

# Minutes of the Old City District Board of Directors Meeting

Wednesday, August 15, 2012 4:00 pm

231 Market Street, Philadelphia, PA

**In Attendance:** Sheryl Bar, Ryan Berley (OCCA), Jane Cowley (NPS), Lynn Martin Haskin, Pat Lavelle, Christopher Laufer, Christopher McGill, Jafar Maleki, David Neff, Carolyn Pfeiffer, Peter Rothberg, Albert Taus, Laurie Townsend-Rapp.

Graham Copeland (Executive Director), Greg Diehl (Economic Development Coordinator), Josh Grimes (Counsel), Brett Mapp (Operations Director)

**Absent:** Avram Hornik, Joseph Ritchie, Luca Sena, Harvey Spear, Ellen Yin.

**Guests:** Janet Kalter, Joe Schiavo, Arthur Meckler

**Call to Order:** Secretary David Neff called the meeting to order at 4:09.

## **Minutes:**

Minutes for the July 2012 meeting were previously circulated to board members via email.

Motion by S. Bar to accept the minutes, 2<sup>nd</sup>/L. Haskin. All in favor, approved.

**Chairman's Report:** D. Neff, for J. Ritchie

- Jafar Maleki was welcomed to the OCD Board. Jafar is the proprietor of Old City Yogurt at 229 Market Street.
- Electronic billboard - a proposal from Myron Berman for OCD to issue a letter of support for a sign on his property at 7<sup>th</sup> & Callowhill was rejected, as this property is outside of our geographic boundaries.
- 5-year plan & budget - after a review of the timelines based on statutory requirements, the Executive Committee decided to defer action on this until 2013, with preliminary planning continuing during 2012.
- Accounting firm selection - quotes were received from three firms: Haeefe Flanagan, McGovern & Associates and Gold Gocial Gerstein, the incumbent. Interviews were held with all three by members of the Executive Committee, and Gold Gocial was retained again to conduct the audit work for OCD and OCCF, after the negotiation of a reduced fee.

**Executive Director's Report:** G. Copeland

- Brochure project - ad sales are going well and nearing completion with an imminent deadline.
- Old City Arts Assoc. & Old City Business Collective - the two organizations met on Aug. 14 at 231 Market; they are forming a new affiliation, not a merger; topics discussed

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include OCD's branding campaign, the Knight Foundation Challenge grant and a proposal from City Paper to advertise Old City (OCD is not a participant in the latter).

- Street Lighting - meeting on July 30 w/ Mike Faulkner Street Lighting Div., and Rob Kettell of OCCA; the City is replacing older "parkway" style poles with "brown rounds" throughout the city, and willing to start on Old City asap, with our assistance to communicate with business & property owners.
- Retail component of the Central District Plan - Aug 31 Planning Commission roundtable discussion : how the city can support retail development in Center City.
- BID roundtable - organized by Denis Murphy/Commerce Dept. - Aug. 15 discussion on BID reauthorizations - big variable is City Council & timing for their scheduling.
- Congrats to Christopher McGill and East River Bank for their acquisition of a new branch bank location in Old City!
- Congrats to Ellen Yin in announcing Fork Restaurant's new chef!

## **Committee Reports:**

- **Marketing:** S. Bar
  - Promotional brochure - advertising sales have been brisk, with \$45,000 in proceeds to date; the deadline is August 20, and space is nearly sold out.
- **Economic Development:** G. Copeland for A. Hornik
  - Philadelphia zoning code - the new code takes effect on August 22. Phila Planning Commission is launching a new website with zoning map, and is offering one more training session to be scheduled in September.
  - Registered Community Organization – OCD will qualify as an RCO, according to informal communication and the official notice is pending.
  - Implementation grant - prospective opportunity for a grant via Philadelphia Commerce Department/PA DCED with no matching funds requirement; developing a grant application for a combination wayfinding & phone app program, have requested supporting proposal from App Renaissance to assist with grant application.
  - Planning grant via Philadelphia Commerce Department/PA DCED opportunity for a grant with matching funds requirement; developing a grant application for a traffic/congestion study. We have received a proposal from one traffic consultant JzTI and a second is pending from Dolan & Dean. Seeking to keep the proposal to \$10,000 total, requiring a \$5,000 match from OCD.

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- Motion by P. Lavelle to approve the expenditure of up to \$5,000 to serve as matching funds for a planning grant through the Philadelphia Commerce Department/PA DCED, to fund a traffic and congestion study of Old City. 2<sup>nd</sup>/L. Haskin. All in favor, approved.
- Storefront Improvement Program – this matching grant program is offered via Phila Commerce Dept.; OCD was selected as a qualifying organization, although funding goes directly to the businesses that apply, with our support. Now facilitating by working with business & property owners to assist with their applications.
- Blighted properties - L. Haskin requested letter to be drafted by staff, for board to review and to be sent out within two weeks.
- Tech business accelerator – P. Rothberg reported on a proposal by Peter Gold, Old City resident/attorney to create an incubator in partnership with local universities and corporations. There were recent meetings with Mr. Gold, L. Haskin, J. Ritchie and P. Rothberg. He is seeking funding for the project, but not immediately from OCD.
  - Motion by P. Rothberg for OCD to issue a letter of conceptual support for Peter Gold's business incubator, which Mr. Gold will draft for our review. 2<sup>nd</sup>/L. Haskin. All in favor, approved.
- **Treasurer's Report:** C. McGill
  - Balance sheet shows normal activity
  - Income statement shows additional revenues from assessment receivables, including current and prior year receivables, which are ahead of budget YTD.
  - Expenses are below budget; nothing extraordinary; should begin to see some new expenses with programs that were previously deferred.
    - Motion by P. Rothberg to approve financial report. 2<sup>nd</sup>/P. Lavelle. All in favor, approved.
- **Clean & Safe:** D. Neff for H. Spear
  - Recess Lounge is having a liquor transfer, we might not be able to take any action because of the type of transfer
  - Reserve is for sale; they are doing ticketed events.
  - Mad River has closed and will reopen as Craft and Claw in the fall.
  - Ben Franklin Beer Distributor's license transfer is being delayed by one neighbor.
  - Philadelphia Bar and Restaurant is suing the City and State about their CLA.

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- Jalsa - an existing Conditional License Agreement is in place, however they are noncompliant; Petition to Intervene has been submitted.
- **Board Development:** P. Lavelle
  - Michael Mattioni is not seeking reappointment to the OCD Board.

## **Old Business:**

- S. Bar has received complaints about the new antique & vintage market, now occurring on First Fridays, at 2<sup>nd</sup> & Arch Streets. R. Berley offered an update on the meeting to review this original proposal by Bob Bernstein of Elfreth's Alley Assoc. and Tony Soprano, proprietor of Phila Flea Markets, and mentioned a survey to businesses & residents.

## **New Business:**

- An analysis of Big Belly trash cans vs. old wire baskets has been done, which will be reviewed at the Clean & Safe Committee.

## **Public Comment:**

- Arthur Meckler reported hearing a mixed reaction to the flea market at 2<sup>nd</sup> & Arch Streets on First Fridays, with concerns expressed about "junk" items for sale, and about the location.
- Janet Kalter showed a photo for a new trash container design, which the City of Phila. has used in the past; at City Hall and MSB.
- Joe Schiavo commented on how Registered Community Organizations should operate, with receipt of notices for all development proposals from L&I and the Planning Commission; which do not all warrant Civic Design Review.

**Adjournment:** P. Rothberg motioned to adjourn the meeting/2<sup>nd</sup> S. Bar. All in favor, approved. The meeting adjourned at 5:21 pm.

**The next meeting will be held on Wed. September 19, 4:00 pm, at 231 Market Street.**