



P.O. Box 63675 · Philadelphia, PA 19147
Phone 215.413.3713 · Fax 215.627.7035
[Website](#) | [Instagram](#) | [Facebook](#) | [Twitter](#)

SSHD Board Meeting

February 9, 2022

10:00am

523 S. 4th Street & Zoom

Board Members Present: Rick Millan, Ken Silver, Katrina Johnston-Zimmerman, Adam Shapiro, Allison Hindman-Harvey, Monica Thompson

SSHD Staff: Mike Harris and Dana Feinberg

Other attendees: Steve Ramm, John Foy, Rose Evans and Sabrena Wiseheart (of new business: Worm's Emporium), Lt. Michael Long

On Zoom: Patricia Ehrensall, Kyle Harris, Meg Saligman, and Bill Arrowood

AGENDA

1. Call to Order: 10:09 am

2. Acceptance of Prior Meeting Minutes:

Minutes are not read aloud, but Mike circulated them on the morning of this meeting. Mike apologizes for the date reading "January, 2021" in some cases, where it should have been "January, 2022." An amendment is needed to include Joel Spivak, who attended, but whose name was left out of the minutes. Motion to approve the minutes passed, first by Ken Silver, seconded by Rick Milan.

3. Board Chair's Report: Rick Millan has nothing to report, because the previous meeting occurred only two weeks prior.

All attendees are asked to sign in. Two new folks introduce themselves: Sabrena Wiseheart and Rose Evans who are opening a vendor mall, Worm's Emporium, in the district. They are excited to join the community and be involved. Similar to an antique mall, multiple artists will have their own space to vend, including upcycled goods. Mike welcomes them to the district. He had been informed by Allison via email that a new business would be opening and looks forward to new information about their location. Chad from Wawa is thanked for bringing coffee.

4. Public Safety Update: Lt. Michael Long (speaking)

January was a good month for the district, despite a couple burglaries, including one on 5th Street involving a broken window. Shooting and homicide statistics were good, but there was some theft involving open trunks of vehicles and stolen sneakers. Of two residential burglaries, one of the perpetrators was identified on video. The other involved a garage being left open. Commercial burglaries in PSA 2 and PSA 3 involve windows being smashed for access to cash registers, and liquor and cash also being stolen from bars. Lt. Long suggests that many of our businesses with surveillance may want to use the city's Safe Cam program so that the city can use footage for investigation after crimes. Last summer, detectives used footage from businesses to quickly apprehend someone who committed an assault. Lt. Long and an attendee recount an incident that occurred the previous night somewhere else in the city. Four officers will be attending training for burglary investigation. The weather during the upcoming weekend may bring out ATVs and other vehicles considered a nuisance. The 3rd District may be providing detail to deal with the illegal vehicles that often cruise in the warmer weather. Dana will provide specifics on the Safe Cam program, which covers mainly surveillance of sidewalk activity, not interiors of properties. More information is also available in the newsletter. Registered cameras will allow detectives to know the availability and coverage of the surveillance, but not provide a constant stream of access to the police. Hundreds of cameras have already been registered on the street.

5. Marketing Exchange Committee: Dana Feinberg (speaking)

Easter eggs for the Easter Egg Hunt are available at this meeting.

The Easter Promenade (Sunday, April 17 at 12:30pm on South Street, from 5th Street to 2nd Street) will take place as normally scheduled, because BIDs are returning to procedures aligned before the pandemic.

Dana announces the hiring of a social media coordinator, Melanie, working with marketing coordinator, Sarah. Of 70 applicants, one's services will be used for photography, and the other will be the new social media coordinator.

The first event in Spring, a busy season overall, will be the Easter Egg Hunt, beginning on Friday, April 1 and continuing through Sunday, April 17. More than 30 wooden eggs will be distributed and decorated by local artists and business owners. Though showcased virtually on Instagram, the program's goal is to get people moving on the street. Last year was a huge success with engagement and press. Target Park, also a sponsor of PumpkinFest, will be donating to cover artist stipends.

Finally, Spring Fest on Saturday, May 7, will have busking zones in lieu of stages as well, with programming being worked on currently. Last week's meeting for planning Spring Fest had low attendance, spurring desire for further involvement from SSHD's own businesses, though programming can be filled externally. The intent is to bring it back to pre-pandemic success. The city is also being consulted to ensure this first festival of the year can occur within safety regulations.

Valentine's Day specials are encouraged. Melanie, the new social media coordinator will be ramping up posts. Board member Katrina, who had been in charge of social media in the interim, is happily assisting the transition.

6. Strategic Design and Planning Committee: Katrina Johnston-Zimmerman (committee chair)

The proposal of the pedestrianization of South Street for the coming season has been submitted, but the committee is awaiting a response from the City. Last year's engagement research was reported and well received by City Staff, and there is support for the timeline and closure of streets. Last year's issues will be mitigated by more meeting and planning with the neighborhoods, Bella Vista, Society Hill, and Queen Village, as well as guidance from the city. Lt. Long mentions an expansion of closures to avoid large gatherings and ATV usage. Other organizations may have a jurisdictional stake in street closures, so communication and organization will be important.

Steve Ramm, music enthusiast, misses a short-lived telephone engagement program for music history in the district. He would like for these history recordings to be archived online via the South Street website. Katrina suggests an opportunity for the marketing team to do more with pedestrian engagement and will review access to that material. An attendee suggests using QR codes. Steve reiterates his intention to drive traffic to the website for historical content.

7. Real Estate Renaissance Committee: Meg Saligman (speaking)

Meg Saligman has been in the 800 block of Bainbridge for over 10 years with four contiguous lots. For 25 years, she has been working on bringing people into her studio for a behind the scenes view of her work. She currently controls the former Jon's property at 300 South Street, which she will turn into a place for visitors to tour and have a drink in an artist's studio. She showcased her site-specific murals which focus on people and community, including a papal visit to Philadelphia. This project, called The Agency, will have evolving installations and collaboration with artists and visitors, with transformation as a central theme. She has led studio tours in the district before, but this is larger in scale. Magic Gardens is an influence on the model. Tourism feeds the arts in Philadelphia more so than in other cities. Part of the property will be publicly accessible with staged performances. Heckendorn Shiles Architects are collaborators, as well as Keene Consulting, who will be assisting with a sustainable revenue model, and AR Spruce real estate development to positively impact communities. Meg presents a budget of \$2.5 million with intent to raise an additional \$5 million in state and city funding. Mike and Meg have been collaborating on fundraising opportunities. Meg is committed to South Street's history and beauty.

Mike is impressed with the professional team Meg has assembled for this project and is helping with grant opportunities. A Pennsylvania state grant funded by gaming revenue allows applications only from public bodies, so Mike has circulated a resolution allowing SSHD to apply on behalf of the Agency project. Bill informed Mike of the grant's March 15 deadline. Rick is

excited about the project, but curious about non-grant income. Meg's model is reliant on the grants for development, but a hybrid approach going forward, including ticket sales for a tour of the revolving exhibit, similar to Magic Gardens, and a studio bar alcohol sales. The site is limited in space, but there will be potential for collaboration with restaurants, and some portion of the revenue will come from merchandise and art sales. Steve Ramm is thankful for Meg's participation in the district and hopes the Larry Fine mural will remain on display. Some of the funding will come from the sale of Meg's 800 Bainbridge property, whose sale will be closed in March, which will be developed into 12 condos. Larry's hair in the mural will stay, but other elements will change, in collaboration with the original muralist. The eagle from the mural will be sold separately, with or without Tom Brady's image. Patricia Ehrensall, director of the 3rd Street Gallery, an artist cooperative, is looking for synergy and an arts district designation. Meg wants to lift all the artists in the area and would welcome the opportunity to work with the 3rd Street Gallery. Monica Thompson asked if the full amount of funding is required to start this project. If all goes well, Meg will be breaking ground in November 2022 and could leverage Jon's property to move the project forward if some of the grant money is not awarded to us. The location has renovation issues which require complicated and costly preparation. Meg and Rick will meet separately to discuss some of this.

Mike is optimistic about Meg's projections and planning. Meg reports that Senator Nikil Saval and other politicians believe this would be an ideal fit for the public good of the city. Adam Shapiro wonders what artists will be involved and how children in the community may be involved. Meg says that it will be a behind the scenes experience, educational for aspiring artists, and will involve collaborations with local artists as yet to be discovered. Steve saw a performance that Meg has previously arranged, which involves future collaborators in this project. There is already a thriving presence of artists nearby. Alison wants to understand the SSHD's timeframe and level of involvement in the grant. The SSHD would be the fiscal sponsor who collects and disperses the funds, agreed upon in the grant. Mike confirms SSHD being a passthrough for funds, coming through the SSHD bank account and going to Meg's organization as a sub-grantee. Alison is concerned with liability in the movement of these funds. Fiscal agreements will be signed to ensure responsibility in the project, potentially using contract administrators in the process. Queen Village Neighborhood Association acts similarly as an intermediary in projects. Mike has been working with Jackie, from Meg's professional team, to address liability. Meg is also applying for seven other grants, some of which require fiscal sponsors. SSHD involvement is a good fit, but requires attention from collaborators to create such an expansive project. Mike acknowledges this is a new role for the SSHD, but since it is a grant, there is less exposure to risk, and Mike will remain involved. There is potential for 2% of the grant to be used to pay an administrator to handle specific responsibilities.

Ken Silver inquired about the liquor license belonging to Jon's, which transfers to the non-profit. Revenue from alcohol sales will go to the non-profit, but will be taxable. If the art team can manage the alcohol sales, it will provide more freedom for the business, but accounting complexities may require a separate food and beverage operator to run day to day operations. March 15th is the deadline for the SSHD to become a fiscal sponsor. Zoning and settlement of the Jon's property will happen in six months. November is the fastest target for

beginning renovation and construction, which then would take a year to 18 months for completion. Next month's board meeting may be too late. Adam supports the idea, but has concerns on the State's language in the resolution from a law perspective. Rick suggests the board have a follow-up discussion, and Mike sets a timeline of sooner than two weeks.

8. New Businesses:

- Sam Shaw's Treatory opened on the 300 block, which is coming along nicely. The treatory is incredible and has gotten good publicity.
- Also on the 300 block, 326 South Street, an international restaurant will be coming into the former Primos location after four years of vacancy.
- The old Starbucks at 347 South Street is now Jaslin Gourmet, serving rolled ice cream and other dessert and coffee products.
- 501 South Street, which used to be Book Trader a long time ago, will be opening as Second Street USA, an international clothing store with other locations around the world, including another in Philadelphia at 16th and Chestnut. The international company signed the lease and will be selling high end vintage fashion. The company started in Japan and this location hopefully will open in May, around the time of the Spring Festival.
- The double lot where Image used to be will be another clothing store.
- Worm's Emporium is focused on tourism, including the world's largest worm made of fabric and other installations, focused on a roadside attraction theme and pop-up art installations.
- John Foy asked about the Downey's property, which has zoning approval and may have changed ownership. Plans have been approved for 13 apartments and a restaurant on the ground floor.
- Dobbs is open, and signage at the location lists their events, as well as on their social media, operating Thursday through Sunday.
- Queen Village had a hearing concerning the property at 5th and Bainbridge and are waiting for the civic design review with the city. The plans are set by right, as Mike suggested.

8. Legacy Committee: Rick Millan (committee chair)

Adam has nothing to report. Someone asked about the Fat Tuesday building.

9. Finance Report: Ken Silver (treasurer)

Ken asks that other board members take a look at the presented financial report.

9. Adjournment: 11:38 am

Rick motioned to adjourn the meeting, first approved by Katrina Johnston-Zimmerman, seconded by Adam Shapiro.

