

Minutes of the Old City District Board of Directors Meeting

Wednesday, January 20th, 2016 4:00 pm
231 Market Street, Philadelphia, PA

In Attendance: Lynn Martin Haskin, Timothy Snowden, Pat Lavelle, David Neff, Laurie Townsend Rapp, Peter Rothberg, Luca Sena, Harvey Spear, Sheryl Bar, Reginald Cummings, Sonia Silverstein, Albert Taus, Dick Goldberg, Leo Addimando, Dan King, Christopher McGill, Carolyn Pfeiffer, Joseph Ritchie, Jafar Maleki, Cynthia Macleod, Josh Grimes (counsel)

Staff: Job Itzkowitz, Gregory Diehl, Brett Mapp

Absent: none

Guests: Joe Schiavo, Janet Kalter, Gina Giaccardo, Jack Malloy

Call to Order: Chairman J. Ritchie called the meeting to order at 4:07pm.

Minutes:

- December 2015 board meeting minutes were previously distributed via email.
- P. Lavelle made a Motion to approve the December 2015 minutes. 2nd/ L. Haskin. All in favor, approved.

Chairman's Report: J. Ritchie

- J. Ritchie reported on major accomplishments of OCD in 2015 including:
 - Continuing reduction in nightlife disturbances and nuisance operators
 - LRC services has removed 48 short dumps and over 200 graffiti tags and stickers from public property
 - The Vision 2026 plan has been developed with implementation to follow
 - The blighted lot at 240 Market Street has been cleaned and fenced in
 - Old City Fest continued to grow in attendance
 - Old City was selected for the Philadelphia Museum of Art's Inside/Out program
- J. Ritchie stated that it is imperative that the Board carry this work forward and to accomplish even more bigger and better projects in 2016.
- J. Ritchie announced that he will be stepping down from the Executive Committee and encouraged rotation and new leadership for the Committee amongst the Board. He encouraged Board members to renew their commitment to playing an active role in 2016 and to prepare themselves to run for officer positions in the future.

Executive Director's Report: J. Itzkowitz

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- J. Itzkowitz reported that assessment collections for 2015 were 87% of budget goal. Prior year assessments were at 264% of budget goal. He reported that the total number of assessed properties was reduced in 2015 due to residential development on previously assessed properties.
- J. Itzkowitz and B. Mapp attended a meeting with 10,000 Small Businesses. B. Mapp and D. Goldberg attended the CraftNow kickoff meeting. G. Diehl attended a litter reduction workshop organized by Keep Philadelphia Beautiful.
- There is a newly formed heritage tourism group that OCD will participate in.
- New Openings: Little Lion, Ruckus Gallery. Bluestone Fine Art Gallery relocated to 72 N. 2nd Street.
- J. Itzkowitz recently met with OCD's employee handbook consultant and the 401k program has gone into effect. The staff has received several quotes for new office furniture to reorganize the front office in preparation for an additional staffer.
- Statement of Financial Interest and Conflict of Interest Statement Forms will be distributed to all Board members at the end of this meeting to be filled out and returned to staff.
- J. Itzkowitz and S. Silverstein continue their outreach efforts to local schools.
- G. Diehl graduated from the Fall 2015 Citizen's Planning Institute at the Phila. City Planning Commission.
- There will be an RCO review of a proposed roof deck at 131 N. 3rd Street directly following this meeting at 5:15. That will be followed by an informational presentation by the owners of 113-115 Arch Street.
- The next Board Meeting will be on Wednesday, March 16th 2016 at 4:00 pm.

Treasurer's Report: P. Rothberg

- P. Rothberg presented and reviewed financial statements for November and December 2015.
- L. Addimando suggested several improvements for the presentation of financial statements and agreed to work with new Treasurer to implement the changes once elected.

Committee Reports

Marketing: S. Barr

- The staff has worked through 300+ resumes submitted for the Marketing and Outreach Coordinator position and have narrowed the field significantly.

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- There is a First Friday survey under development that will go out to stakeholders after final revisions.
- The Committee and staff are actively pursuing sponsors for the 2016 Old City Fest.
- The Committee may contract some additional photography to benefit the efforts of the Marketing and Economic Development Committees as well as OCD's public relations efforts.
- There is a meeting scheduled with the organizers of Old City Restaurant Week to discuss a collaborative role for OCD.
- The Annual Community Report will be held in April this year due to inclement weather in January.

Clean & Safe: H. Spear

- The most recent issue of Philadelphia Magazine included a letter from J. Itzkowitz regarding the previous issue's positive follow-up to the 2010 Old City article, acknowledging the role that the Old City Nuisance Task Force played in effecting positive change.
- Barra / B-Side Lounge are subject to an investigation by the State Police and has had their SAOL suspended.
- The Committee continues to negotiate requested amendments to the CLA for The Gaslight in cooperation with their attorney, PLCB officials and State Senator Farnese's office.
- Councilman Squilla has introduced legislation that would alter SAOL regulations to make them more strict when changes are requested.
- Recess management is taking steps to address concerns raised by neighbors in previous meetings.

Economic Development: D. Goldberg

- The Vision 2026 plan is still under revision but is substantially similar to what was presented to the Board. The planners received feedback from the PCPC staff and met with the Central District Planner to discuss them.
- As the Vision 2026 plan is conceived of as a framework, OCD will not seek adoption by the PCPC. Specific initiatives from the plan will be researched further and implemented on an individual basis.
- Representatives of the DRPA met with Councilman Squilla and expressed concerns about activating space under the Ben Franklin Bridge.

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- Public of the plan rollout will follow additional meetings with City officials and institutional partners.
- The Board previously approved a \$2k addition to the Vision 2026 contract for a study of mid-block crosswalks. D. Goldberg offered a motion to instead create a new on-call services contract with RBA for that study and participation in additional meetings, not to exceed \$5k. 2nd/ D. Neff. All in favor, approved.
- D. Goldberg and staff met with representatives of Econsult to discuss contracting a “State of Old City” document for use as a business development and marketing tool. After a second meeting the price was reduced to \$25k with up to \$10k payable as in-kind sponsorship. The Executive Committee previously requested that the Economic Development Committee develop a more robust plan including printing and all other associated costs before seeking Board approval. L. Addimando stressed the immense value of this tool in attracting development and business activity to Old City and stated that a printed version of the document is not necessary. D. Goldberg offered a motion to approve the execution of a contract with Econsult to develop the document at the negotiated price. 2nd/ L. Addimando. All in favor, approved.
- Local residents J. Schiavo and J. Kalter submitted a proposal for improvements to the Firehouse Park at 4th & Arch. The proposed improvements are consistent with the goals of the Vision 2026 plan and Councilman Squilla has expressed his support. J. Schiavo and J. Kalter will present their proposal at the next Economic Development Committee meeting.

Board Development: P. Lavelle

- There will be a Committee Meeting held in February to discuss Board recruitment strategy which will be a major focus of the Committee in 2016.
- P. Lavelle nominated the following candidates for Board Officer positions for 2016:
 - H. Spear and C. McGill for Chairman
 - P. Rothberg for Vice Chairman
 - T. Snowden for Treasurer
 - L. Haskin for Secretary
- P. Lavelle invited any additional nominations from the floor before proceeding with the vote. Hearing none, ballots were distributed and collected by J. Grimes who tallied the votes.

Old Business: None.

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New Business: None.

Public Comment: None.

At 4:47 p.m., D. Goldberg made a Motion to temporarily suspend the Old City District Board meeting in order to hold the Old City Community Fund Board meeting while the Officer election ballots were being tallied. 2nd/ L. Addimando. All in favor, approved.

At 4:50 pm D. Goldberg made a motion to reconvene the Old City District Board of Director's meeting at the conclusion of the OCCF Board meeting. 2nd/ D. King. All in favor, approved.

J. Grimes announce the results of the Board Officer elections for 2016:

- Secretary: L. Haskin
- Treasurer: T. Snowden
- Vice Chairman: P. Rothberg
- Chairman: C. McGill

The Board of Directors thanked J. Ritchie for his service as Board Chairman.

Adjournment: P. Lavelle moved to adjourn the meeting. 2nd/ D. Neff. All in favor, approved.
The meeting adjourned at 4:53 pm.

The next meeting will be held on Wed. March 16th, 4:00 pm, at 231 Market Street.