

Minutes of the Old City District Board of Directors Meeting

Wednesday, September 17th, 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, Carolyn Pfeiffer, Sheryl Bar, Sonia Silverstein, Luca Sena, Jafar Maleki, Joshua Grimes, Reginald Cummings

Staff: Job Itzkowitz, Brett T. Mapp, Gregory Diehl, Carol Moore

Absent: Laurie Townsend-Rapp, Dick Goldberg, Joe Ritchie, Avram Hornik

Guests: Janet Kalter, Joe Schiavo, Timothy J. Snowden, Michael Harris

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

Minutes

August 2014 board meeting minutes were previously distributed via email.

- Marketing Committee Report- L. Sena should be replaced with Carlo Sena
- L. M. Haskin offered a motion to approve minutes amended to replace "L. Sena" with "Carlos Sena". 2nd/ D. King. All in favor, approved.

Chairman's Report: Harvey Spear

- H. Spear and J. Itzkowitz met w/ representatives of various City departments and agencies, including L&I Commissioner to discuss ongoing nuisance property enforcement & night inspections.
- H. Spear and J. Itzkowitz met with Mike Harris of SSHHD to discuss ongoing partnership.

Executive Director's Report: Job Itzkowitz

- J. Itzkowitz reported on year-to-date collections and prior year collections.
- J. Itzkowitz held meetings thus far with 16 Board members; to meet w/ remaining.

Minutes of the Old City District Board of Directors Meeting

Wednesday, September 17th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

- J. Itzkowitz highlighted meetings with Paul Levy of CCD and Angela Val of Visit Philly, Danny Harvith of Jarv.us
- Progress continues on marketing and economic development RFPs; S. Barr & D. Goldberg to discuss strategic planning where there is overlap
- CBS 3 interviewed J. Itzkowitz regarding High Street honor.
- J. Itzkowitz met Jon Geeting of PlanPhilly to discuss ongoing series on Old City.
- Uwishunu featured Old City Fest today (thanks to D. Neff)
- Ongoing staff training – J. Itzkowitz & B. Mapp taking financial accounting courses, G. Diehl to research GIS courses.
- J. Itzkowitz is evaluating staff benefits program, which is up for renewal
- Philly Bike Share proposed locations were announced, with 3 currently proposed for Old City:
 - 2nd & Market, corner TBD
 - 5th & Market on Independence Mall
 - 2nd Street at Sansom in Welcome Park
- Parking day is Friday, 9/19/14; several locations in Old City temporarily repurposing spots for other uses.

Treasurer's Report: C. McGill

Financial statements for May and June were presented and reviewed.

- YTD collections are doing well in current and prior year receivables.
- No major activity month over month.

Marketing Report: S. Bar

- 2014-2015 Guide to Old City brochure is ready for print.
- New "Inside Old City" videos are in production as part of an ongoing series.
- Web Report:
 - Fewer August sessions than July (which was driven by Restaurant Week)
 - Page views and lengths of sessions up
 - Newsletter opens and click-rates are up
- B. Mapp has been working on Old City Fest. D. Neff is providing PR and got press today via Uwishunu. Access Philadelphia (event planners) are performing well.

Minutes prepared by J. Itzkowitz & G. Diehl

September 18th, 2014

page 2 of 5

Minutes of the Old City District Board of Directors Meeting

Wednesday, September 17th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

- Working w/ J. Itzkowitz to develop marketing strategy and will consult with D. Goldberg and the ED Committee
- Old City restaurants were very happy with Old City Restaurant Week and want to repeat it next year.
- Volunteers are needed for the OCD tent at Old City Fest

Clean & Safe Committee Report: H. Spear

- Waiting for signed CLA from Garces Group re: Bookbinders CLA for 125 Walnut St.
- Waiting for a revised CLA from the operator of Lucha Cartel.
- H. Spear and J. Itzkowitz met with owners of Charlie's Pub. PA Commonwealth Court decided in their favor regarding the zoning, neighbors will likely appeal to the PA Supreme Court. Liquor issue still in appeal. OCD continues to support these long-time community members.
- JJ Bootleggers' owner M. Harris is in attendance, who would like to become involved w/ Radio program.
- Fire & Ice up for SAOL renewal, OCD and authorities are all united in opposition.
- Barra applied for SAOL; J. Itzkowitz attempted to contact owner.
- Infusion resisted CLA, obtained SAOL as first-time applicant without OCD support.
- Blurr was denied SAOL and is up for appeal; owner requested a new meeting with C&S Committee
- Recess Lounge- J. Cowley indicated that there have been several incidents outside this club, which is located in PPA garage (NPS property) - Vince Clark of NPS will provide list. 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.
- Radio program has been on hold, being revisited. Possible OCD matching contribution as incentive to new participants (estimated cost of \$250 per)
- D. Neff offered a motion to authorize C&S to expend Committee budget funds to provide matching funds for new Radio Program enrollees, for up to 20 new radios. 2nd/ L. M. Haskins all in favor, approved.
- Oracle patrols need winter coats and 2 additional radios

Minutes of the Old City District Board of Directors Meeting

Wednesday, September 17th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

Economic Development Committee – J. Itzkowitz

- Planning and implementation grants were from the same source of DCED money. Implementation Grant was received for Old City Fest while Planning Grant was denied. May be approved if more funds become available. G. Diehl is working on RFP for Old City Master plan as the ED Committee has committed to planning despite the absence of grant money.
- Sidewalk Replacement Grant is being drafted; possible group discount as low cost alternative or supplement. G. Diehl is seeking estimates and group rates from contractors.
- Upcoming meeting with Commissioner Perri of Streets regarding Market Street crosswalks
- Historical Commission Architectural Committee to review plans for proposed development of National building (109-131 N. 2nd) on Sept. 23rd.
- There is an RCO Review of a proposed development at 304 Cherry Street being held at 231 Market after the Board meeting at 5:30.

Board Development Report: P. Lavelle

- P. Lavelle expects two board candidates to be ready for Committee interviews at the next meeting; possible 3rd if/once documentation is received.
- P. Lavelle to schedule Committee Meeting to conduct interviews and discuss other BD topics.
- There are several Board members who have had 3 or more absences in 2014 that have been removed from the Board: R. Cummings, S. Silverstein and L. Sena. P. Lavelle offered a motion to reinstate R. Cummings, S. Silverstein and L. Sena to the OCD Board of directors. 2nd/P. Rothberg. All in favor, approved.

Old Business:

- Still working with CCD to finalize signage agreement. P. Levy has directed J. Itzkowitz to the proper contact in CCD.

New Business: None

Minutes of the Old City District Board of Directors Meeting

Wednesday, September 17th, 2014 4:00 pm

231 Market Street, Philadelphia, PA

Public Comment:

- J. Kalter: Scoop the Poop Campaign's annual beauty contest for plantings in Old City was held, L. Sena was offered award for Revolution House.

Adjournment: Motion: C. McGill. 2nd/ J. Maleki . All in Favor, approved. Meeting adjourned at 4:50pm.

The next meeting will be held on Wednesday, October 15th 2014, 4:00 pm, at 231 Market Street.