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SSHD Board Meeting

May 11th, 2022

10:00am

SSHD Office & Zoom

Board Members Present: Rick Millan, Adam Shapiro, Katrina Johnston-Zimmerman, Allison Hindman-Harvey, John Foy

SSHD Staff: Mike Harris, Dana Feinberg

Zoom attendees: Bill Arrowood, Kyle Harris, Marlene

Other attendees: Steve Ramm, Sam Shaw, Kate Allen, Phil Reece, Frank Calhoun, Nicole Kreciki, Nicole Wiegand, Doug Hager, Patricia

AGENDA

1. Call to Order: 10:04 am

2. Acceptance of Prior Meeting Minutes: Minutes will be posted to the website.

3. Board Chair's Report: The space is coming together. The current exhibit includes memories from the 1970's, and a more permanent historical archive display is in the works. SSHD will be happy to accept documents and materials related to South Street history for this project.

Introductions: Present board members and staff introduce themselves, along with other attendees, including Steve Ramm, resident and Next Door reporter, Sam Shaw of Sam Shaw's Treatery, and Nicole and Nicole, co-owners of South Street Art Mart.

4. Public Safety Update: Lt. Michael Long reports on a couple commercial burglaries involving metal gates and pried open backdoors. There was a sexual assault involving a known offender. There were a few bad days of gun violence in the City, but no dramatic increase in the district. There have been a few dirt bike and car incidents. Lt. Long believes more can be done politically and policy-wise to stop the vehicular noise pollution before it becomes an issue for him. Mike reports that there were street takeovers in Los Angeles, but the police cracked down

and arrested people, impounding their cars. Lt. Long lists resources being used in other parts of the City and states once again that he's doing his best. He references emails being sent to business-owners, but that their contents were "above his paygrade." Adam asks if police are allowed to pursue Can-Ams like they would dirt bikes or ATVs. The police are only allowed to pursue in the case of enforceable felonies. John asks about loud vehicles that are stationary in front of businesses like Ishkabibble's. Lt. Long says if they are parked illegally, an officer can approach them and ask them to move. Adam asks about street shutdowns during the summer. Lt. Long's plan is to shut streets down at 8:00 PM on Fridays and Saturdays, possibly earlier. Businesses can direct feedback to the police.

There has been a lot of retail theft. A shop owner on the 200 block filed a police report. Lt. Long recommends making reports every time and noting repeat offenders. More evidence obtained on a given perpetrator increases the likelihood of successful prosecution. Many business owners believe it's not worth the effort to report every incident, especially when the investigation of a theft under \$500 can be underwhelming. Retail arrests are handled by the DA's office. SSHD was awarded a \$30,000 grant from the City at the prior night's Clean & Safe Committee meeting for the Corridor Safety Enhancement program. The money can be used broadly for beautification, outreach, resources, and other programs. For the summer, SSHD is looking for the most effective way to utilize the funds. Adam suggests an ambassador program for someone with de-escalation training to interact with business owners and pedestrians, steering image enhancement for the street. South Street is a relatively safe street in the City in a relatively safe shopping district. The perception of it being a high-crime area could be remedied through community engagement and marketing, making the population feel more appropriately safe. Adam is open to input.

Some funding may go to the Shared Streets program, opening up the streets to pedestrians on Thursdays, Fridays, and Saturdays. The City must approve this, and it would require city council legislation. Last year's costs for barricade usage in this program were over \$30,000. The City, while providing this funding, is not providing exact details on how to close the streets. Mike suggests a string light canopy over the street. More lighting and more cameras could be used to enhance the perception of safety for pedestrians and businesses. Lt. Long stresses the importance of the street's visual condition. Mike mentions the possibility of trash signage and collection being beneficial for beautification. The board is open to feedback on how to best make the most of these funds.

Bill Arrowood agrees about the perception of safety and states in Zoom chat that he would be happy to talk to the Clean & Safe Committee about crime prevention through environmental design and how other communities are handling the topic. Katrina wonders how funds allocated for trash removal currently are being spent, if the issue persists. Cleaning crews are deployed from 7:30-11:30, seven days a week, in all weather conditions. Residents, visitors, and businesses put their trash out before their designated trash days. SSHD is paying more for picking up large short dumps on non-collection days. People put their trash out any day or too early in the day, expecting it to be removed. Education, signage, and citations for unlawful dumping could be solutions. Mattress removal presents other issues.

An attendee notes that holidays or other delays of trash service can be better communicated to business owners and residents. Bill suggests petitioning sanitation to designate all of South Street to the same pickup schedule, preventing trash removal being

pushed into the weekend. In London, they use distinct, consistent signage. Communication in the district can be inconsistent. Bill recommends scheduling email communication in advance.

Mike reported a hot spot for short dumping on Passyunk and 5th Street. Every day, someone dumps there, so Mike reported it. A week later, the City reported that the request was closed with no action taken due to the age of the request. ACAM has been picking up the sanitation slack at the cost of the district. Katrina notes that these current methods of handling sanitation could be better handled before spending more on the issue. Lt. Long suggests pressuring city council. The BID Alliance is working towards Monday trash pickups, after weekends. Potentially, having trash collection twice a week would solve problems, though it would be a strain on resources. Rick suggests in the short term that holiday trash information be communicated as soon as possible. Adam notes that residents use street trash cans for personal. Dana notes that this then results in the nearby business being cited for violation. She shares an anecdote about Abbotts Square residents dumping illegally. The district should be defending businesses against these inappropriate citations.

5. Marketing Exchange Committee: Spring Fest did not take place due to weather. The event will be moved to October and linked with Brauhaus's Octoberfest. Philly AIDS Thrift's anniversary party will also be held that day. These synergies, along with a few more months of time will build an even more successful event for the district. Mike expresses thanks for the support in making the call to postpone the festival. Dana proudly reports on the VIP event for participating businesses, which was hosted at Brauhaus, allowing 15 vendors to share samples with over 50 influencers. Media and press coverage was very favorable. No events are planned for the next few months. A summer solstice event may be planned, but marketing's focus will be on legacy businesses and iconic South Street food. The social media team and public relations firm, Philly PR Girl, are solidly gaining media attention. Tuesday also saw the rollout of the Slightly Off Center branding for the district at the event. An article on Dosage Magazine's website was shared by Mike. New banners are being planned to reflect the new messaging.

6. Strategic Design and Planning Committee: Katrina and Mike report on a meeting with the Queen Village Neighborhood Association. The neighborhoods support the Shared Spaces and pedestrianization programs. An ordinance will need to be passed through city council to continue due to lack of administrative traction. SSHD will have to shift gears quickly, but Councilmember Mark Squilla supports the initiative. Streeter regulations were supposed to have come out by now, but have not. A notice was sent to the business community from Councilmember Allan Domb's office that it would take a few more weeks for the regulations to be finalized. Business remains unchanged until enforcement changes with the new regulations. An attendee anticipates the delay is happening because the changing season will change utilization of streeteries. When it goes into effect, there will be a long process for applications and structural changes. Another meeting concerning streeteries is scheduled to take place at 10:00 a.m. on Tuesday, May, 17th.

7. Real Estate Renaissance Committee: The committee has not met recently, and Rick invites future participation. The usual meeting with agents and developers was postponed, but will be a lot to talk about at the next one.

8. New Businesses: Dana reminds everyone that typical commercial corridors have 18 to 20% vacancy. Before COVID, SSHD was at 18.5%. Now, the district is hovering around 10%. Many new businesses are opening.

- Wilhub Hibachi at 124 Lombard Street, mentioned at last month's meeting, is open and running.
- Fitz on 4th is under construction at the former Fitz and Starts. The menu has been finalized, and they are currently hiring.
- Wayward Collection, a Fabric Row vintage shop is open at 707 South 4th Street in the former Merrygold Shop.
- Bebop Vintage will open on May 21st in the former Noise Pollution Records. Dana met the owner, a high energy former employee of another SSHD vintage shop, either Retrospect or Raxx.
- Moore Vintage, owned by Keesean Moore, is currently located in the Bok Building and expanding to a location at 725 South 4th Street, next to Bus Stop Boutique in a former furniture and antiques shop.
- 2nd Street, another vintage shop coming to 5th and South is having supply chain issues for their racks, but work is progressing towards opening within the month.
- Dana and Mike met with Meg Saligman about her ongoing project at 3rd and South. She describes a spectacular dance performance taking place in an art installation as a snippet of what will come in her immersive gallery, The Agency. Senator Nikil Saval, George Donaldson, and other local figures of import were also in attendance at this preview event. SSHD is working actively in support of this project. Meg has is determined and doing the necessary due diligence in order to open in November.
- An attendee provides a brief update on their progress in renovating a unit.
- Demolition and construction is planned for 419 South Street, and permits have been obtained. The building is available for sale to developers, and zoning is predefined. The owner is happy to sell in a turnkey manner, but will go ahead with demolition otherwise.
- 6th Street finally reopened on Saturday with new curbs and painted lines. Bill suggested a ribbon cutting ceremony.
- Redcrest Chicken are not renewing the lease at their East Passyunk location in order to focus efforts at their new location in the district at the corner of 6th and Bainbridge, opening in six to eight weeks.
- Another property at 6th and Bainbridge is being renovated after flood damage. It's a unique commercial restaurant space available in the \$3 million range.
- An attendee describes local news coverage of a place in the district.
- An attendee describes their clothing business and an upcoming event.
- At last month's meeting, Rick invited nominations for board members. However, this process will be tabled until June. In the meantime, board members will be able to recommend potential board members. Prospective board members can look forward to an email with more information. Suggestions are welcome. The sitting board will nominate names to the Mayor's Office, and then the applications

are approved through City Council. It is a long process, but the board is looking to expand its membership.

- Rick directs business owners to tell their stories via a submission form on the website or contact Dana directly to have their South Street stories be heard.

8. Legacy Committee: Joel Spivak is not present, but Rick presents the exhibit in the office space, which includes historical photographs from the district. The photographer was present for the exhibit's opening, and the photographs will be on display until June, when a big event is planned, but not ready to be announced. A grant is being pursued to restore the storefront facade and replace a few large decorative ants that are missing. Rick reiterates his request for archival photographs or documents that demonstrate the history of storefronts in the area to build the collection. Digital files are welcome.

9. Finance Report: Ken Silver is out of town, but gave Mike the finance report before this meeting. Assessment collection is at 65% for this year. Overall, revenue has collected 60% of budget. Spring Fest revenue collection is deferred to later this year. Net expenses are 30% of budget, leaving 30% expenses incurred. SSHD applied for two grants which were rejected. One for \$5,000, and the other one for \$10,000. But, as covered earlier in the meeting, the district was awarded a \$30,000 grant.

10. Adjournment: 11:00 am: Rick motioned to adjourn the meeting, and it was seconded by Adam.