

Minutes of the Old City District Board of Directors Meeting

Wednesday, March 16th, 2016 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Lynn Martin Haskin, Timothy Snowden, Pat Lavelle, David Neff, , Peter Rothberg, Luca Sena, Harvey Spear, Sheryl Bar, Reginald Cummings, Sonia Silverstein, Dick Goldberg, Dan King, Christopher McGill, Cynthia Macleod, Josh Grimes (counsel)

Staff: Job Itzkowitz, Gregory Diehl, Brett Mapp

Absent: Laurie Townsend Rapp, Jafar Maleki, Joseph Ritchie, Leo Addimando, Albert Taus

Guests: Joe Schiavo, Janet Kalter, Mary Hummel, Gabriella Sacidor

Call to Order: Chairman C. McGill called the meeting to order at 4:05pm.

Minutes:

- January 2016 board meeting minutes were previously distributed via email.
- P. Lavelle made a Motion to approve the January 2016 minutes. 2nd/ D. Neff. All in favor, approved.

Chairman's Report: C. McGill

- The Board Development Committee met directly before this meeting to discuss preparing for the transitions that will occur over the next three years. C. McGill would like to continue the momentum that has been built through past and current accomplishments. Active participation in Committees is critical to achieving this.
- C. McGill urged the Board to read through the Vision2026 framework plan thoroughly when released and to think about major longer-term goals in addition to more immediate initiatives.

Executive Director's Report: J. Itzkowitz

- J. Itzkowitz reported that assessment collections for 2016 are currently 20% of budget goal. Prior year assessments are at 48% of budget goal. He reported on two developments that will affect the budget moving forward: the US Custom's House will not be renewing their street cleaning contract with OCD; and MRP, new

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owners of several former Kaiserman properties, just won an AVI appeal for a reduction by 20%. He also noted that 2016 is likely the last year for AVI appeals so there will be more certainty moving forward.

- J. Itzkowitz held meetings with Michael Soileau of Comcast to discuss strategic partnerships, Captain Korn of the 6th District, State Rep. O'Brien, representatives of the American Bible Society to discuss their proposed electronic "community bulletin", Laura Landow of the McCall School Home & School Association, David Platt of BambooWifi, PHS President Matt Raider, Nate Hommel of UCD regarding OpenStreetsPHL, representatives of the DNC Host Committee, the new heritage tourism group Historic Philadelphia regarding their Spring launch, and numerous City officials regarding the Vision2026 framework plan.
- New Openings: MRP closed on the former Kaiserman Co. properties in Old City; 248 Market was sold via sheriff's sale and MSC is marketing the commercial space (formerly Pizzicato).
- J. Itzkowitz introduced Gabriella Sacidor to the Board who was recently hired as the Marketing & Outreach coordinator for Old City District.
- The District has been working with a consultant to develop an employee handbook and the staff 401k program has launched.
- The staff has received several quotes and layouts for new office furniture and has selected a local firm's design. It was suggested at the Executive Committee meeting that a comprehensive overhaul of the office might be logical and J. Itzkowitz has sought quotes for conference room furniture, interior painting and new carpeting. Coordinated installation is tentatively planned for early June.
- The 231 Market lease is up for renewal and J. Itzkowitz and P. Rothberg will negotiate a new option with the landlord.
- D. Goldberg offered a motion to nominate Chairman C. McGill, Vice Chair P. Rothberg, and Secretary L. Haskins to be Assistant Treasurers; and those specific members be identified in the minutes as authorized signers for all bank accounts, and to remove all previous signers other than J. Itzkowitz from all accounts. 2nd/ D. Neff, All in favor, approved.

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- J. Itzkowitz announced the following meeting dates:
 - March 30th, 6:30 pm – Vision2026 Roll-out & Community Reception at the Bourse
 - April 18th, 7:00 pm – Annual Community Report & Reception at the Arden Theatre
 - April 20th, 4:00 pm – April 2016 OCD Board of Directors Meeting at 231 Market Street
 - May 19th 5:00 pm – PMA Inside / Out Reception at Positano Coast
 - 1st Week June TBD – First Friday 25th Anniversary Celebration gala
 - Job will be out of the office from April 8th- 17th.

Treasurer's Report: T. Snowden

- As the new Treasurer, T. Snowden will focus on month-to-month performance in his reports. Future will reports will be more detailed as he familiarizes himself with cash-basis accounting.
- T. Snowden presented and reviewed financial statements for January and February 2016.

Committee Reports

Marketing: S. Barr

- The District will celebrate the First Friday 25th anniversary with a small event in June.
- The Marketing Committee and staff are pursuing sponsors for Old City Fest 2016.
- There is a weekly dining event in the works for Thursdays in Summer 2016, tentatively titled "Old City Eats".
- S. Barr urged the Board to attend the Annual Report & Community Meeting on April 18th at 7:00 pm at the Arden. Hopefully attendance will be up this year due to timing in Spring.
- The Philadelphia Museum of Art's Inside/Out event will start on May 15th in Old City, with a kickoff event scheduled for May 19th at 5:00 pm at Positano Coast. S. Barr urged Board members to attend.

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- The N3rd Street farmer's Market may not continue and the Marketing Committee is exploring possible options and welcomes any ideas as to how OCD can contribute to its viability.

Clean & Safe: D. Neff

- Chairman C. McGill announced that Clean & Safe Chair H. Spear has resigned from that position due to time concerns. D. Neff has agreed to chair the committee and C. McGill thanked H. Spear for his hard work and commitment over the years.
- D. Neff stated that he will strive to continue the good work that H. Spear has started. Thanks in large part to those efforts, there is generally less the Committee has to address with now than in previous years.
- There is a hearing pending regarding Barra
- Captain Korn has asked OCD to be an intermediary between Recess management and the neighbors. C. MacLeod stated that the NPS would be able to evict the subtenant if they were declared to be a "nuisance use" by City authorities. NPS will share the lease with J. Grimes to review and D. Goldberg suggested that he request the sublease from the PPA. J. Itzkowitz will forward reporting contact info to C. Macleod to disseminate to complaintants.
- D. Neff announced that the next Clean & Safe Committee will be held on April 6th at 3:00 pm and encouraged anyone who would like to help resolve the Recess issue to attend. The Committee will also discuss the discontinuation of the taxi stand program.
- The street cleaning contract with LRC will need to be renegotiated in light of the reduced scope of services resulting from the discontinuation of the US Customs House contract.
- J. Itzkowitz reported on the First Friday Survey results, specifically that a representative a property owner may be willing to host vendors. J. Itzkowitz will follow up.

Economic Development: D. Goldberg

- The Vision 2026 roll-out event will be on March 30th at the Bourse. Thank you to Mary Hummel and MRP for agreeing to host us. Please make every effort to attend if it is at all possible.

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- The Design Guide supplement to Vision2026 is in process and a draft will be circulated internally before seeking public input once it becomes available.
- The State of Old City, an economic development report and tool, is under development by Econsult and the RBA Group. The team is aiming to complete the plan by this year's broker event. Likely will be update biannually.
- The Economic Development Committee is currently planning a broker event for May; date TBD.
- J. Itzkowitz made a presentation regarding proposed action at the Firehouse Park as 4th & Arch Streets:
 - The Economic Development and Executive Committees have vetted this proposal and unanimously support it. This plan also represents a quickly achievable action recommended in the Vision2026 framework plan.
 - J. Schiavo and J. Kalter have been stewards of this park for roughly 10 years. They have recently joined the Board of Old City Green.
 - Two immediate components: re-paving and levelling of pavers, new furniture. Future phase: lowering walls to make more inviting.
 - Old City Green has asked the Old City Community Fund to assist with phase 1 costs which are estimated to be \$45,000. This would be a one-time contribution from the OCCF to OCG (a 501c3) of restricted funds allocated to its Firehouse Park project.
 - Comcast representative previously expressed interest in more permanent projects in Old City to become involved with, specifically things involving PHS and/or MuralArts. Job has briefed PHS on the project and MuralArts is already seeking funding for a mural at this location, so Job will pitch potential sponsorship to Comcast.
 - J. Schiavo stated that due to the seasonal nature of the project, the second phase is moving forward currently to be completed before Spring.
- D. Goldberg offered a motion to direct the Old City Community Fund to make a contribution not to exceed \$45,000 to Old City Green for the Firehouse Park Project, contingent upon Old City District seeking additional funding sources to reimburse the Old City Community Fund. 2nd/ L. Haskin.

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Board Development: P. Lavelle

- Carolyn Pfeiffer has resigned from the Board due to her job be relocated outside of the district.
- The Board Development Committee met prior to this meeting to discuss initial steps to address upcoming Board vacancies.
- P. Lavelle thanked D. King for agreeing to Vice-Chair the Marketing Committee in order to help with transition and knowledge-transfer prior to S. Barr's Board term expiring.

Old Business: None.

New Business: None.

Public Comment: J. Schiavo thanked the Board for its support for the Firehouse Park project.

Adjournment: C. McGill moved to adjourn the meeting. 2nd/ L. Haskins. All in favor, approved. The meeting adjourned at 5:08 pm.

The next meeting will be held on Wed. April 20th, 4:00 pm, at 231 Market Street.