



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

## **SSHD Board Meeting**

October 19th, 2022

10:00am

SSHD Office & Zoom

Board Members Present: Rick Millan, Rick Millan, Joel Spivak, Katrina Johnston-Zimmerman, Adam Zaken, Allison Hindman-Harvey, Adam Shapiro, Monica Monique

SSHD Staff: Mike Harris, Dana Feinberg, Sarah Cowell

Other Attendees: Taylor J., Michael Untermeyer, Ken Silver, Steve Ramm

## **AGENDA**

**1. Call to Order:** 10:03 a.m.

**2. Board Chair's Report:** Rick acknowledges the work of the SSHD putting on the festivals. Stores, booths, and attendees all had an amazing time. The May festival and next year's Oktoberfest will continue the tradition. Rick's friends from the suburbs had a great first impression of the district. Heirloom will take the whole block as momentum goes east to west. The 300 block will be a focus. There will be an international clothing and shoe store near 313 South Street. In advance of a future strategic planning meeting, Rick has distributed a 2009 study done by Penn and a more recent study by Temple University.

**3. Public Safety Update:** Lt. Long could not attend this meeting, so Mike presents an update on public safety issues. The festival was a wonderful day for the district, but at 11:00 p.m., four hours after the festival ended, security barriers were breached and shots were fired. A security guard was struck by a bullet. The shooting involved an argument between a vehicle driver and the security guard. It had nothing to do with the festival, but was still a rough ending to the night. The shooter has not been caught, but there was an active pursuit. Eventually, three people from the group were caught having stolen dirt bikes. SSHD is trying to change the narrative, but there has been some negative media coverage. The BID alliance with 15 commercial corridors had a meeting, and public safety and crime is of major concern to all districts. An Inquirer article says that the closing of a Wawa is a bad omen for the City. To keep business and customers, the City must figure out the problems. It's an issue for the entire City, not just South Street.

Michael Untermeyer reports that CVS will be leaving at the end of the month. An attendee suggests that crime may be a reason for them to leave, but he has no further insight on the cause for their termination of the lease. Mike suggests the reason may be due to nationwide retail corporations shutting down locations across the country. An attendee reports seeing shoplifting occur at a convenience store. There is a rumor that the Wawa on 2nd Street will close, but there are no specific indications. Wawa as a whole is closing locations regionally, as are CVS and Starbucks. Rick suggests it's an opportunity to place a new tenant. An attendee notes that unionization may be another factor in corporate trends to downsize their real estate footprint.

**4. Marketing and Public Relations:** Sarah reports that 55,000 people attended South Street Fest. The top two demographics of people who come to South Street either come to the district over 20 times and people who have never been to the district before. There is a 67% likelihood that someone who comes to the district for the first time will become a regular customer of the district's businesses.

Meet Me on South Street is shifting to a monthly model instead of weekly. November will feature women-owned businesses, which make up 183 of over 400 businesses in the district. There is a wide variety of businesses to be featured in the lead-up to the holiday shopping season. December's theme will be gifts under \$25. SSHD will create one or more gift guides and are looking for suggestions from local businesses to represent the broad selection of items available in the area. Fox News and CBS positively covered the festival.

Dana shows the posters for Pumpkin Fest on October 29th. On Halloween night, there will be the first Halloween Costume Crawl & Bar Bash. It's similar to the Easter Promenade, but with a creepy cavalcade of people marching to a costume contest hosted by Jarboe of the Bearded Ladies Cabaret. New York City's Halloween Parade in the West Village is an influence on the planning for this event. Many places in the district sell Halloween costumes or are spooky throughout the district, and visitors are encouraged to visit local bars after the event. Bars are encouraged to have promotions and specials. This will be the only Halloween parade in Philadelphia.

South Street Fest was a joyous day for all, and SSHD will continue having more events through the rest of the year and beyond. There is a Slack channel for district communication with and between businesses. Rick suggests using it to warn each other about specific shoplifters. Slack is an app that can be used on phones and computers. Sarah is available via email for tech support. An attendee asks about gift bags, which are organized via Google Forms.

South Street will be represented at the Christmas Village in Center City. Several businesses will participate, along with a map of recommended places to visit in the district. On November 19th, the Zipperhead Retrospective will take place at the grand opening of the Off Center. Sabrena of Worm's Emporium helped do interior design of the Off Center in addition to a new Isaiah Zagar mural, branded cabinetry, and decorated archways. New banners are up on the street, and there are more to come.

**5. Strategic Design and Planning:** A specific committee meeting will take place on Tuesday to cover this topic. Rick reiterates his suggestion to read the Penn and Temple studies as background for this meeting.

**6. Real Estate:** Allison provides updates on some local properties. Cleopatra's Cafe has been continued. 300 South Street is in progress. 534 South 4th Street, XL Lounge, has been postponed and continued. There was a zoning update for an Airbnb location as a formality. Final streetery regulations are coming out the day of this meeting. SSHD will publicize the information from those. All streetery licenses expire at the end of this year. Applications for 2023 will begin in November or December. The new streetery license will be required in January of 2023. New regulations include requirements for crush-proof barriers which are nimble and easy to move. Structures with roofs will require permits. Fees have been reduced. SSHD will be available for assistance with compliance.

Lost and Found Lounge and LA Lounge were ordered to stop operations after a City inspection that revealed inconsistencies in their licenses. Steve Ramm asks about another lounge. Four lounges have opened in the district in recent months which advertise themselves as a smoking lounge, but obtain permits by declaring that they serve prepared food.

**7. Finance:** Mike credits Rhonda with her work on assessments. SSHD is at 78% of collections for the year and 189% of budget for prior year assessments. Over the past month, Rhonda has gotten about \$40,000 collected in owed back assessments. Revenue stands at 76% of the budget at this point this year. Expenses are at 62% of the budget, so SSHD is in a position of revenue ahead of expenses. Reports were made available at this board meeting.

**8. New Business:** Dana acknowledges the Commerce Department and their cooperation with the Health Department to issue four new licenses to businesses in the district.

- First, a new restaurant at 536 South 4th Street from the owners of Neighborhood Ramen is in progress.
- Second, Brazes BBQ Chicken is opening in the former Primo Hoagies. They were open during the festival and sold out of their supply that day with favorable media coverage from Fox.
- Third, Cuzzy's Ice Cream from Adam Zaken, of which Dana recommends the concord grade sorbet are open on the weekends. November 6th will be the grand opening at 618 South 5th Street next to Loomen Labs.
- Fourth, Redcrest Kitchen has also gotten their health license and are working on the facade with the landlord.
- Brooklyn Dumpling Shop will be opening in the former Dunkin' Donuts location.
- 2nd Street USA will open Saturday, a vintage store managed by Dominique, who is accepting inventory at 501 South Street.
- At 10th and South, a pharmacy is changing ownership and has been redecorated with bright colors.
- Status at 436 South Street, formerly a Sprint store, has been renovated.

- Steve Ramm describes a business outside of the district and mentions Five Flavors Cafe at 431 South Street. The South Street Diner has changed ownership. He noticed renovations at a property and inquired about its status.
- He mentions a vegan Israeli restaurant whose chef he read saw an interview with.
- Suplex Vintage Wrestling is open, selling cards and vintage wrestling products.
- Monica Monique of Oxymoron Fashion House announces an app which is an innovative way to shop for clothing that will launch in December.

Attendees discuss difficulties with the public's perception of South Street being tainted by violent events and the importance of emphasizing the many positive things happening in the district. A business owner talks about the positive impact of having an outdoor presence during South Street Fest. Rick reiterates his satisfaction with the success of the festival.

**9. Finance:** A copy of the report is available at this meeting. Mike credits Rhonda with collection of past due assessments. Total income is about 82% of the budget. Total expenses are at 72% of budget, maintaining an income over expense position. SSHD is seeking grants like the storefront improvement grant for the enhancement of the Off Center's storefront. Details of upcoming committee meetings are made available on the SSHD website. Rick thanks all who have been attending these meetings in person or on Zoom for their participation.

**10. Adjournment:** Mike adjourned the meeting at 11:12