

Minutes of the Old City District Board of Directors Meeting

Wednesday, February 19, 2014 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Jane Cowley (NPS), Reginald Cummings, Dick Goldberg, Lynn Martin Haskin, Avram Hornik, Dan King, Pat Lavelle, Jafar Maleki, David Neff, Joseph Ritchie, Peter Rothberg, Albert Taus.

Graham Copeland (Executive Director), Greg Diehl (Economic Development Coordinator).
Brett Mapp (Operations Director).

Absent: Sheryl Bar, Josh Grimes, Christopher McGill, Carolyn Pfeiffer, Laurie Townsend Rapp, Luca Sena, Sonia Silverstein and Harvey Spear.

Guests: Mark Allen (Han Dynasty), Danielle Drew-Wolas (Han Dynasty), Danny Harvith (Jarv.us Innovations), Janet Kalter, Carol Moore and Joe Schiavo.

Call to Order: Chairman Joe Ritchie called the meeting to order at 4:14.

Minutes

January 2014 board meeting minutes were previously distributed via email.

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

Chairman's Report: no report

Executive Director's Report: G. Copeland

- Annual community report - the event, held on February 10 (snow date) at the Arden Theatre went well, was moderately attended (53 attendees).
- Shirt Corner - The developer Alterra Properties attempted to preserve the existing buildings; however the property was not structurally sound, and was condemned by the City. The utilities are being disconnected, and demolition is scheduled to begin next week.

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- N3RD Street - people in the tech community are working to have the City officially recognize N. 3rd St. as N3RD Street, with a designation ceremony to occur during Philly Tech Week.
- Business recruitment - OCD staff, in an ongoing effort, is working with prospects looking at new locations, including fashion retailers and home furnishing showrooms.

- New business openings
 - vRide opened their new corporate headquarters on Cherry St.; relocation from Michigan P. Rothberg was involved in the transaction; this came through Select Greater Phila. and was a big deal for the city - new jobs and growth potential.
 - ERDON - high-end women's fashion boutique opening at 162 N. 3rd St. (former Ligne Roset).
 - Hush Salon - relocated to 128 N. 3rd (former Franklin Square, next to La Locanda.
 - Capogiro - this restaurant/gelato café with liquor license at 233 Chestnut St. has received zoning approval.
- Proposed Noise Ordinance Change - Councilman Squilla has proposed a bill in City Council that would amend Section 10-400 of The Philadelphia Code.
 - J. Ritchie referred the further discussion to the Clean & Safe Committee.

J. Ritchie called an executive session to discuss staffing.

Treasurer's Report: no report. Financial statements for January will be discussed at the March board meeting.

- P. Lavelle offered a motion to amend the motion of January 15, 2014 concerning the transfer of \$200,000 from OCD to OCCF to read as follows in its entirety:

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RESOLVED, that the Board of Directors of the Old City Special Services District (the District) shall authorize the transfer of \$200,000 to the Old City Community Fund (OCCF) to place such funds in a separate fund within the OCCF devoted exclusively to these funds and designated for the purpose of funding the District's marketing, economic development, clean & safe and streetscape improvement projects as approved in the District Plan and budgets, and to assist in projects undertaken by the OCCF at the District's direction in order to leverage public and private financial support for these projects. All funds will be disbursed by the OCCF in accordance with the intent and in compliance with OCCF restrictions and in accordance with the authorization(s) contained in duly enacted resolution(s) of the District's Board, accompanied by written instructions of the Executive Director of the District consistent with such resolutions.

2nd/L. Haskin. All in favor, approved.

Marketing Report: G. Copeland

- Old City Fest - the plan for a new outdoor festival has been in development for months.
 - Date/Time: Sunday, Oct. 12, time approx. 11:00 am - 6:00 pm, a theme that showcases all of Old City's great businesses and historic & cultural institutions.
 - Location: 3rd St. from Market to Race and Arch St. from 2nd to 4th Streets
 - The business community is engaged and committees have organized to plan the event.
 - The Board reviewed an Old City Festival Plan that summarized the event.
 - Motion by L. Haskin to approve an expense of \$23,750 to fund the 2014 Old City Fest. 2nd/N. Gregory. All in favor, approved.
- New marketing position - this is a part-time independent contractor role, and a job description will be distributed broadly, tomorrow.
- Website - great progress has been made on content, design and layout.

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- The Marketing Committee has been the beta group to review and comment.
- Board review - a link has been sent to board members for review of the site.
- Launch date: March 3

Clean & Safe Committee Report: P. Rothberg

- Liquor licenses
 - JJ Bootleggers (former Red Zone/Café Spice) - 35 S. 2nd St.
 - Landlord/licensee has pending transfer of license to applicant #1, Marc Harris, who has experienced delays with the transfer.
 - The establishment has since reopened with another operator license applicant #2, Bruce Santino Jr., under a stock transfer arrangement. Attorney Bill Morrin says this is on a temporary basis, while the first application is still pending.
 - Neighbors and OCD have submitted Petitions to Intervene, for both proposed transfers.
 - Infusion/ 16 S. 2nd St. - the Clean & Safe Committee met with the applicant Jamie Atlig, researched their ongoing operations, and has decided to withdraw its Petition to Intervene.
 - Triumph Brewing Co./ 117 Chestnut St. - there is a pending sale of the business; attorney Ed Taraskus indicated that the business model will remain substantially the same, including continuing the micro brewing operations. The Clean & Safe

Committee reviewed the terms and conditions of the existing Conditional License Agreement, which is attached to the license and transfers to the new operator.

- Charlie's Pub / 17 N. 3rd St. - Charlie Vaturi has reapplied for his liquor license transfer from his previous venue on N. 3rd St. to the property he owns at 17 N. 3rd St. The C&S Committee reviewed the terms and conditions of the existing

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Conditional License Agreement, which is attached to the license and transfers to the new operator.

- Han Dynasty / 123 Chestnut St. - H. Spear reported a large party with entertainment and disruption. He spoke with their in-house attorney, who assured him that this was a one-time event, not consistent with their program, and will not be repeated.
- Lucha Cartel / 207 Chestnut St. - Capt. Korn of the 6th Police District decided to not recommend the issuance of a Special Assembly Occupancy License at this location, based on their earlier assurances during the license transfer that they would not have live entertainment.
- Licenses and Inspections - Commissioner Williams stated in an email that the evening inspections will be continued.
- City noise ordinance - discussion regarding Councilman Squilla's pending bill proposing changes to the existing noise ordinance.
 - J. Ritchie referred this matter to the Clean & Safe Committee for further discussion.

Economic Development Committee - A. Hornik

- Old City Master Plan - the committee discussed the possible creation of a report from a qualified consulting firm to study future land use and zoning issues. This could build off the foundation of information created in the Philadelphia City Planning Commission's 2035 Master Plan. A project scoping meeting is being scheduled.
- N3RD Street designation - G. Copeland and Danny Harvith of Jarv.us Innovations presented a plan for the official naming of N3RD Street through City Council.
 - P. Rothberg moved for OCD to send a letter of support for the official designation of N3RD Street by Philadelphia City Council. 2nd/D. Neff. Ten voted in favor, with one abstention. Motion approved.

Board Development Report: P. Lavelle

- The Statement of Financial Interest and the Conflict of Interest forms are due.

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Old Business: none

New Business: none

Public Comment:

- Danielle Drew-Wolas, representing Han Dynasty (123 Chestnut Street), stated that the on-street parking regulations that require towing after 10:00 pm are negatively affecting the restaurants' business on the block. She stated that customers whose cars are towed will not return; thus reducing restaurants' revenues. Ms. Drew-Wolas spoke with officials at the Philadelphia Parking Authority, and stated that PPA would be amenable to a change - to allow parking past 10:00 pm on one side of Chestnut Street, 7 days/week - if this were supported by OCD.
 - J. Ritchie suggested that Ms. Drew-Wolas send a letter to G. Copeland, and refer it to the Clean & Safe Committee for review.

Adjournment: R. Goldberg moved to adjourn the meeting/2nd P. Rothberg. All in favor, approved. The meeting adjourned at 5:42 pm.

Old City Community Fund: The scheduled February meeting did not occur, since there were not enough members for a quorum.

The next meeting will be held on Wednesday, March 19, 2014, 4:00 pm, at 231 Market Street.