp, Gregory Diehl, Carol Moore

Absent: Joshua Grimes, Reginald Cummings

Guests: Janet Kalter, Joe Schiavo, Justin Watzka, Peter Watzka, Aaron Tjoa, Evan Litvin, Mark Hayes

Call to Order: Chairman Harvey Spear called the meeting to order at 4:10 pm.

Minutes

July 2014 board meeting minutes were previously distributed via email.

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

Chairman's Report: Harvey Spear

- H. Spear introduced Job Itzkowitz as the new Executive Director. J. Ritchie ended his leave of absence from the board. H. Spear recognized J. Ritchie for his service as Interim Executive Director.

Executive Director's Report: Job Itzkowitz

- J. Itzkowitz reported on year-to-date collections and prior year collections.
- A past due Pennsylvania DCED audit was delivered on August 20, 2014
- An insurance audit for Harleysville Insurance will be completed the week of August 18, 2014
- J. Itzkowitz held meetings thus far with 12 Board members and 15 non-Board members comprised of community, business and political leaders.

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- High Street on Market was named the #2 restaurant in America by Bon Appetit magazine, despite being let down by municipal infrastructure problems including frequent power outages (3 times since January). J. Itzkowitz liaised between owner Ellen Yin and Councilman Mark Squilla, who was able to expedite restoration of power.
- CBS 3 interviewed J. Itzkowitz regarding the High Street honor. OCD staff met with the reporter and emphasized the positive direction the District is taking as a whole. The story will air August 14, 2014 at 6:15.
- J. Itzkowitz is working with banks to complete transition process.

Treasurer's Report: C. McGill

Financial statements for May and June were presented and reviewed.

- YTD collections are doing well.
- Accounting for the transfer of funds held for projects from OCD to OCCF was corrected
- Copies of the audit report for OCD & OCCF years ending 2012 & 2013 from MDG LLC were distributed. Auditor George Pomerantz met with C. McGill, J. Itzkowitz and B. Mapp August 20, 2014 and indicated that OCD is financially healthy.

Marketing Report: S. Bar

- B. Mapp prepared sponsor forms for the Board members who agreed to help sponsor the Old City Fest.
- New videos are in development as part of an ongoing series. The upcoming video subjects include Art & Design, Shopping, Stay, and Discover (history/performing arts)
- S. Bar recognized L. Sena for his role in organizing Old City Restaurant Week.
- Web Report:
 - Much of the recent traffic was driven by Restaurant Week
 - Sessions were up 102% in July, users up 92%, likes on FB up 15%
 - Drivers were media sites such as Uwishunu, Phillymag, etc.
- 2014-2015 Guide to Old City brochure will be completed late September.

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- CJ Dawson will be taking additional photos to show changing seasons as well as 2nd floor spaces- loft offices, etc.
- There will be a Board photo-shoot at the September Board meeting. Members were asked to attend.
- OCD has taken out ads in the FringeArts Guide and the Arden Playbill

Clean & Safe Committee Report: H. Spear

- Committee was pleased to report fewer nuisance establishments and more responsible operators in the District than in the past. No Committee meeting was held in July as there were few issues.
- Liquor Licenses:
 - H. Spear led meeting with Garces Group re: Bookbinders CLA for 125 Walnut St. The venue will house a seafood bar, event space & catering. The parties discussed a modified CLA to allow for some entertainment for private events. Applicant will propose revised CLA.
 - Captain Korn of the 6th District notified OCD that Fire & Ice hosted a large birthday party for a known drug dealer on August 15, 2014. PPD had extra police on site.
 - Barra applied for a SAOL; OCD is waiting for a marked-up CLA from the operator
 - Lucha Cartel applied for a SAOL, OCD is waiting for a revised CLA from the operator.
 - Infusion- H. Spear met with owner three times. Club is operating under license from Nick's Roast Beef, but seeks to obtain his own. Owner is resisting entering into a CLA.
 - Recess Lounge- J. Cowley indicated that there have been several incidents outside this club, which is located in PPA garage (NPS property); park rangers have been injured in incidents. J. Itzkowitz will organize meeting with operator before going to the authorities. J. Cowley will attend representing NPS. L. M. Haskin will attend as she is familiar with history of incidents.

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- Club Rain, formerly a problem bar is now Xian Sizzling Woks.

Economic Development Committee – D. Goldberg

- Planning Grant – OCD is preparing to seek proposals for a district plan to fill in details for Old City based on the Philadelphia ~~2015-2035~~ plan. Status of planning grant is pending; Commerce Dept. contact has been out of town.
- Committee reviewed proposals for programs and is moving forward with several of them:
 - Promotion of Old City being in McCall school catchment.
 - Sidewalk Replacement Grant: As discussed in a prior meeting, the committee contemplates a matching grant program to encourage sidewalk improvements. G. Diehl is working with the Committee on refinements intended to avoid liability for OCD, and has provided a new draft to D. Goldberg for further review.
 - Failing handicapped ramps on Market Street- J. Kalter & J. Schiavo spoke w/ Dave Perri (Streets Dept. Commissioner) about it- solution is have raised crosswalks in order to conform to ADA Code. Kalter and Schiavo are seeking support from OCD and adjacent businesses. OCD will explore sources of pro-bono civil engineering for the project.
 - Quarry Street is in poor condition. Repair is 2-3 years away according to City list. If OCD can ask City to prioritize this street, deterioration could be halted. H. Spear suggested D. Goldberg reach out to Dave Perri prior to next ED Committee Meeting.

Board Development Report: P. Lavelle

- P. Lavelle expects two board candidates to be ready for Committee interviews by the time of the next meeting if/once letters of interest are received. All Board members will be invited to the Board Development Committee meeting, as per usual practice.
- Several Board members- have had 3 or more absences in 2014. P. Lavelle will reach out to them shortly.

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- The Executive Committee recommended- to the Board that -J. Ritchie be appointed to fill its open non-officer seat for the remainder of the year, to continue to help w/Executive Director transition. D. Goldberg offered a motion to appoint J. Ritchie to the seat. 2nd/ P. Rothberg. All in favor, approved.

Old Business: None

New Business:

- Center City District approached OCD about a proposed sign maintenance agreement. Elfreth's Alley Association can no longer fund maintenance of its way-finding signage. Upon research, J. Ritchie -discovered that OCD has funded some way-finding sign maintenance in the past without an agreement in place. CCD drafted a new agreement covering all such signage for an annual maintenance fee of \$2,000. Copies of the draft showing revisions made by OCD Counsel Josh Grimes were distributed.
- J. Ritchie moved that the OCD Board of Directors empower the Executive Committee to finalize and execute an agreement with the Center City District that will be substantially similar to the one circulated. 2nd L. M. Haskin. All in favor, approved.

Public Comment:

J. Kalter suggested approaching Rich Thom (architect) of the former OCCA who worked with Streets Dept. on the original Market Street redevelopment regarding the pedestrian ramps.

Adjournment: Motion: D. Goldberg/ 2nd Dan King. All in Favor, approved. Meeting adjourned at 4:45pm.

The next meeting will be held on Wednesday, September 17th 2014, 4:00 pm, at 231 Market Street.