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SSHD Board Meeting

December 14th, 2022

9:46 a.m.

SSHD Office & Zoom

Board Members Present: Allison Hindman-Harvey, Adam Shapiro, Ken Silver, Francesca Rivetti

SSHD Staff: Mike Harris, Dana Feinberg, Sarah Cowell

Other Attendees: Edward Garcia, Nicole W., Nicole K., Philip Green, Steve Ramm, Lt. Michael Long, Kate Allen

AGENDA

1. Board Chair's Report: While Rick Millan is in Israel, Allison Hindman-Harvey leads the last meeting of the year. The terms for board members Rick, Michael Untermeyer, Ken Silver, Francesca Rivetti, and Sara McCorriston end this day. Sara and Francesca will not return as board members in 2023, but the others will apply for five year reappointments to the SSHD board. Francesca thanks the leaving board members and hopes they return after their one year required recess. A vote will be circulated after this meeting to approve the five year renewal terms for Rick, Michael, and Ken. The 2023 calendar will be distributed after this meeting as well. A five year budget will be discussed at this meeting.

2. Public Safety Update: Lt. Michael Long reports that things have been well. There have been reports of random assaults by a woman with nowhere to live. She may have been involved in an attack on Market Street. Lt. Long is concerned about potential commercial robberies near Christmas and warns business owners not to store high amounts of cash overnight in registers. Daytime police patrol is being revamped. He will be meeting with Mike the following week about traffic plans for the new year. There will be a traffic box for New Years Eve and New Years Day, but details will be coming soon. There will be fireworks at 6:00 p.m. and midnight on New Years Eve.

Mike reports that the Clean and Safe Committee met the previous night. The holiday toy drive in association with the police department is underway, and donations of wrapped toys can still be dropped off at the department. Further tips on preventing robbery will be distributed after this meeting. Dana reports that she spoke with the manager of the district's Wawa. Wawa corporate leadership will be performing a test of a new security system at five problematic

locations in Philadelphia during January. Wawa's private security force will be deployed with no weapons, but will be wearing body cameras. Lt. Long will be visiting Wawa about a recent crime. Wawa's investment in security enhancement is a positive move for the district in the face of potential closure of the South Street Wawa branch.

3. Marketing and Public Relations: The tree lighting was successful, attended by local politicians and media representatives. There were 30 vendors. The ongoing Sisterly Love market on Saturdays has been successful as well. There's a lot going on across Philadelphia. Attendance has been steady, but not overwhelming. The Menorah Lighting Ceremony will take place December 22nd. Kwanzaa banners will go up for December 26th. Meet Me On South Street continues, and PHL17 will be reporting on the Off Center the morning after this meeting.

The container at Christmas Village has been host to rotating SSHD businesses. Nicole and Nicole from South Street Art Mart report that aside from a few rain days, it was a great experience. They did well, and many attendees recognized their business from the district. On their first day, they stuck around after the rain came, but all of the other businesses closed. Nicole W., Nicole K., and Edward Garcia of Queen & Rook acknowledge the usefulness and welcoming nature of the prepared space and its furniture provided by SSHD staff. Edward notes that many visitors were tourists to the city, and he took the opportunity to direct them to visit South Street. Tote bags have been printed along with 1,000 postcards with printed maps to promote the district. Nicole and Edward report that the postcards gained successful attention from customers. Monica Monique is at the location now with Oxymoron, followed by Shannon Maldonado with Yowie, and then the final business to hold shop, Loomen Labs. The market appears to get busier as Christmas nears. Mike thanks Philip Green from the Philadelphia Commerce Department for their collaboration with South Street's presence at the Christmas Village. Sarah and Dana will be meeting with representatives from the Commerce Department the afternoon after this meeting to provide promotional content.

Steve Ramm calls out positive press for game shops. Edward notes their successful weekend due to a national gaming conference in Center City bringing customers from all over the world. Mike reports that Patricia Ehrensall found that customers enjoyed the new South Street banners.

4. Strategic Design and Planning: The Strategic Planning Committee continues to meet weekly, looking at enforcement, zoning and development, and business attraction. Focus has been on the model block at 300 South Street with storefront improvement and filling vacancies. This effort is done in collaboration with Society Hill Civic, Bella Vista, and Queen Village. Rick helped negotiate with Michael Axelrod to find a new location for Eyes Gallery at 327 South Street, to open in the Spring as a pop-up for at least a year. Kate Allen is also looking for interest in real estate opportunities.

5. Real Estate: Allison reports that the end of the year has been quiet for real estate and zoning while looking forward to the new year. SSHD is working with city organizations about enforcement of regulations at various lounges.

6. Finance: The finance report is made available at this meeting. SSHD is at 85% of income and 85% of expenditures through this year. The five year annual budget has been put together with total assessments at \$765,000, an increase from the previous year, \$647,168. This increase will allow for the district to take on locations, landscaping investments, refreshment and holiday decor, and additional personnel resources to implement more of the district's initiatives. These funds are vital for the organization to thrive, and Old City is a model BID for the district to consider with its management structure.

7. Adjournment: Allison motions to adjourn the meeting at 10:14 a.m., seconded by Adam Shapiro.