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SSHD Board Meeting

February 8th, 2023

10:17 a.m.

SSHD Office & Zoom

Board Members Present: Allison Hindman-Harvey, Katrina Johnston-Zimmerman, Monica Thompson, Adam Shapiro, Ken Silver

SSHD Staff: Mike Harris, Dana Feinberg, Sarah Cowell

Other Attendees: Lieutenant Steven Ricci, Taylor Benjamin-Britton, Doug Hager, Samantha Shaw, Steve Ramm

AGENDA

1. Public Safety Update: Lieutenant Steven Ricci has replaced Lieutenant Michael Long. While crowds are expected in the district surrounding the upcoming Super Bowl, the pole-climbing and more chaotic activity is expected to take place outside of the district on Broad Street. There was a commercial robbery at South Street Market involving four individuals with a gun. The police officer suggested that the tinted windows may have prevented witnesses from reporting the crime in progress. A strong arm robbery took place at 910 Fitzwater Street involving four offenders also. It is uncertain whether it was the same perpetrators. Glass storefronts were broken during a string of commercial burglaries Thursday night outside of the district, but nearby. A uniformed officer in an unmarked police car has been hired to patrol the South Street Corridor at night.

The new lieutenant recommends business owners to hold logbooks to record police patrols at their locations. Business owners are enthusiastic about this possibility. Dana will coordinate this involvement through Slack. Attendees express gratitude that the new police liaison lives in the district himself and for his optimism in serving the district. While safety is his number one concern, he recognizes the importance of a thriving economy. Street closures, outdoor dining, and speed bumps are being considered with his new perspective. He will be putting an end to illicit street parties to encourage nightlife patronage.

Police employment is down across the city, so resources are limited. The new lieutenant wants to fight with the SSHD community to prevent closing streets altogether. He suggests showing police presence early in the evening to discourage dangerous behavior from happening

later in the night. Lieutenant Ricci invites attendees to email him at Steven.Ricci@Phila.gov and set up an in person meeting with him to discuss their relationship.

2. Marketing and Public Relations: An upcoming article in The Philadelphia Business Journal will cover the recovery of South Street that took place last summer. It will focus on six new businesses that have opened recently and six that are coming soon. Sarah reports on the launch of a self-guided tour of Black History in the district. There are 10 stops so far with room for additional interactive elements to be added in the future as new murals and events come. The mural artists whose work is featured in the tour have expressed positive feelings for the district and the tour itself. The media has also loved it so far.

Media has also covered the expansion of Jim's Steaks, Eagles related events, and more. The South Street Egg Hunt and Easter Promenade are starting soon, and businesses are invited to participate by displaying decorated eggs in their windows for community members to find and share. Last year's Egg Hunt brought much engagement from the community. Eggs are available at this meeting. South Street Fest sign-ups are beginning, and Sarah and Dana are open to new ways to engage visitors in the street. Dana suggests that wellness businesses bring an outdoor activation to South Street Fest.

Sarah, who also works at Tattooed Mom, an SSHD restaurant, put out a call for restaurant owners to give feedback on what would be best for Restaurant Week promotions. Varied price points will be considered to provide flexibility for participation with an aim for the fall or winter seasons and coordination with existing district promotions and events. Once interest is gauged from business owners, the district will coordinate with other nearby districts to plan this initiative.

3. Strategic Design and Planning: Katrina reports on the momentum behind the scenes that this committee is experiencing and its connections with local neighborhood associations. The committee met with University City District to discuss streetscape developments, and Katrina recommends Mike attends a committee meeting to further those developments. Another committee member reports that college students visit South Street often. New planters, new lighting, flower baskets, and seating options will be incorporated, involving materials fabricated in the city and tested in other districts. Attendees are encouraged to join the committee at their weekly meetings on Tuesdays at 11:00 a.m.

4. Real Estate: Allison reports that there is not much new information regarding overall zoning and real estate matters, but Ken has updates on the progress of reopening Jim's Steaks. He closed on the new location on January 20th, and preliminary preparations are being done. Eyes Gallery will be combined and new permits will be issued. Jim's Steaks saw millions of visitors to their social media pages and is looking to expand for Eyes Gallery and South Street more widely. Ken has had a successful business collaboration with Sam Shaw's Treatery and is open to new partnerships. The renovations will include a new seating arrangement and further promotional connections to Eyes Gallery while maintaining historical elements of the building. The target for reopening is Labor Day weekend with the rebuilding project beginning officially on March 1st. SSHD will coordinate with Ken on a grand opening celebration. Preston & Steve, local radio personalities, are traveling to Arizona to represent Philadelphia at the Super Bowl

with memorabilia from the district and will be a part of celebrating the reopening of Jim's Steaks. Monica suggests that a meeting takes place for the owners of retail businesses to talk to each other and strategize. Restaurant and bar owners will also be forming a committee.

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

- The temporary location of Eyes Gallery will be opening at 327 South Street in March.
- Max Aesthetics, a salon, will be opening next door to Crash Bang Boom.
- Yowie's new hotel and cafe location will be opening in the next three months.
- Brooklyn Dumpling Shop is coming in late spring or early summer.
- Darryl Jones, owner of Atomic City Comics, will be opening Dream Theory, a store selling modern furniture.
- A new business will open at 623 South Street.
- Eso, as in "esoteric," will be a noodle shop and events space from the owners of Neighborhood Ramen.
- Fleishman Fabrics are featuring fabrics that celebrate the Eagles in honor of the Super Bowl. Oxymoron sells Eagles merchandise as well.
- A Korean restaurant will be opening soon.

6. Finance: The annual budget is just over \$1 million. 14% of revenue has been collected at \$150,000 and expenditures are at 12% with \$122,000. Mike will provide printouts at a later date.

7. Adjournment: Allison moves to adjourn the meeting at 11:09 a.m.