



BOARD MEETING MINUTES

Date:	February 14, 2024	Location:	South Street Off Center (407 South St)
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Attendance

Board Member	Name	Present	Virtual		Name	Present	Virtual
Chair	Rick Millan	✓			Adam Zaken	X	
Vice Chair	Allison Hindman-Harvey				Ken Silver	X	
Treasurer	Adam Shapiro	✓			Elena Brennan		
Committee Chair	Monica Thompson	✓			Edward Garcia		
Staff Member	Name	Present	Virtual				
					Doug Hager	X	
Executive Director	Eleanor Ingersoll	✓			Taylor Jenkins	X	
Marketing Manager	Sarah Cowell	✓			Shannon Maldonado		
Program Manager	Dana Feinberg		✓		Samantha Shaw		
Office Manager	Rhonda Bello		✓		Joel Spivak	X	
					Nicole Weigand	X	
					Robert Perry	X	
					Michael Untermeyer		

I. Call to Order

- A. **Overview:** Introductions, Board appointments
- B. **Speaker:** Rick Millian
- C. **Motion:** Nominations of Robert Perry (Nominated by Rick, Seconded by Adam) and Michael Untermeye (Motioned by Kent Silver, Seconded by Allison)
- D. **Vote:** Unanimous vote of Robert and Michael to the Board
- E. **Notes/Comments:**

II. Public Safety Updates

- A. **Overview:**
 - Assault incident on 1.23.24 at Famous 4th St Deli
 - arrest was made and working with Dept of Behavioral Health to help perpetrator
 - Gunpoint robbery on South St and Bainbridge
 - one arrest made, looking to make another
 - Explained process on banning problematic retail individuals
 - Necessary to call 911 for
 - Overview of trash removal
 - Some questions about leaving trash out before 7pm
 - Trash reporting can be called into 311 or directly call police precinct
- B. **Speaker:** Lt. Ricci
- C. **Motion:** No motion
- D. **Vote:** No vote
- E. **Notes/Comments:**

III. PPD Retail Theft Initiative

- A. **Overview:**
 - 75% of major retail theft done by ~24 people
 - Works with the Economic Crime Unit (ECU) of the DA Office to better track and investigate theft
 - Initiative allows police dept. to work with ECU to continue to investigate nature of the crime once it gets into the prosecution process

- Opens a dialogue between local police dept and DA Office
- Next hurdle to address is juvenile crime theft
- Goal is to allow businesses to run properly and serve patrons
- GroupMe chat that local business owners can join to provide updates
- Retail theft is tied to drug epidemic - arrests allow individuals to get help they otherwise might not have

B. Speaker: Ofc. Dallas Drummond

C. Motion: No Motion

D. Vote: No Vote

E. Notes/Comments:

IV. Guest: Green City Works

A. Overview: Discussion of architectural landscape improvements to Headhouse Square

- General maintenance/repairs (brick repairs, tree replacements, irrigation maintenance, etc)
- Painting the steel structure to make it more of an attractive feature in the site
- Making more of an iconic, interesting seating feature (circular disk arrangement)
- Furniture proposals: adding in some new benches and planters
 - Goal is to be inviting, but not too inviting
- Adding in planters around parking spaces to create sense of security
- Adding in canopy system over walkway between parking aisles to add in lights
 - Lighting colors are customizable

Feedback:

- Wayfinding: how to get people who arrive in Headhouse Square to make their way down South St
- Adding in trees
- Disperse redesign attention throughout the entire plaza, not just concentrate new features in the center
- Art installations
- Business sponsored planters
- Making it more people than car friendly; want features that get people to stay and spend time in the plaza

- Adding in public restrooms
- In a proposal for old redesign: kiosk, public restrooms, and stage/performance space
 - Opponents to this plan are no longer in the district

B. Speaker: Brian English

C. Motion: No Motion

D. Vote: No Vote

E. Notes/Comments: TASK: put together focus group centered around giving community feedback plaza redesign

V. Board Chair Report

A. Overview:

- Pointing out the mission statement: pushing the clean and safety aspects of the initiative
 - Takes up a large portion of the budget
- As board members and business owners, we are ambassadors of South St, and we need to push positivity surrounding the reputation of South St

B. Speaker: Rick Millan

C. Motion: No Motion

D. Vote: No Vote

E. Notes/Comments:

VI. Treasurer Report

A. Overview:

- Things in the budget are still tight from past year's overspending
- Will be pursuing more aggressive efforts to pursue fees/fines from the more delinquent property owners
- Question about outstanding balance due to the district
 - Around \$250k
 - Hard to estimate because of inclusion of residential fines

B. Speaker: Adam Shapiro

C. Motion: No Motion

D. Vote: No Vote

E. Notes/Comments:

VII. Executive Director Report

A. Overview:

- Budgeting:
 - Tightening up certain options
 - Following up on delinquent properties and outstanding means
- Leadership Listening Series
 - Monday the 19th 7PM
 - Want to develop three priorities to tackle for 2024
 - Primarily intended for businesses, neighbors invited
 - Question about it being specifically for business owners
- Looking towards microprogramming this spring and summer
 - Business initiated, supported by SSHD
 - Rex Manning Day (Headed by Art Mart and Crash, Bang, Boom)
 - Wrestling Mania Day
 - Brauhaus Mai Day
 - Summer Solstice

B. Speaker: Eleanor Ingersoll

C. Motion: Motion to appoint Eleanor as the SSHD representative to the Shambles and Headhouse Conservancy (Motioned by Rick Millan, Seconded by Sam Shaw)

D. Vote: Unanimously passed

E. Notes/Comments:

VIII. SSHD Programming and Relationships

A. Overview:

- Will have Easter Promenade
- Spring Fest is canceled
- Big block events lose the district money
- Art Installations (322 South St, will be one in the District Office)

B. Speaker: Eleanor Ingersoll, Rick Millan

C. Motion: No motion

D. Vote: No vote

E. Notes/Comments:

IX. SSHD Marketing and Media

A. Overview:

- #MeetMeOnSouthSt was used to attract people to events on South St
- Easter Promenade
 - 91st year of the promenade
 - No official announcement yet
 - Visitors: local sports mascot, local politicians
 - Sponsors: Frankford Candy, Target Park
 - Bunny Hop - district highlighting what individual businesses want to offer on the day through an interactive wayfinding map
 - Baskets distributed to stores that can be raffled/distributed any way they please
- Night Markets
 - Continue to shape perception of the street through night markets
- Fourth Friday
 - Using the idea of first friday to encourage businesses to stay open later and attract customers

B. Speaker: Sarah Cowell

C. Motion: No motion

D. Vote: No vote

E. Notes/Comments: