

Minutes of the Old City District Board of Directors Meeting

Wednesday, October 16, 2013 4:00 pm

231 Market Street, Philadelphia, PA

In Attendance: Sheryl Bar, Reginald Cummings, Dick Goldberg, Nick Gregory, Lynn Martin Haskin, Dan King, Pat Lavelle, Christopher McGill, Carolyn Pfeiffer, Laurie Townsend Rapp, Peter Rothberg, Sonia Silverstein, Dan Stevenson (Councilman Mark Squilla), Harvey Spear.

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

Absent: Jane Cowley (NPS), Avram Hornik, Jafar Maleki, David Neff, Joseph Ritchie, Luca Sena, and Albert Taus.

Guests: Marc Harris/35 S. 2nd St., Janet Kalter, Carol Moore, Bob Theil/ Office of PA Sen. Lawrence Farnese.

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

Executive Session: The board went into executive session at 4:11 and returned to regular session at 4:18.

Clean & Safe Committee Report: H. Spear

- 312 Market Street/Fire & Ice
 - A meeting for October 16 was scheduled with Leonard Linsker, business partner of Fire and Ice, and Committee members to discuss their ongoing request for a Special Assembly Occupancy License.
 - Bob Theil, representing PA Sen. Farnese, described the differing purposes of Special Assembly Occupancy Licenses, issued by the City of Philadelphia, and the Conditional License Agreements, which are executed by the PA Liquor Control Board. B. Theil stated that CLA's are normally issued upon the transfer of a liquor license.

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- Motion by L. Haskin to oppose the issuance of a Special Assembly Occupancy License for 312 Market Street/Fire & Ice. 2nd/S. Bar. All in favor, approved.
- 35 S. 2nd Street
 - Prospective new operator Marc Harris is seeking to open an establishment with a liquor license and entertainment program with DJ, dancing and a Special Assembly Occupancy License.
 - The Clean & Safe Committee has met with Mr. Harris and his attorney William Morrin in an effort to negotiate a Conditional License Agreement.
 - Motion by L. Haskin to recommend that the PA Liquor Control Board adopt the terms of a Conditional License agreement only if the applicant agrees to all of the original terms and conditions in the originally proposed agreement. 2nd/S. Bar. All in favor, approved.
- Private security services contract
 - The Committee has issued a Request for Proposals through a public, competitive bidding process, as prescribed by the Municipal Authorities Act.
 - Five bids were received, and are now being reviewed by the Committee.

Harvey Spear excused himself from the meeting; Christopher McGill (Treasurer) continued the meeting as interim meeting Chair.

Executive Director's Report: G. Copeland

- 5 Year Plan update - the 45-day comment/objection period had elapsed, without any objections filed. Rosalie Leonard, attorney for City Council, drafted the legislation, with comment and review by J. Grimes. The next step is to finalize the ordinance, and submit that to the City Council Rules Committee, to begin the legislative approval process.
- New window & door ordinance - City Council is expanding the existing ordinance that requires operating windows & doors on all vacant properties, to include properties that are occupied.

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- Event/festival 2014 - meeting held with Managing Director's office, Carlo Sena of, Penn's View Hotel, and Patrick Shillenn of Arch Enemy Arts Gallery and G. Copeland to discuss logistics and street closings for an outdoor festival.
- IDA Conference - G. Copeland attended the world conference in NYC last week, including sessions on marketing tech sectors, and economic development.
- Market St. sidewalks & ramps - a meeting with Streets Commissioner David Perri is scheduled for next Thursday, October 24.

Treasurer's Report: C. McGill

The monthly balance sheet and profit & loss statements were distributed for review.

- Income activity was minimal, typical for this time of year.
- Expenses - in the sidewalk cleaning line item, there was a check to LRC Services returned and re-issued based on a bank error.
- A new savings account was opened at Prudential Savings Bank, to keep balances under the FDIC insurance limit.
- 2014 budget - to prepare for the upcoming year, staff was asked to distribute to committee chairs the 2013 budget and year-to-date expense reports.

Marketing Report: S. Bar

- Website redesign project - Carol Moore: the project is on target; vendor and staff are currently working on content development and data gathering.
- Promotional brochure - the latest edition was launched in October.
- Video - a general promotional video is being created now to be placed on the new website; others in a series are to follow.
- Barnes Foundation meeting - S. Bar, Rick & Ruth Snyderman and G. Copeland met in Old City with Barnes marketing staff to discuss possible cross-marketing programming and collaboration.
- GPTMC Neighborhood Project - Old City has been selected to participate in the program that will promote our district.
- Festival event - a group of business owners/operators are planning for an event in Fall 2014.

Minutes prepared by Graham Copeland

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- Advertising - the Committee is seeking to develop a strategy to become more proactive.
- NY Times article - the Oct. 9 edition's Home & Garden section had a great feature article on Old City.
- Brand logo - J. Grimes reported that the trademark of the new logo has been finalized.

Economic Development Committee: no report

Board Development Report: P. Lavelle

- P. Lavelle presented resumes for two prospective new board members, Dan King and Dick Goldberg.
- The Board Development Committee met on October 11. Each candidate received copies of the OCD bylaws and strategic plan; both had submitted letters of intent and met with Committee members J. Ritchie, D. Neff, A. Taus and P. Lavelle.
 - Motion by P. Lavelle to be named as Directors of the OCD Board by acclimation. 2nd/S. Silverstein. All in favor, approved.

Old Business: none

New Business

- P. Rothberg was approached by Janet Kalter with a request to support the Scoop the Poop program for a gift of \$500 - \$1,000.
 - Motion by P. Rothberg to provide funds of \$750 to the Scoop the Poop program. 2nd/ L. Haskin. All in favor, approved.

Minutes

September 2013 board meeting minutes were previously distributed via email.

- N. Gregory offered a motion to approve. 2nd/S. Bar. All in favor, approved.

Public Comment

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- Janet Kalter thanked the board for the donation to support the Scoop the Poop program, and for its consideration of the Special Assembly Occupancy License issue.

Adjournment: P. Rothberg moved to adjourn the meeting/2nd P. Lavelle All in favor, approved. The meeting adjourned at 5:17 pm.

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