

Minutes of the Old City District Board of Directors Meeting

Wednesday, July 16th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Board: Harvey Spear, Patricia Lavelle, Daniel King, Joshua Grimes, Jane Cowley, Christopher McGill, Lynne Martin-Haskin, Peter C. Rothberg, David Neff, Albert Taus, Laurie Townsend-Rapp, Carolyn Pfeiffer, Pat Lavelle, Dick Goldberg, Sheryl Bar, Sonia Silverstein, Luca Sena

Staff: Joe Ritchie, Brett T. Mapp, Gregory Diehl, Carol Moore

Absent: Nick Gregory, Reginald Cummings, Avram Hornik, Jafar Maleki

Guests: Janet Kalter, Carlo Sena, Mark Hayes (Kimpton Hotels), Timothy J. Snowden, (First Service Residential)

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

Minutes

June 2014 board meeting minutes were previously distributed via email.

- Three corrections were made prior to meeting- spelling of Reginald Cummings & Lynne Martin-Haskin, and Pat Lavelle marked as absent.
- D. Goldberg offered a motion to approve. 2nd/D. King. All in favor, approved.

Executive Session Called at 4:15, concluded at 4:20

Chairman's Report: Harvey Spear

- After vetting 135 candidates for Executive Director, interviewing roughly 20, the Search Committee narrowed it down to two candidates. After a vote the full Board decided to hire Jobe Itzkowitz formerly of Ballard Spahr LLP & Councilwoman Cindy Bass's office.
- P. Rothberg offered a motion to approve. 2nd/ D. Neff. All in favor, approved.

Executive Director's Report: Joe Ritchie

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- Assessment collections year-to-date are \$645,000 for 87% of the budgeted amount. \$35,652 in prior year assessments has been collected to date, well exceeding the budgeted amount of \$15,000.
- Letters will go out to unpaid ratepayers by the end of the month

Treasurer's Report: C. McGill

Financial statements for May and June were presented and reviewed.

- May 2014
 - Income statement: total revenues = \$16,335.71; operating expenses = \$81,483.63; operating income = -\$65,147.92 (loss)
 - Balance sheet: total assets/liabilities = \$1,259,922.94
- June 2014
 - Income statement: total revenues = \$41,907.27; operating expenses = \$92,255.51; operating income = -\$50,348.24 (loss) Balance sheet: total assets/liabilities = \$1,211,212.99
- No extraordinary expenses month over month, the biggest difference was in ED transition expenses & payroll changes.
- The transition process came in well under budget.

Motion to approve: 2nd/ all in favor, approved.

Marketing Report: S. Bar

- Brochure: 130 listings, oversold on full and half page ads resulting in expansion of brochure. \$61,000 raised in total leaving \$21,000 net after printing and distribution, to be used for further Marketing & Branding activities.
- Website: increase in daily sessions from 250-395 beginning to end of month. Still looking to increase return visits. Will add special events page as well as more videos.
- Upcoming video series installments: shopping, home design, galleries, performing arts, economic development (live/work), history. Not all will be completed this year.
- Old City Restaurant Week July 20th-27th: lots of participants, good press already.

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- Visit Philly, PCVB, Clay Studio met regarding 25th anniversary of First Friday (2015), planning a special theme for each F.F. in 2015 to celebrate.
- Saturday Sept. 27th Opera on the Mall "The Barber of Seville"
- Old City Fest: October 12th, still signing on sponsors- Timothy Johnson of First Service Residential (in attendance) may be on board. Access Philly is handling logistics for the event.
- H. Spear asked the board to give S. Bar a round of applause for all of her hard work with the Old City Fest. S. Bar asked the Board to recognize B. Mapp and G. Diehl for their contributions.

Clean & Safe Committee Report: H. Spear

- Bookbinders entering into a CLA with OCD, currently negotiating. Garces agrees with 90% of provisos but wants some entertainment for special events space. Will send marked-up version to Committee.
- Concern must be given for the future of the venue if/when they vacate – the CLA rules will remain for next use.

Economic Development Committee – D. Goldberg

- Master Planning: major focus of the Committee moving forward. Committee applied for a Planning Grant through the Phila Commerce Dept. and is in the beginning stages, including seeking input/ priorities from the full board and Community. A list of topics from the Board was distributed, as well as a list of four proposed programs from community leaders.
- Next ED Committee meeting will aim to focus the list of priorities as well as find additional planning firms to bid on plan.
- The full board is welcome to participate in this important planning process to the extent that they are willing and able.

Board Development Report: P. Lavelle

- Nick Gregory has to regretfully resign from his seat on the Board due to the increased travel demands of his job.

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- There are quite a few candidates in the pipeline, the full board will be welcome to interview once they reach that point.

Old Business: None

New Business: None

Public Comment:

Carlo Sena: Old City Restaurant Week is from July 20th-27th. Please participate and promote. Franklin Fountain is a major sponsor, creating a special flavor of ice cream (Cobblestone) in honor of the event. There is a BOGO promotion for the ice cream through Panorama. This event has a different price point as well as timing from CCD Restaurant Week. Promo cards are in the IVC, hotels, local businesses, and a mailer is going out tomorrow.

- P. Lavelle: Consider taking bundles of the promo cards to office towers to leave w/ front desk for employees.
- C. Sena: it was plugged on Foobooz and WMMR today, will be on Uwishunu next week.

G. Diehl: There will be an RCO meeting to review a proposed development at 141-147 Hancock Street (parking lot adjacent to Ritz East) directly following the OCCF Board Meeting at 5:30.

Adjournment: Motion: D. Goldberg. 2nd/D. Neff. All in Favor, approved. Meeting adjourned at 4:35 pm.

The next meeting will be held on Wednesday, August 20th 2014, 4:00 pm, at 231 Market Street.