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SSHD Board Meeting

May 10th, 2023

10:08 a.m.

SSHD Office & Zoom

Board Members Present: Rick Millan, Allison Hindman-Harvey, Nicole K., Nicole W., Adam Shapiro,

SSHD Staff: Mike Harris, Katrina Johnston-Zimmerman, Dana Feinberg, Sarah Cowell

Other Attendees: Lieutenant Steven Ricci, Susan Burt Collins, Yevgeny Desyatnik, Steve Ramm

AGENDA

1. Marketing and Public Relations: Mike recaps South Street Fest and its positive media coverage. CBS wrote that it was Philadelphia's favorite block party. Specific attendance statistics will be available, but the current estimate is that 40,000 people attended the festival throughout the day. Businesses will also be surveyed for data on the economic impact of the festival. Sarah points out that the frog character is part of branding South Street. There were 20,000 website visits on the day of the festival alone, mostly accounting for people looking for real world information such as maps and hours. It's important to keep the messaging positive in the time leading up to the anniversary of last year's tragic shooting incident.

Rick thanks all the businesses which participated. SSHD's kiosk by the Off Center was central to the event. For the first time in years, booth space at the festival was completely booked up. Participation increased from businesses located in the district. Many attendees wished to collect the festival posters. Dana highlights the overall feeling that matched the character of the district itself. She notes the impact of local artists being present with funds from neighboring district associations such as QVNA and Society Hill along with support from SSHD businesses. Artists from Eyes Gallery note that this was one of their most successful vending days. An attendee thanks the volunteers who helped set up their tent.

On the 200 block, there is a public art mural from Taylor Swift in partnership with local radio in giving away tickets. Tickets for her concert are hard to come by, and there will be a live unveiling of the mural. There will be promotional food and festivities provided by nearby businesses to launch more upcoming activations on the street. Dana notes there is a free wall where people can display all kinds of street art, changing on a daily basis. It's located in front of

the construction at Jim's Steaks, engaging the community where there would otherwise be empty space.

2. Strategic Design and Planning: The South Street Art Market will be curated by Shannon from Yowie and the Nicoles from South Street Art Mart. This will utilize the street closures on the 200 block from 2:00 to 9:00 with vendors and jump-roping to keep momentum from South Street Fest flowing. Restaurants on the block will be accommodating delivery drivers. Hopefully, this will spur other district businesses to hold outdoor activities through the summer. The goal is for the block to be pedestrianized seven days a week, but programming will take place on upcoming weekends. If successful, other blocks will be involved. An attendee suggests farmers markets. Adam Shapiro motions that SSHD continues pedestrianization of the 200 block throughout summer weekends. The motion passes. Headhouse Plaza was updated with fresh landscaping for the festival, and the City filled potholes.

Duncan and others are planning the upcoming exhibit at the Off Center. The Zipperhead retrospective will be replaced by a fresh retrospective look at the 50th anniversary of the cross-town expressway. The Inquirer is interested in following the story due to its relevance with current Chinatown protests against the building of an arena and destruction of culturally relevant sites.

3: Real Estate: Allison reports that May 18th at 1:00 p.m., there will be a ban on new smoking lounges opening up. Real estate developers will be walking the street, looking for opportunities to fill vacancies. Dana has been keeping vacant properties looking well by working with property owners. A few property owners came and reported that a few of their properties were recently vacated because the business owners retired. Rick notes that storefront improvement grants are available for property owners.

4. New Business:

- Allison has inside information about the former *Marsh and Main*, but cannot say what may be coming.
- Rick spoke with vendors at South Street Fest to promote the district to business owners who may be interested in opening up pop-up shops in the district.
- Rick met a real estate developer who will be opening a comedy club in the basement below *Snipes* in two to three weeks.
- There is activity at *Brooklyn Dumpling Shop*. They're putting all of their effort into the South Street location in particular. It should be open by the end of summer.
- Neil Campbell, owner of *Race Street Cafe*, took over the former *Irish Times* pub on South 2nd Street to build a neighborhood bar.
- The *DreamEerie*, an oddities shop from the owner of *Atomic City Comics*, has opened on the 600 block. The same owner will be involved in a food capacity on the eastern side of that block.
- On the 200 block, a spin rotisserie chicken will be opening.
- Steve Ramm hopes for live jazz somewhere. He brings up a marijuana pizza shop. Mike reports that the City is aware. Law enforcement agencies are handling the situation. The owners had previously contacted SSHD in the interest

of opening in the district, but the questionable legality led them to pursue other avenues. SSHD does not support or endorse illegal businesses. SSHD also does not pre-approve businesses for opening in the district. There are three other locations of the marijuana pizza shop in Philadelphia. Lt. Ricci is working with the City to handle the situation.

- There was an RCO meeting regarding *Leilani Lounge*, a smoke shop. They did not have appropriate zoning to operate.
- There is a potential for a combination of two spaces below *Fat Tuesdays*.
- There has been a proposal from a local nonprofit to become involved in the *Shambles*. The district currently operates the *Shambles* under ownership from the City. Adam motions that the board forms a committee to investigate this potential situation. The motion passes.

5. Finance: Copies of the finance report are available at this meeting. 52% of assessments are in for the year. SSHD is at 36.7% of budgeted expenses for the year.

6. Adjournment: Rick decides that meetings will continue monthly for the busy season of summer.