



BOARD MEETING MINUTES

Date:	2/19/2025	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		
Office Manager	Rhonda Bello				Ivan Joseph		✓
					Bridget Foy	✓	
					George Reilly		

I. Call to Order (10:03 am)

Speaker: Ken Silver

N. Wiegand motions to approve last month's minutes (seconded by B. Foy) - Approved

II. Treasurer Report (10:04 am)

Speaker: Adam Shapiro

Current statement of financial position:

- Paying down our outstanding accounts payable and have 2 months of expenses aside while we await collections.
- P&L statements are available for those who want to view.
- Paid down \$20,000 on the credit card.

III. Audit Report (10:05 am)

Speaker: Jack McGoven

Jack is a part of a specialized accounting firm, CPA Philly, that works with many BIDs across Philadelphia. South Street was behind a couple years in audits, so Jack has put together a rough draft audit for 2018-2023 for the Board's review. The 2024 audit will be addressed after tax season; late May.

In summary, the accounts receivables are very high and cash flow was very low at the end of 2023. Short term, SSHD was in a good position, but collection-wise, that is where it became volatile.

Activities and changes: a big difference due to a large grant received in 2022. The largest cost throughout the years outlined in the audit was payroll, events, and cleaning. Statements of cash flow: CPA Philly would like to see better collection for all collectables, which it is understood that the SSHD team has been working on.

Most importantly, there is nothing extraordinary or nefarious about the 2018-2023 time frame, just the fact that we had to audit all these years at the same time.

K. Silver motions to approve the audit as presented (seconded by A. Shapiro) - Approved

(R. Millan): Are you done with all the boxes from the Shambles? Yes, we can dispose of the documents.

IV. Executive Director Report (10:20 am)

Speaker: Eleanor Ingersoll

Thank you to the new General Manager, Louis Novak, of Famous 4th Street Delicatessen for providing this meeting with bagels and cookies!

The consultants from Community Capacity Builders (CCB), have started their work and will be attending the next Board meeting and all committee meetings in March.

Committee Updates:

Marketing and Events Committee

- Closing S 2nd Street from Pine St to South St for the visiting brigades of the St. Patrick's Day parade on 3/16/25 with pop-up bars and food from Bridget Foy's Paddy Whacks, Tamalex, and Cavanaugh's

Vision Committee: Robert Perry, Co-chair

- To align with the vision statement the committee has been working on, the committee members wanted to propose new artwork for the pole banners with artwork inspired by South Street
- Another big idea is an Gateway banner welcome on 11th Street, to signify entrance to the District; the banners will be the first step of this bigger identity initiative
 - Also, an important Gateway from the East is the South Street Bridge, currently under construction along with the I-95 cap (Walnut to Chestnut Streets and down to Penn's Landing) so people coming from the bridge understand the identity.
- The goal of this initiative is to celebrate unique creativity, small business ingenuity, etc. It creates visual wayfinding, to draw people through the blocks & joining the East and West sides of the District

R. Perry motions to begin investigating this process of upgrading banner art on South Street from Front - 11th with the goal of regular updates in subsequent endeavors (Seconded by A. Shapiro) - Approved

(R. Licht): Any thought being given to the rest of the District and not just South Street? Yes, this would just be phase one. 4th street is absolutely on our radar as well. There's more that goes into it than just initial research. There's artistic management and a physical inventory check for all of the poles. Sam and Eleanor have been walking the District to take notes on each pole: do they have banners? Do they have frames for the banners? Do they have electricity? It is a big undertaking but the research will be well worth it to join the East and West sides.

Retail Committee:

- Soft launch of 4th Friday is the 28th of February
- Currently working on the art work that we can put in all of the locations that want to have one and participate

Clean & Safe Committee

- Working with arborists from PHS so we can select trees for our empty tree pits and where we can cut tree pits

V. Public Safety Update (10:32 am)

Speaker: Lt. Ricci

Sound Cameras Pilot – 2nd and South & 13th and South (4 total in the City, 2 are on South Street)

Currently, the City is working on an amendment to the current legislation so that PPA can issue warnings and fines to sound violators. There is discretion in this amending process due to:

- Research of the typical sound decibels each type of car naturally emits
- Debate over how much to fine for each offense
- If the vehicle's license plate is blocked, it won't be able to send the owner a ticket
 - Example: a bike was revving its engine outside of Ishkabibbles, creating just a cloud of smoke, so it was hard to read the plate, but luckily he got caught in traffic, so they were able to stop him.

One camera went up mid December & one went up early January. Most violators thus far are from out of state and repeat violations. The cameras are a step in the right direction to help people feel more safe

(S. Maldonado): Any updated reports on if the speed cushions are stopping people?

Most people in the meeting agreed that it stops people from going fast over the speed cushion, but then they speed up after the cushions

The dirt bike officer assigned to the District got a partner. They will be riding around South Street to combat offenders on dirt bikes.

(J. Foy): Can we receive an update for this legislation? Yes, the Lt. will update at the next Board meeting.

(A. Shapiro): Recommends business owners in the District reach out to the Councilman in reference to the sound legislation to help this get pushed quicker – hopefully by Spring!

Other crime:

- Robbery at the Acme, someone came in and pulled a knife on an employee, and the employee followed the offender but luckily officers were nearby and apprehended him
- Assault at Atomic Comics by the end of January from a disorderly individual and attacked the owner – he went to the hospital and is doing well now

You can never predict the actions of someone else. Make sure to stay safe and call 911 first, and then MiniStation (to let them know you have called 911) if there is a situation – if the MiniStation gives you a hard time, mention the Lt. instructed business owners to call both

VI. SSHD Programming and Relationships (10:49)

Speakers: Sam Thompson & Eleanor Ingersoll

This Winter season, we've been taking advantage of city organized foot-traffic such as parades

- Mummers, Eagles, now St. Patricks!

After completing a foot traffic audit of 2023 and 2024, we saw huge foot-traffic numbers the weekend of St Patrick's day and figured it wise to organize a community event and close off the Headhouse Plaza to offer a pleasant experience for those who visit after the parade.

- Closing the street from 2nd and South Street to Pine Street
- Working with O'Neal's Pub, Bridget Foy's, Paddy Whacks Pub, Cavanaugh's, The Twisted Tail, with Tamalex and Puyero to serve food!

Recent Eagles success (Super Bowl & Parade) has been a huge success for District foot-traffic!

- Super Bowl Sunday: Almost 20k (18.9k) total people visited the district with a peak of 7k people staying from 4-9pm
 - 8k people staying over 150 mins, an average stay of 182 minutes
- Eagles Parade: 23k total visits, peak of 5-6k people from 1-7pm
 - 4.5k people staying over 150 mins

For an indepth report of event foot-traffic or to request a report for your event, please reach out!

VII. Social Media + Marketing (10:51am)

Speaker: Sarah Cowell

4th Friday marketing materials will be accessible to everyone who wants to customize it for their businesses and their sales. The poster will be "evergreen" and is encouraged to stay up all year.

We will be capitalizing on feet on the Street and putting up posters all across the District to get people to notice. We will be streamlining these communications to make it as easy as possible

We're looking at ways to encourage businesses who may not participate as much as to participate in these. We are asking everyone to share these ideas and offer collaborations such as LuvOnFire x BeerLOVE recent collaboration; "*Love on Tap*", wine provided during candle- making class!

Next month is national crafters month as well as other events, we would like to expand upon for socials and next Fourth Friday. We will be highlighting fabric stores, craft experiences, and more knick knacks. Email, dm, etc. to let us know any ideas or want us to promote your event.

VIII. Adjournment

Speaker: Ken Silver

N. Wiegand motions to end the meeting (B. Foy seconded) 10:58 am – Approved