



## BOARD MEETING MINUTES

<b>Date:</b>	<b>12.18.24</b>	<b>Location:</b>	<b>407 South St</b>
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### Attendance

Executive Title	Name	Present	Virtual		Name	Present	Virtual
<b>Chair</b>	Rick Millan		✓		Adam Zaken		
<b>Vice Chair</b>	Allison Hindman-Harvey	✓			Edward Garcia	✓	
<b>Treasurer</b>	Adam Shapiro	✓			Doug Hager		
<b>Interim Secretary</b>	Nicole Wiegand	✓			Monica Thompson	✓	
<b>Advisor</b>	Ken Silver	✓			Joel Spivak		
<b>Staff Member</b>	<b>Name</b>	<b>Present</b>	<b>Virtual</b>		Taylor Jenkins	✓	
<b>Executive Director</b>	Eleanor Ingersoll	✓			Robert Perry		✓
<b>Operations Coordinator</b>	Sam Thompson	✓			Gil Arends		✓
<b>Logistics Coordinator</b>	Claire Powell	✓			Ivan Joseph	✓	
<b>Office Manager</b>	Rhonda Bello				Bridget Foy	✓	
					George Reilly		

### I. Call to Order (10:08 am)

A. Speaker: Adam Shapiro

**N. Wiegand motions to approve last month's minutes (seconded by E. Garcia) - Approved**

*Thank you to Rick Millan for his incredible work. Thank you to Dana— legend on the street. (R. Millan): Thank you, he feels privileged to have served us. He appreciates all of us.*

**A. Shapiro nominates Ken Silver for Chair (seconded by R. Millan)**

**Ken nominates Allison Hindman-Harvey for vice chair (A. Shapiro seconds)**

**Ken nominates Adam Shapiro for Treasurer (second by N. Weigand)**

**Ken nominates Nicole Weigand for Secretary (second E. Garcia)**

**Ken nominates Rick Millan for Advisor (seconded T. Jenkins)**

## **II. Treasurer Report (10:16 am)**

**A. Speaker: Adam Shapiro & Paul Hilger**

We are in a good financial position: we rebounded, yet there still is some work to be cleaned up.

A 2025 financial plan has been created, contact Adam or SSHD to view.

(P. Hilger): Our 3 goals in 2024 were:

1. Have enough cash - 173k in the bank
2. Clean up the payables - 82k of payables - can pay off most if not all by the end of year
3. Have enough cash to get us into next year's assessment collection - we are in a good position to do that

## **III. Executive Director Report (10:18 am)**

**A. Speaker: Eleanor Ingersoll**

33 activations that we either spearheaded or supported, which created a blueprint for 2025.

As an office, we have gotten more equipped with the Placer.Ai technology for tracking our event successes, which has been an incredible tool for us.

In terms of the budget, payables are near completion and the cash flow is in a good position.

The by-laws were written, and a new Board was formed and approved in record time.

In terms of the Shambles, we have cleaned out the Shambles to make room for the Conservancy and also moved our events to the Plaza instead of the Shambles.

Plaza activations: working on maintenance, electric, and water. Beautification plans are in-way.

When it comes to the Bearded Ladies situation- still awaiting updates.

In 2025, Committees will be invite-only to ensure projects are being worked on efficiently. If you would like to join a committee, express your interest by reaching out to [sam@southstreet.com](mailto:sam@southstreet.com), our Operations Coordinator.

#### 2025 Objectives for Committees:

- Exec: oversight on budget, assessments, liens,
- Advisory: wrap up bylaws, board member
- Marketing: helped by Kscope, pursue arts initiatives
- Vision: vision & Value statement, strategies for future plaza activations
- Retail: spearhead niches in different genres (south street loves vintage), taking a look at the south street district map
- Clean & safe: water main, big bellies, holiday decorations
- Real estate: work with the planning commission, reviving broker relations, pop-ups with MDP
- Website task force: help for website redesign, members from each committee

*Are there separate meetings for each of the things talked about? (E. Ingersoll): Yes! Reach out for invites.*

#### 2025 EVENTS:

##### January

- 1.1.2025 New Year's Day @ 2nd + South: Unofficial Mummers Stop (bands stroll)

##### February

- Love your Neighbors (retail socials campaign)
- Lonely Hearts Club? (speed dating, snarky quizzo, romance comedy, romcoms?)

##### March

- Saturday March 15: St Patrick's on the Plaza

##### April

- Saturday April 12 Rex Manning Day + Werestlemania
- Sunday April 20 Easter Promenade

##### May

- Saturday May 3: South Street Live! ~In partnership with DVAA
  - SSHD activates HH Plaza & 2nd-5th Streets
- Business-activated blocks
  - Renn Fair (100)
  - Record Riot (500)
  - Free Comic Book Day (600)
  - Maifest (700)

## June

- June 7th (?) Pride Event ~ *Girls, Gays, and Theys* After-Pride Block Party
- Saturday June 21 Summer Solstice
  - 4+ block activation: 4th Street, Gaskill-Catharine

## July

- Thursday July 3 Night Market *Fireworks Stroll*
  - Brauhaus Anniversary Party
  - Other block activations TBD

## August

- Week August 4th~ Night Market *Night Out on 9th Street*
  - Ministration appreciation in conjunction with National Night out

## September

- Night Market - TBD
- September 28??
  - Philly AIDS Thrift 20th Anniversary (5th+Pasyunk)
  - Oktoberfest (700)
  - MilkBoy Anniversary (?)

## October

- October 11 (rain date 18th) Pops on the Plaza
- October 25: Candy Crawl // Beetlejuice Boos & Brews
- October 25: Record Riot (500)

## November

- November 29: Small Business Saturday

## December

- Saturday December 6: Tree Lighting @ HH Plaza
- (12/14?): Community Partnership: Menorah Lighting

## IV. Public Safety Updates (10:29 am)

### A. Speaker: Lt. Ricci

Sound cameras are coming by the Spring/end of February. These cameras are similar to red light cameras and will detect sound and ticket for noise that reaches certain decibels.

- 13th and South St
- 4th and South St
  - There are some concerns with 4th and South, as there are bars there, which makes it more of a vibrant area. Hopefully they will still pick up outside sound, but it is louder there than on a regular basis than it is on 13th Street. If the cameras don't work at 4th Street, they may move them to 2nd Street.

PPD has a new drone program. There are 5 drones in the PPD currently, they want to get one for here, the 3rd District. Drones will be good for parades, crowd control, identifying traffic jams and more– another tool in our belt

Cops on E-bikes tested out in CCD, if they like it, they will implement that more.

## V. SSHD Programming and Relationships (10:35 am)

### A. Speaker: Samantha Thompson

2024 Business Stats:

- 53 total commercial properties acquired
- 3 new closed, 4 old closed
- 9 still in opening process
- 41 businesses opened + are still open

Menorah lighting is 12/30

## VI. Adjournment

### A. Speaker: Ken Silver

Dana addressed the crowd and said thank you for 7 amazing years. She was showered in love and gifts. We love Dana. She rocks and will be missed.

*(K. Silver): Our community is only as strong as our weakest link. We are going to work together and continue to resuscitate this amazing community. If we're not responsible, that's what we will be known for. Keep the momentum going.*

**K. Silver motioned to end the meeting (seconded by M. Thompson) 10:49 am - Approved**