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SSHD Board Meeting

January 11th, 2023

10:04 a.m.

SSHD Office & Zoom

Board Members Present: Rick Millan, Allison Hindman-Harvey, Ken Silver

SSHD Staff: Mike Harris, Dana Feinberg, Sarah Cowell

Other Attendees: Chris McNichol, Lt. Michael Long, Steve Ramm

AGENDA

1. Call to Order: 10:04 a.m.

2. Board Chair's Report: Acting as interim board president, Allison votes to reinstate Rick as board president and renew Ken's position on the board, both for an additional five year term. Rick describes 2022 as challenging, but ending with positive momentum near the end. To start 2023, Rick emphasizes the importance of participation from existing board members and new board members. He recommends they join at least one committee. January will see a reorganization of committee chair and executive board positions to be announced at February's board meeting.

New committees are being considered in addition to the following existing committees: Clean and Safe, Strategic Planning, Real Estate and Zoning, and Marketing. An Events Committee would handle festivals and exhibits at the Off Center in collaboration with the Marketing Committee. A Food and Beverage Committee would handle restaurant-specific issues, given the high population of these businesses. A Retail and Services Committee would handle issues pertaining to the remaining types of businesses in the district.

Another goal for the new year is an initiative to collect delinquent assessments owed to SSHD from businesses. Mike reports that collections are being made with a list of responsible parties. Allison suggests finding a lawyer to aid in the collection process. Rick suggests that debts of \$10,000 or more should be prioritized.

Rick wants to get to know all board members personally, emphasizing the strength that comes with team building. He proposes social events for the board members to create relationships and see how they can help each other. The Off Center will be holding more events in 2023. Another goal is to beautify the street, working with nearby neighborhoods to make the

district sparkle with decorations, storefront improvements, and the filling of vacant properties. The 300 block is gaining momentum through last year's initiative. Mike thanks Rick for his leadership and direction.

3. Public Safety Update: Lt. Long reports that inclement weather on New Year's Eve did not keep foot traffic from the fireworks displays that night. New Year's Day was a beautiful day. Places were packed with Mummers, but they were monitored and there were no issues. There have been periodic overnight burglaries in the past few weeks. Mike will be meeting with Lt. Long and deputy commissioners to discuss police personnel and deployment in the district. Lt. Long complains of scheduling conflicts and staffing issues at the police station.

Lt. Long supports Rick's statements about the importance of beautifying the district, which greatly impacts public safety. Dana asks Lt. Long about removing broken police barricades that litter certain parts of the street as a step toward beautification. She has moved them herself before, mentioning having found one block an ADA ramp. Lt. Long says they will be handling it soon.

4. Marketing and Public Relations: Mike reports that the Christmas Village presence and Menorah Lighting were successful around the holidays. Sarah announces the return of the South Street Egg Hunt and Easter Promenade, which will be redefined to celebrate its 90th anniversary. Spring Fest will take its new name from last year, South Street Fest, but take place in May as normally scheduled. Meet Me On South Street will be back later in the year with a physical reason for attendees to visit the district. South Street Curated Experiences is an initiative for individual business owners to recommend five other businesses their customers will like, including a physical and digital guide for customers to spend more time in the area.

Dana adds that John Glenn, formerly of Farm to City and The Food Trust, is looking to bring a midweek farmer's market to East Passyunk, called South and Passyunk Farmers' Market. The goal is to bring local farmers in addition to SSHD businesses who create goods like Loomen Labs and Hale & True. The market is planned to run on Thursdays, June through November of 2023, bringing more traffic to the neighborhood on Passyunk between Bainbridge and South.

Mark is working on creating a sign-up page for businesses as Sarah and Dana plan a festival for the fall with input from the businesses. Last year's South Street Fest included a wide variety of activities, and this will continue to be a motivation in organizing the event. Rick found the festival in the fall to be successful in synergies with Brauhaus Oktoberfest and other events at the time. The Halloween event will be on the table once more, after last year's had to be canceled.

5. Strategic Design and Planning: Mike reports that the recent meeting of this committee was productive. Generally, the committee looks at the strengths and positive elements of the district. Specifically, the committee focuses on the 300 block. Good things are happening there now as a test block to activate storefronts and beautify the street with foliage. The committee will be talking to brokers to research incentives for businesses and consumers. Successes learned from working with the 300 block as a test model can be used in

improvements throughout the district. Landlords are being motivated to find better commercial tenants. Eyes Gallery is opening on the 300 block. Another property is being arranged with a realtor, and Dana is working on getting some pop-up locations in place. An attendee reports that there are upcoming meetings with landscapers and realtors. Mike suggests improving the appearance of vacant properties to make them more appealing to renters. The Streets Department is the point of contact for improving street lighting. Parallel overhead string lights can be achieved, but string lighting across the street is a challenge with regulations.

6. Real Estate: RCO meetings have taken a break over the holidays. Eyes Gallery will be moving to the 300 block. Jim's Steaks has been clearing out detritus from their damaged location, targeting Labor Day for reopening with support from the City after negotiations for a temporary location stalled.

7. New Business: Dana lists some new business activity in the district.

- The Ivy Salon has opened at 733 South 4th Street in the former Henck Design location on the eastern side of the street.
- Tibbie X Studios has opened at 759 South 4th Street, selling kitschy art and vintage in the former Kawaii Kitty Cafe.
- Darryl Jones, owner of Atomic City Comics, is opening The Dreamery at 623 South Street, selling industry-motif household goods, furniture, and clothing in a goth style with local production.
- Brooklyn Dumpling Shop is opening soon.
- March 1st is the target date for the reopening of Eyes Gallery.
- Steve reports that an Italian sandwich shop has opened in the former location of a pizza restaurant, but it is outside of the district.
- Steve noticed someone filming in front of Yowie. Mike reports that a film crew will be on location at the Headhouse Plaza at 2nd and South in February.

8. Finance: Mike is working on the accounts receivable list to pursue collecting funds from commercial and residential property owners. Last month, the board approved the 2023 budget for \$765,000 in assessments. The total revenue was laid out at last month's meeting and a copy of the finance report is available at this month's meeting as well. SSHD is at 96% of budget on the expense and revenues sides. Ken adds that when he started as treasurer four years ago, he found SSH in a rocky financial position. In those four years since, he has noticed positive fiscal responsibility and credits Mike, Rhonda, and the board with skillful accounting abilities to review and control the district's finances.

9. Adjournment: Rick will be reaching out to new and old board members and encourages participation in the committees. Rick motions to adjourn the meeting at 10:43 a.m., seconded by Allison.