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SSHD Board Meeting

April 20th, 2022

10:00am

SSHD Office & Zoom

Board Members Present: Monica Thompson, Rick Millan, Katrina Johnston-Zimmerman (Zoom), Sara McCorriston (Zoom)

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

Other attendees: Joel Spivak, Nicole , Nicole, Stevie Laney, Patricia

Zoom: David Gest, Kali Morgan, Philip Reisch, Lt. Michael Long, Meg Saligman, Meredith Trego

AGENDA

1. Call to Order: 10:05 am

2. Acceptance of Prior Meeting Minutes: Meeting minutes were accepted in a motion by Monica Thompson, seconded by Rick Millan. Minutes will be posted to the website.

3. Board Chair's Report: There was no board chair's report.

Introductions: Rick welcomes everyone to the new office and future site of South Street history and story museum. SSHD will occupy the iconic space for at least five years. Rick Millan, chair and property owner. Mike Harris, executive director. Monica, Michael, Steve Ramm, neighbor and Nextdoor correspondent. Joel Spivak, Dana Feinberg, Sarah Cowell, Melanie De La Cruz, and others introduce themselves. Brian, property owner. Chad, former general manager of Wawa. Doug and others have joined via Zoom. There are currently 12 board members, but there are 23 available positions. Rick asks for five or six nominations before the next board meeting.

4. Public Safety Update: Adam Shapiro is at court for the morning, so unable to attend. Lt. Long notes that Philadelphia had over 24 shootings. The South Street area did not see such a drastic increase. Hundreds of cars were "tearing it up" on Columbus Blvd, but blockages kept the drivers from South Street. There will be more mobile officers on bicycles and longer hours

for officers to cover late night events in the area. Dirt-bike safety policy dictates that they cannot be stopped or chased by police, but if the dirt-bikes are not in motion, they may be confiscated. Lt. Long has a lot of opinions that vary from policy. Retail stores are hiring off-duty officers for additional security. There has been a great deal of shoplifting lately. An attendee asks for clarification on the impact of dirt-bikes on businesses. Pedestrian safety and annoying sounds are citywide issues that may affect customer willingness to walk around the district. Lt. Long's goal is to keep the dirt-bikes out, rather than dealing with them once they're on the street. Mike took photos of donut tire-marks staining the ground near outdoor dining. An attendee's tires were slashed during a recent spree of vandalism. Social media reported that it was a group of teens, but it was an adult experiencing a mental health crisis. Crisis teams were dispatched.

5. Marketing Exchange Committee: Sarah Cowell, Melanie De La Cruz, and Dana Feinberg present marketing and PR updates. The Easter Promenade of last weekend was a great time and big success with over 1,000 folks joining the parade. Philly PR Girl, a local public relations firm, helped with a brunch event for media coverage, leading to two newspapers reporting on the day's events positively. Sarah has further analytics on the success of the event. Mike reports that the event made the front page of the Inquirer, above the fold. News channels covered it. Monica was a fantastic judge, along with two local politicians and Shannon Maldonado, owner of Yowie.

The Egg Hunt has also finished up. Eggs are on display in the front window and on Instagram. 1,108 people participated, submitting for the contest. Businesses donated gift cards and contributed to the gift basket. The number of eggs went from 25 to 61, a 206% increase. Sarah thanks the businesses, artists, and students who contributed art. Melanie, new social media marketing assistant, has helped SSHD attain 13,000 Instagram followers. Kali from Passional Boutique signed up, but has not yet delivered their gift certificate. SSHD had more interest from businesses than expected, so did not have time to collect all of the items for gift baskets. Digital gift cards are also accepted. Sarah will reach out to any outstanding businesses for further details.

Steve Ramm asks about Saturday morning's Sisterly Love market in the Headhouse Shambles. Dana has found that doing it once a month works best. The Mrs. Clause market in December and Pumpkin Fest in the Fall are planned, but that is all at the moment. Mike, Steve, and Dana agree the Saturday markets were fantastic. Mike recommends Poppa's Custard Company, a minority-owned business that started during the pandemic.

Sarah has more in the works. Saturday, May 7th is Spring Fest. There will be business-focused giveaways, Instagram filters, and more to be announced. Posters are available in the office. Vendor space is filling up, but there is availability. It will kick off the Philadelphia festival season. There is no rain date, and in the past, none has been needed. Mike knocks on the table for good luck. Musical acts will be spread out across the blocks during the event, handled by Dobbs on South. Brauhaus Schmitz will have a stage. Dobbs on South are handling the music. Liberty Bellows will have a School of Rock performance. There will be a variety through the district. Business owners who aren't vending can still be involved in promotion. Sales, specials, and promotions can be arranged by contacting Sarah at SouthStreetSarah@gmail.com.

6. Strategic Design and Planning Committee: Katrina Johnston-Zimmerman, committee chair, is present via Zoom, so Mike presents these two topics. On streeteries, there is a monthly meeting happening the night of the board meeting. The City has regulations under advisement with no timeline. Currently, the restaurants and the district are just waiting for new information. The shared spaces and closed streets program group has been meeting weekly to talk about implementing the program over the summer to help businesses. Last year, seven blocks were involved, but now 2nd through 5th Streets will be the area to close from road traffic on at least Friday and Saturday nights, but perhaps also Thursdays. The police are working with the district, and the district is working with businesses to continue and improve the program. Mike asks that business owners give feedback. The details are to be determined. Currently, the police run the program and have the tactical ability to shut the street down at their whim. The intention is to make the situation more predictable.

Brian, a resident, notes inconsistencies on the part of the police department in enforcing parking and lack of communication for those who park on the street. Lt. Long says that the timing and location of parking restrictions have remained consistent. Mike confirms the ticketing period shifted two hours in 2019. Dana gives the reason that people were partying in cars. Rick acknowledges that communication can be improved. Free parking on Saturdays, holidays, and Wednesday nights are no longer happening.

7. Real Estate Renaissance Committee: The registered community organization for the district is turning 419 Bainbridge as a 150 spot parking space development. In collaboration, Queen Village is also ready to move forward with the project. A community benefits agreement is also in place to offset potential impacts of the project such as notifications, awareness, business disruption assistance, beautification, and lighting. Construction is planned to begin in the summer.

Yowie's project at 224 and 226 South Street, the former Mona Plumer property, is approved by the zoning board. At an April 13th meeting, it was determined that they need to modify the 100 year old stairwell to expand the envelope of the building. The rear yard depth will be changed in the expansion. It was universally supported. The building is currently being worked on. The building needs renovation and a clean stairwell. There will be a boutique hotel upstairs, and the improved stairwell will enhance fire safety.

Notices went out to neighbors of 534 South 4th Street, the Exquisite Lounge, about a meeting on April 18th, but the applicant did not notify Society Hill Civic Association or the Queen Village Neighborhood Association. It was unintentional, but needs to be remedied. The applicant needs to seek a continuance so that a second meeting can be arranged with the RCOs. The location has a history of procedural issues with zoning.

Meg Saligman and two realtors, David Gest and Meredith Trego, have joined via Zoom to discuss the 300 South Street project, which is proceeding well. The project has expanded to include the top two floors of 608 South 3rd Street. The Agency of Agency will be a new and different arts venue. Meg presents her idea to harness creativity and invite visitors to see artists at work and participate in art. Tours of an immersive art installation will be made available, similar to Magic Gardens on the other end of South Street. Meg loves the spirit of the area. Project partners include SSHD and real estate, architecture, and consulting firms. She shares a concept of publicly accessible art. "Seize your agency and make your mark" is a tagline she

uses about the project. Her art studio at 8th and Bainbridge cannot be made publicly accessible for events. Zone CMX-3 will be well suited for these endeavors.

David Gest, city planning expert, asks for a zoning change to make the area designated for arts and evolve the neighborhood. Assembly and entertainment use in the case of this project is for smaller rooms where people will observe art and performances, as well as eating and drinking and art studio tours. Meg has the support of the community, and David is optimistic about the zoning variance. David mentions vacancies on the surrounding blocks and hopes the zoning change will encourage new business. Properties with frontage on South Street between 2nd Street and 6th Street are intended for the change in designation to allow assembly and entertainment if a building also contains at least 750 square feet of artist studio space. Details will be worked on with the zoning regulators. Ideally, more businesses will be attracted due to this change and an Arts District will evolve.

Multiple attendees show support. Councilmember Mark Squilla supports the change as well. It could also open the door for newer changes to legislation that make the district more friendly to arts-related business. Kali from Passional is concerned that Paradigm and the South Street Art Mart will be excluded. She wants more community engagement and accessible programs for people who can't afford or engage with artistic activity otherwise. Meg reiterates her desire to work with the community and her non-profit mission to be inclusive and accessible. Mike suggests expanding to Cultural District rather than Arts District in order to be more inclusive of businesses such as museums. Rick suggests those who are interested contact him or Mike to discuss further. David will contact Mike for direct coordination in the hope that a decision can be made in the coming weeks or months.

8. New Businesses: Available spaces are down from 18% to 11.5%. Brick and mortar spaces are being filled.

- Crown of Creation, a hair studio and art studio, similar to Painting with a Twist, but different types of projects at 518 South 5th Street.
- Wayward Collection, a high end vintage clothing shop coming from Northern Liberties into the former Merrygold Shop at 707 South 4th Street.
- Adam Zaken is opening a location of 2nd Street USA, an international high end clothing store, at 5th and South. Fixtures and racks are yet to be installed, but it will open in the next 60 days, hopefully in time for Spring Fest.
- LA Lounge at 146 South Street.
- Wilhub, ramen and hibachi at 126 Lombard.
- Worm's Emporium, across the street from the South Street Art Mart, 523 South 4th, is planning to open June 1st.
- An attendee asks about 500 South Street. There are rumors it will be demolished. Mike confirms a blog, YIMBY, ("Yes, in my backyard") reported it was bought by a New York developer who will demolish the building and make a residential and mixed use commercial property. Stuart G. Rosenberg is the architect of record, but little information is available. Mike has tried contacting them for rendering. The City won't share plans.
- Brazas, Peruvian chicken, will be opening for takeout only at first.

- Fitz on 4th, a vegan taco restaurant in the former Fitz and Starts, run by a mother and son, will open in two months. The mural has been painted over with a new mural. They will have a liquor license.

8. Legacy Committee: Rick Millan, committee chair, discusses having an art show at the office. In four to six weeks, the office will be open, but right now, SSHD are settling into the new space.

9. Finance Report: Ken Silver, treasurer, is not present. Mike covers financial assessments due March 31st. Since last meeting, 58% are collected. Overall revenue is just over 50% for the year. Expenses are at 20% as of the beginning of April, giving a net positive. Mike presents a paper copy of the report.

Dana offers masks and hand sanitizer for those who need it, available at the new office location. There is potential for retail in the future, but the desire is to bring the community together and represent the district in the space. The storefront will be restored with counsel from businesses, under Dana's guidance. There will be standard hours eventually. Rick will talk over new board member nominations at the next meeting and asks for nominations.

Kali from Passional mentions her store's educational programming during the pandemic over Zoom. In-person classes need handicap accessible locations, and she asks for co-sponsors or rental collaborators.

Monica reiterates Sarah's point that South Street businesses can take part in Spring Fest promotions before May 1st. Sarah received this from Kali.

Donuts are offered.

10. Adjournment: 11:22 am

Rick motioned to adjourn the meeting, approved and seconded.