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SSHD Board Meeting

March 8th, 2023

10:04 a.m.

SSHD Office & Zoom

Board Members Present: Allison Hindman-Harvey, Katrina Johnston-Zimmerman, Monica Thompson

SSHD Staff: Mike Harris, Dana Feinberg, Sarah Cowell

Other Attendees: Lieutenant Steven Ricci, Taylor Benjamin-Britton, Justin Fishman, Steve Ramm

AGENDA

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

2. Board Chair's Report: Allison leads the meeting as vice chair of the board while Rick joins remotely.

3. Public Safety Update: Lieutenant Steven Ricci reports on recent incidents involving juveniles performing an attempted home invasion, an aggravated assault, and an attempted strong arm robbery. Video footage of the juveniles has led to the arrest of a 10 year old and a 13 year old. The police will be offering mentorship services to prevent juvenile crime. The earlier commercial burglaries on South Street have led to arrests. Auto thefts have been common. A TikTok trend has led to specific Kia vehicles being stolen very easily.

Monica suggests speaking to the parents of juveniles in the area to prevent delinquent behavior. Lt. Long introduces Justin Fishman of the KB Foundation and Courtyard Mentor Network, a program for providing children in the community with anti-crime guidance. He asks for partnership with SSHD businesses to help with job placement, donations, and mentorship opportunities. One of the recently arrested kids had previously been kicked out of Fishman's program. SSHD has previously partnered with a different internship program, and Dana offers assistance introducing business owners to the KB Foundation. SSHD events are an opportunity to hire child volunteers from the organization. Fishman's contact information will be circulated to the board.

Lt. Ricci will be monitoring the SSHD business owner Slack channel and be able to alert business owners there of potential closures. Dana will be providing logbooks for police patrols to record their presence in local business locations. Stakeholder meetings have been held about street closures. The barricades may be decorated to make the area more inviting. An attendee mentions noise from specific vehicles. Outdoor activities are suggested for utilizing the space while the streets are closed to vehicle traffic. An attendee notes that street closures have led to businesses closing earlier, but more people would be interested in coming if there were activities happening to draw in an evening crowd. Going forward this summer, the standard closure time will be around 8:00 p.m.

4. Strategic Design and Planning: Katrina presents on weather changes bringing more pedestrians. The strategic design and planning committee has been focusing on action items related to zoning, dumping, and public space improvements. They will soon hold a meeting that invites the community for feedback. The committee meets Tuesdays at 11:00 a.m. to discuss SSHD's broad vision for enforcement, business attraction, marketing and public relations changing the district's perceived narrative, and zoning overlay development. Rick's idea is to bring in neighboring civic associations with common goals of improvement for South Street.

5. Real Estate: Two articles in the Philadelphia Business Journal regarding the district. The first one published covered how businesses have been facing the impacts from last year's shooting. The second article published Philadelphia BID Alliance's policies for the City's involvement in boosting district commerce. SSHD and the Philadelphia BID Alliance have been working in collaboration with many other organizations on these initiatives. The first article details the district's positive recovery: 86% occupancy, 450 businesses, \$140 million economic input, 1,900 employees. It specifically lists 12 new businesses, including six restaurants that have recently opened.

6. Marketing and Public Relations: The 3rd Annual South Street Egg Hunt begins on March 17th after a brief delay to enhance business participation. In its 90th year, the Easter Promenade will have Fox 29 as a dedicated media partner. The Easter Promenade takes place on the last day of the Egg Hunt, and physical maps will be available for families that don't want to use the digital version. Copies will be available at the Easter Promenade and advertising space is available for businesses with specific promotions for the event. St. Patrick's Day, Rex Manning Day, and May 6th's South Street Fest are also coming up. Meet Me On South Street is in pre-planning stages currently. Sarah invites suggestions for outdoor activities and monthly themes. An attendee suggests moving Meet Me On South Street to Friday evenings to coincide with the street closures.

Sarah recommends Slack as an efficient communication method for business owners amongst themselves, providing feedback for the district, and receiving information from SSHD. The Thursday Farmer's Market will return in June. South Street Fest's theme is crowns. The king will be coronated and the Kentucky Derby will take place on the same day, which is also May Day. Brauhaus will be handing out flower crowns. Dana suggests bringing your own crown for karaoke activities. Corporate sponsors are welcomed. Sarah welcomes the opportunity for

businesses to bring their activities into the street that day. SSHD can work with business owners to negotiate possible opportunities.

Monica will be holding the first of monthly meetings for retail business owners after walking the street, inviting participation. Allison informs that a zoning meeting will be held in early April regarding a new hookah business. Dana welcomes the head of Queen Village Neighbors Association. An attendee is also a representative from the City Commerce Department, reiterating the success of South Street's participation in the Christmas Village.

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

- Eva Amore's Beauty Boutique has opened at 113 South Street.
- A new Korean restaurant, Nam Chan, has opened at 228 South Street.
- Satay Kampar, a two level restaurant, is opening the former Nomad Pizza serving Malaysian food. They were formerly open on Passyunk Ave, mirroring Redcrest Chicken's move from Passyunk to South Street.
- Yowie is moving to their new location at 224 and 226 South Street, while their former location at 716 South 4th will be taken over by Love on Fire Candles.
- Dana is working with a fashion program to find a location in the district.
- Brooklyn Dumpling Shop is coming soon.
- The owner of Banh Mi and Bottles will be bringing a Mochinut specialty donut shop to 738 South Street, formerly All About Nails.

8. Finance: Adam, new board treasurer, could not attend this meeting, but has been onboarded. The report was made available at this meeting. SSHD is at 17% of budget with revenue collection mostly comprised of assessment settlements from prior years. SSHD is celebrating its sixth year of receiving corporate assistance from Carr & Duff Electrical Construction through a tax credit program. Expenses are at 15% with the primary expense being street cleaning.

9. Adjournment: Allison moves to adjourn the meeting at 11:03 a.m.