



BOARD MEETING MINUTES

Date:	1.15.25	Location:	407 South St
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Attendance

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

I. Call to Order (10:13 am)

A. Speaker: Ken Silver

We plan to stick to agendas to ensure we rarely, if ever, go past 11:00am. If a topic goes too far, Silver will bang the gavel and

K. Silver motions to approve last month's Board minutes (Seconded by A. Hindman-Harvey)

II. Treasurer Report (10:16 am)

A. Speaker: Adam Shapiro

95% of assessments gathered, entering the 2025 assessment season.

There are currently liens in litigation.

III. Public Safety Updates (10:18 am)

A. Speaker: Sergeant Stahl

This week will be bitterly cold. Homeless people coming in and out. Remind and encourage these folk there are warming stations and call homeless outreach at 215-232-1984, it means a lot to know someone cares about them.

- Warming Stations: 1400 Arch is Hub Hope, 1700 S Broad (South Philly Library) Sound cameras go in soon, still no firm date. Hopefully up for summer station.
- *(K. Silver): Noise ordinance signs went up as well, similar to red light camera signs*
- Officer Duffy on the dirt bike, hoping to get him a partner assigned for a dirt bikes team.
- *(E. Ingersoll): The Business community would love to meet Officer Duffy*

IV. Executive Director Report (10:24 am)

A. Speaker: Eleanor Ingersoll

The next batch of liens will be processed shortly. Currently, OPA report is being analyzed and the 2025 assessments should be out by the end of the month.

The audit is near completion, a draft will be going out to Board members

Marketing & Events: The 2025 calendar of events is in your agenda packet. We will be doing something every month!

- We will have deadlines in newsletters and on close friends so the business community can be updated on all the deadlines to participate in these initiatives
- Event List + Feedback form going live: a way to give the District an overall view of how these are working for everyone
- 4th Fridays will also be starting again!

(E. Garcia): Is there a different budget this year for events?

- South Street Live! will be a different situation, as it is with a partnership grant with DVAA, but there is a number on the 2025 budget, but its being worked out with City fees as well

(R. Perry): 4th Fridays used to be a 4th St event, make sure we're promoting it District Wide

(M. Harvey): To the F&B businesses, as a way to make 4th Friday feel cohesive, is it possible to do something with a local business with receipts and a 10% off deal?

- Sounds like a very cool way to bring together the businesses. It can go both ways too with a food receipt and 10% off your retail purchase
- If we can advertise it correctly with posters etc., it would be nice to see it everyone come together
 - *(S. Cowell): We're putting together 4th Friday artwork to use for this initiative that businesses can use as a template for their individual electronic promotions. January will be a hard push for what people are already doing*
- *Good way to flag a certain day to come down to South Street and explore/"Rediscover South Street"*

Vision Committee: finalizing the vision statement.

Retail Committee: 4th Friday ideas and activating events

Clean & Safe: Tree pits & Sound cameras

Miscellaneous:

- Consultant Update: Our Commerce consultant interviews just happened, we will have someone starting with us soon
- Website: hopefully getting a move on it by the end of February

V. SSHD Programming and Relationships (10:44 am)

A. Speaker: Sam Thompson

B. New Businesses:

Jemche - 320 South St

Taste Taco Bar - 300 South

Luxe looks by lala - 401 S 2nd #4

Pro standard - 428 South

Village Vapes - 220 South

Another Corner - 612 S 6th

Grand Souk - 759 S 4th

Foreign Bazaar - 519 S 5th

At My House - 760 S 4th (Rebranded Noni!)

V&M Crepes - 418 South Street

VI. New + Old Business

A. Speaker: Open Floor

(K. Silver): Jim's just made the switch from Pepsi to Coca-Cola, they are very interested in getting to work with the District

- __, John, and Mike introduced themselves to the attendees, they hope to build strong partnerships with the District Businesses

Interested in getting a new theme for our September Night Market, could be a good way to get a partnership for some of these Markets.

(M. Thompson): If new businesses need mannequins, fixtures, or display items, Macy's and other closing stores are discounting and giving items away for free! (Driving down Chestnut)

VII. Adjournment

A. Speaker: Ken Silver

B. Overview:

Commerce is 100% focused on getting South Street back on its feet. They used the phrase: if South Street is doing well, the City is doing well.

Does Commerce have specific ways they want to support South Street?

- They are paying for our consultant and have been very open to all of our needs and ideas
- PPA uses South Street as a training ground, can't they go somewhere else?*
- South Street used because of the more diverse travelers; its good for trainees to see
 - We can ask commerce about PPA
 - Free parking for 4th Friday?
 - They used to put sheets on people's cars to announce free parking days, which could be free marketing for 4th Fridays!

K. Silver motions to end meeting (*A Shapiro seconded*) 10:59 am