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SSHD Board Meeting

November 16th, 2022

10:00am

SSHD Office & Zoom

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

SSHD Staff: Mike Harris, Dana Feinberg, Sarah Cowell

Other Attendees: John Foy, Francesca Rivetti, Patricia Ehrenmal, Philip Green, Shannon Maldonado, Steve Ramm

AGENDA

1. Acceptance of Prior Meeting Minutes: Attendees motion to accept the minutes of the October board meeting minutes.

2. Board Chair's Report: Rick describes current initiatives involving the Off Center space, recruiting new board members, and uniting neighbors with businesses at meetings to work together. Philadelphia's sports teams brought good news to the area. Halloween was well attended, and there is an abundance of leftover candy. The opening of the Off Center will take place on Friday night.

3. Marketing and Public Relations: October 31st's Halloween at the Shambles brought many happy children in costume. Dana reports that there were nearly 100 businesses involved in the trick or treating, and feedback was that the event was fantastic. Since South Street Fest, morale on the street has been very positive. Businesses are more involved than ever. The Halloween crawl was postponed due to the Phillies baseball game and will take place next year. Sarah asks that businesses participating in Meet Me On South Street provide a 30 second video detailing their motivations for being involved in the event and what they love about South Street. Next month, this meeting's Zoom call for remote attendees will be set up on a TV.

Friday's grand opening is 5:00 to 8:00. Monica helped to create a zipper for the door that will be unzipped on Friday night to begin the festivities, a nod to the Off Center's Zipperhead retrospective exhibit. Attendees at this meeting are invited. A team effort has pulled together the

event and the space in general. The space will be open 12:00-6:00 Saturday and Sunday for visitors. Media will be there on Friday night to push the positive message about South Street.

An attendee presses Mike about the lack of a sign out front. SSHD has secured a storefront improvement grant from the city that will be used to help repaint the storefront and decorative ants. Signarama will be contracted to provide a new awning for the Off Center. Spray paint is suggested as a temporary solution. Businesses are encouraged to use the Off Center as a community center.

South Street Art Mart, Yowie, Black and Nobel, Paper Moon, and Queen and Rook will be vending in South Street's booth at the Christmas Village. There will also be maps and information available about visiting South Street. The City has also provided a grant to furnish and set up the booth. TaskRabbit contractors will provide assistance in assembling furniture.

Holiday gift guides are being made. The Christmas tree at the Shambles will be set up in December. The tree lighting will take place Saturday, December 3rd from 12:00-4:30. December 22nd at 5:00, three rabbis will be hosting a menorah lighting. There will already be 30 vendors, but there is room for businesses to sign up. Santa will be there for a meet and greet. Settlement Music School students will be performing a segment of The Nutcracker. New Groove Music Studio will provide carolers as well. On three Saturdays, December 3rd, 10th, and 17th, vendors will also be present in the Shambles. The Sisterly Love Collective will be featuring women-owned businesses. Mike notes Small Business Saturday materials from American Express are available at this meeting.

4. Public Safety Update: While Lt. Long is stuck in traffic, Mike notes that there have been no incidents or issues to report.

5. Strategic Design and Planning: Katrina recalls that in recent years, the focus of this committee has been on concerns related to shared streets, mainly due to responses to the pandemic. More recently, the strategic design and planning has been around moving the street forward into the future. Committee meetings have been well attended. Shannon reports that the community is invested in the future more than upset about the state of current events.

The 300 block has 42% vacancy, so it is a possible model for future planning. Kate from the Queen Village Neighbors Association has been attending the meetings to help also. Stakeholders are aligned with common goals of filling funding gaps and improving the district. Rick notes the importance of networking in launching new opportunities. The committee meets virtually every other Tuesday at 11:00 a.m. to discuss zoning, enforcement, and business attraction across the district. With the 300 block as a test case, improvements can be refined. Mike spoke with an architectural firm who wants to be involved as well.

6. Real Estate: Five Flavors appears to have closed. Another smoking lounge, Lost and Found, has closed too. Steve Ramm reports that a pizza place has moved outside of the district due to a dispute with their landlord.

7. New Business:

- *Redcrest Chicken* is open, despite former issues with the water main and facade. Instead of fried chicken only, they have a wide menu. Steve Ramm complains about the prices and the lack of specific menu items that he enjoys eating.
- *Brazas BBQ Chicken*, a Peruvian restaurant has opened with positive media coverage.
- *2nd Street USA* has opened at 5th and South. They also buy clothing. Dominique, the manager, has been a good partner to the district in promotional activities.
- *Cuzzy's* is serving ice cream made with fresh ingredients by a young man named Cuzzy. Steve Ramm posted a video on social media about the ice cream.
- A vegan restaurant is opening soon.
- An art gallery is open at 759 South 4th Street at the former *Kawaii Kitty Cafe*.
- Ken has news about a property, but is unable to share the news publicly.
- *Heirloom* has submitted plans to the City for review.
- Dana spoke with the manager of *Wawa*, who will not be closing.
- The CVS will be closing December 31st. The landlord, Michael, is open to new business.
- *Moore Vintage Archive* has moved from the Bok Building to Fabric Row.
- Shannon's new property will be getting storefront windows in advance of a February opening that will hopefully involve a block party, permits permitting.
- Steve Ramm, user of social media, talks about businesses on Facebook and Nextdoor. He makes videos for social media. He recommends attendees go to social media for information about new businesses. Another attendee notes that Nextdoor mainly consists of unhelpful comments. Dana uses Facebook regularly to interact with district stakeholders. Rick acknowledges Steve's positive use of the Nextdoor platform and is a fan of his social media usage. Mike posts corrections to egregious faults on social media, but he does so from a personal account, because SSHD cannot maintain an official presence on a volatile social media network.

8. Finance: SSHD is at 83% of assessments. Overall assessment is 95.6%, due to previous year assessment not having been allocated properly. SSHD budgeted \$56,000 and took in \$38,000 post-pandemic, while trailing 16.2% in in-year assessments. SSHD has a month and a half to make that up.

SSHD is at a non-assessment income of only 43%, missing additional vending income at only 15.3% which is attributed to pandemic-related issues. The Shambles income at 80% is close. Overall budget is at 84.% of a million dollar budget with \$845,000. Expenses are already over the budget in November with payroll and related expenses. The board will have to revisit this. Overall net income is at \$33,000 because overall expenses are only at 80%, year to date. SSHD is operating in a fiscally responsible manner, but there is tightening up and reallocation to do going into 2023. A copy of the report is available at this meeting. Allison asks for a detailed report of the 300 block's financials, since it will be a pilot area for the Strategic Design and Planning committee.

Delinquent assessments are handled by Rhonda, who sends the bill with a reminder. Liens are placed electronically. Rhonda has pushed hard to collect from past years. Transferred properties and title companies complicate the process. Penalties and late interest fees are negotiable in the case of hardships for businesses getting current with their payments. Payment plans are an option, but credit cards are not accepted.

9. Adjournment: Meeting adjourned at 11:00 a.m.