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SSHHD Board Meeting

March 9, 2022

10:00am

523 S. 4th Street & Zoom

Board Members Present: Allison Hindman-Harvey, Katrina Johnston-Zimmerman, Adam Shapiro, Ken Silver, Monica Thompson, Adam Zaken (Zoom), Sara McCorriston (Zoom)

SSHHD Staff: Mike Harris, Dana Feinberg, Sarah Cowell, Melanie De La Cruz.

Other attendees: Susi Byrne, Jen Moltanato, Steve Ramm, Lt. Michael Long

AGENDA

1. Call to Order: 10:05 am

2. Acceptance of Prior Meeting Minutes: Meeting minutes were accepted in a motion by Ken Silver, seconded by Adam Shapiro. Minutes will be posted to the website.

3. Board Chair's Report: There was no board chair's report, because the board chair could not be present at the meeting.

4. Public Safety Update: Lt. Michael Long was delayed due to weather and traffic, so this portion of the meeting was skipped until later.

Introductions: Mike Harris, Executive Director of the South Street District. Allison Hindman-Harvey, board member and owner of the building where the meeting was being held (523 S. 4th Street). Katrina Johnston-Zimmerman, chair of the Strategic Design and Planning Committee. Adam Shapiro, chair of the Clean and Safe Committee. Ken Silver, Treasurer. Dana Feinberg, resident and Relationship and Programming Manager. Susi Byrne, owner of Subculture Hair Studio. Sarah Cowell, Digital and Marketing manager. Melanie De La Cruz, Social Media and Marketing Assistant. Shannon Maldonado, owner of Yowie. Steve Ramm, 40 year resident. Joel Spivak, working with the South Street Museum. Patricia Ehrensall from 3rd Street Gallery. Chet, the general manager of a Wawa, who also provided coffee for this meeting. Adam Zaken, property owner, and Sara McCorriston from Paradigm Arts are present via Zoom.

5. Marketing Exchange Committee: Sarah Cowell presents on the three upcoming marketing events.

1). South Street Egg Hunt, April 1st through 17th throughout the entire district, involving 50+ large wooden eggs decorated by a mix of local artists and some business artists. Some of last year's eggs were on display at the front of the room for perusal. The event increases foot traffic, encourages exploration and discovery, and supports local artists and businesses.

2). Easter Promenade on April 17th, with more information to come.

3). South Street Spring Fest is coming May 7th, as mentioned in recent newsletters.

Katrina has helped transition Melanie into the new social media position, reaching new audiences and platforms in unique and creative ways, including residents and visitors alike. More information on the summer marketing campaigns will come soon, but for now, focus is on bringing people back out in the spring. 4th Friday events have not happened in 2022. Sarah started in November, 2020. The issue was lack of participation due to business difficulties and open hours during the pandemic. If there is interest and effort from businesses, it will continue to try to happen. Google paid advertising has not been utilized yet to this extent, but efforts are being made in the near future. Ken suggests Google as a fruitful avenue for Google's sales channel. The SSHD Google page has been claimed, and success metrics are available. More integration will be explored, especially with non-profit organizations.

It's proposed that 4th Friday events are open to all businesses in the district, expanding the event's scope. Last year, it was opened, but businesses were not able to take on the added responsibility. The team is currently looking for more opportunities for district-wide engagement, such as special events and pop-ups. Businesses who were able to open for additional hours and do something special found success. The consensus is that the program needs some more work. Originally, anyone could join from other locations. Friday nights in South Street are very busy. The website has a way to add events to the South Street calendar, where community events will be promoted. Any content provided here will enhance social media content. Sarah will help your promotion via SouthStreetSarah@gmail.com emails.

Mike reports an uptick in social media insights and activations, thanks to Melanie. Spring Fest has slow growth in businesses signing up, specifically needing more restaurants and businesses on board to make it a bigger day. It will be expanded into the 800 block. Many of those businesses will be brought in. There's not a lot on the 100 block, so it may be shifted west. Plans are underway with local police and are reaching out to the business owners. Sarah has flyers with QR codes for the sign-up, as well as a one-sheet document with more information.

4(b). Public Safety Update: Lt. Long arrives, reporting February and the beginning of March were on point with no huge increases. There was a shooting, multiple carjackings. Carjackings have been through the roof for the past two years. Minor accidents escalate into carjackings. Citizen reporting is often inaccurate. A stabbing was reported, but it was a self-inflicted accident. A watch was stolen at gunpoint. Seven stolen autos, but many had left keys in the car while shopping. Shooting and homicides are up. South Street has been relatively safe the last 18 months, while other crime rates in the City rise. There were a few commercial burglaries, and communication remains with the victims about the ongoing situations. High

quality video investigations assist with a best description, increasing likelihood of capture of the criminal.

Steve Ramm inquires if someone on the police force is viewing Nextdoor or Citizen for individual reporting information. Steve reports a group of kids harassing pedestrians. The police are reaching out to schools, parents, etc. Kids have been throwing rocks. Catalytic converters are being reported stolen for resale. The kids go into many stores consecutively, creating a general hassle.

For retail security, there have been instances of confrontative customers and stalking-type behaviors. Police response has been inconsistent. Lt. Long suggests filing reports, but a business owner was laughed out of the office when they attempted to file this report. Lt. Long suggests persistence and documentation, despite the seemingly apathetic process. Concerns moving forward are weather, closing times, and task force meetings for ongoing health issues. Summer detail is in process of staffing up. March 12th, there will be a call in the general area. St. Patrick Day in Philadelphia will be a major parade and a busy day.

6. Strategic Design and Planning Committee: Katrina Johnston-Zimmerman, committee chair, switched meeting time to Tuesdays at 10:00 AM. While still mostly virtual, there will be a move to in-person or hybrid meetings, but shifting locations due to the office location changing. City approval is still needed for pedestrianization in 2022. The City wants a fee system since it is a whole new method and proposal process. In the meantime, the committee is looping in with council members to ensure future success, such as Squilla in particular, and keeping up with streetery regulations.

Mike spoke with PRLA about streeteries. A law passed in Philadelphia code that governs distance from intersections and other spots. The City posted regulations in February. Conversations continue about an overreach of the law. The regulations may need modification, but the law is in effect as of now as part of city code. Many streeteries will have to come down or be substantially modified. There will be an application process for new streeteries. Fall is being discussed now. The situation is in limbo. There will be a regroup meeting on pedestrianization, with the desire to start it after Spring Fest. This may not be realistic, but Katrina will be having conversations to further traction with the City's approach.

7. Real Estate Renaissance Committee: Mike details the Community Benefits Agreement regarding 419 Bainbridge. The Community Benefits Agreement is a tool where developers and community groups will work together to mitigate potential or expected impacts of development on a community. SSHD and Queen Village Neighborhood Association entered a Community Benefits Agreement for the former project at 419 Bainbridge. When that project ended, although approved by the zoning board, it was overturned. The project for the big parking lots went away, and so did the agreement. Another project is hoped to include a similar agreement. Any effort on their end is helpful. In the same lot, it will be 158 units, one bedroom / two bedroom rentals, with two smaller commercial locations on the ground floor. There will be no public parking. Board agrees to enter into a Community Benefits Agreement on this project. This project only has parking for tenants. It meets current code, but there will be no public parking.

Allison has let the district use its current space, but the office will relocate to the old Zipperhead space at 407 South Street, an iconic building owned by Millan Properties. A lease has been negotiated for five years. It will combine office space, an information center, and the Joel Spivak collection for the South Street Museum. Allison has concerns about finances and tax concerns about the new location, motioned for further discussion amongst the board. The five year budget will account for accommodating this new lease. South Street merchandise is an idea to be considered, such as cheesesteak mugs, “Jawn” shirts,” et cetera. An iconic mural could be present, and donations accepted. Negotiations on the new lease will occur after this meeting.

8. New Businesses:

- New sushi restaurant, Nikai, on 622 South 2nd Street from the same owner of Mustard Green. It’s a beautiful space.
- The Merrygold Shop has expanded with a double lot on 723 South 4th Street.
- Wallflower is also next door.
- At 326 South Street, an Peruvian chicken restaurant will be coming in.
- A secondhand clothing store, 2nd Street, is coming to 5th and South. Adam Zaken notes improvements being made. They’re one of the best international groups at doing secondhand clothing. They source good quality apparel and will complement other vintage clothing stores on South Street. The company is expanding in American cities, with the South Street location opening within two or three months. They’ll potentially be open for Spring Fest.
- Sarah Cowell shares a process for adopting a Sustainable South Street marketing campaign. Many businesses use sustainable practices, so there is a lot of room to promote those aspects with the district. This can relate to brand positioning as the city’s vintage district. SSHD has the highest concentration of vintage retailers in the City. Sustainable concepts can lead innovation in marketing.
- Meg Saligman’s project is in progress with shared involvement in the application process led by Mike Harris.
- Shopmaux, a retail shopping delivery app, is being developed by Monica Thompson, which will be a service available for local businesses and consumers. Mike suggests she will have success pitching this to the BID alliance.
- Steve Ramm reports that the bakery Fitz and Starts is closing. A new business may have interest.
- Steve presents a rumor that Whole Foods will be leaving the 900 block, which will become a very tall condo building. There is a rumored dispute between the building owner and local regulators.
- Fresh to Go is doing well.

8. Legacy Committee: Rick Millan (committee chair), not present.

9. Finance Report: Ken Silver, treasurer, has provided paper budgetary reports.

10. Adjournment: 11:38 am

Allison motioned to adjourn the meeting, approved and seconded.