



## Committee Meeting Minutes

Date: Thursday, October 2nd, 2014

Facilitated by: Marjorie Ogilvie, President of the Board

Location: Philadelphia Business & Technology Center, 5070 Parkside Ave., Suite 2400

Time: 8:30am – 10:00am

Attendees: Ron Allen, Aaron Bass, Paul Brauer, Pam Evans, Police Officer Gramlich, Police Officer Goodin, Cassandra Hayes, Gigi Knecht, Sarah Stirzel Cuzzolina, Russell Stump, Leslie Walker, Brian Wenrich, Kenneth Woodson, Robert Zakian

### Agenda:

I. Call to Order

II. Welcome and Regrets

*Paul Brauer*

Regrets: Jim Burnett, Josh Cohen, Art Fastman, Marjorie Ogilvie, Kathryn Ott Lovell, Miller Parker, NazAarah Sabree, Stanley Simpkins

III. Updates:

*Sarah Stirzel Cuzzolina*

a. Septa work on the Overpass

i. There was a meeting with Septa.

1. Septa will put in lighting for pedestrian safety.
2. They are currently waiting on steel and once they have that they will send us an updated schedule of their work
3. Commerce has money for streetscapes or gateway improvement and will work with City Planning who is looking at grants for gateway improvements.
4. Conversation with Mural Arts will occur with gateway improvement conversation
5. Sarah Cuzzolina will make sure that Septa and Commerce department have the previous plans done by Andy Meloney
6. The question of cameras monitoring the underpass came up. ShopRite could monitor the feeds and has connections to camera companies. Sarah Cuzzolina will follow up with City Planning and Commerce about cameras being a part of the improvement designs.

b. Dirt near Pump Track on Parkside Ave.

i. Dirt is from a large capital project by PWD.

ii. Philadelphia Parks & Recreation allow the contractor to store dirt in West Fairmount Park in return for:

1. Remove all short dumping debris (completed)
2. Remove several large London Plan trees 30" (completed)
3. Grubbing and clearing of the site (completed)



4. Supplying additional screened soil for pump track (ongoing)
  5. Under PPR direction: Meadow Creation – Grade and seed entire site with meadow grasses upon completion
  6. Under PPR direction: Grade and seed adjacent to Parkside Avenue with Turf mixture for mowing strip. This will encompass the two rows of London Plane trees.
  7. Install a single swing gate at the pump track along with guiderail extending to the tennis court fence.
- iii. Completion anticipated December 2015
- iv. Sarah will include information about the dirt in the next weekly connection, send it to the Parkside Journal and Jim Burnett.

IV. The committees stayed as whole and did not break into groups.

A. Events:

*Leslie Walker*

- a. Review of the Awards Night
  - i. Made about \$2000 off of the event due to a sponsorship of the event
  - ii. Attendance seemed low
  - iii. Nancy Kolb is important, but just to us
  - iv. Items in the raffle seem the same – we need something new
  - v. Watching someone get an award is not engaging, it should be the secondary factor to the other “it” thing
  - vi. Possibly consider including some fun factor for the event such as art auction or wine tasting.
- b. Clean Up Day – October 11<sup>th</sup>
- c. Golf Outing – October 20<sup>th</sup>
  - i. Need volunteers
    1. 7 volunteers between 7:30am – 10:30am
    2. 3 volunteers during tournament 9:30am – 1:30pm
    3. 4 Volunteers 1:30pm – 4:00pm
  - ii. Volunteers get free meals
    1. ShopRite, Please Touch Museum, and Discovery Charter School all offered volunteers.
  - iii. Get raffle items from vendors and not board members
  - iv. Still looking for a few more golfers
  - v. Join us or send someone to attend
- d. Up Close & Personal with Craig Ey
  - i. Announcement – November 20<sup>th</sup>, 2014
  - ii. Share with friends



- iii. Sponsorship
- iv. Sarah Cuzzolina will send out an flyer to be passed around
- e. Election Meeting with Mayoral Candidates
  - i. A date was discussed – it would be difficult to get all the candidates in March, so February would be better.
  - ii. February 19<sup>th</sup>, 2015
  - iii. Sarah Cuzzolina will reach out to all potential candidates to lock in mayoral candidates to attend.
- f. 10 Year Anniversary of Memorial Park
  - i. This will be discussed at the next committee meeting

B. Issues, Goals, Gov't Relations, and Governance

*Paul Brauer*

- a. Merion Ave.
  - i. Planning for curbs 51<sup>st</sup> & 52<sup>nd</sup> St. where church is going. Connect with streets department with potential training group.
    - 1. Church will build new curbs
    - 2. Connect with the streets department regarding replacing curbs along that street.
  - ii. Discussion of moving the Salt Silo to Merion Ave
    - 1. Proposed movement of the salt silo is currently 4900 Jefferson next the basin behind Lowes.
    - 2. They are currently investigating the environmental status of the site.
    - 3. They are also doing a market analysis of the property on Parkside Ave to determine what be best in that space.
- b. Board Handbook: By Laws, Mission Statement, Board Roles, Board Commitment, Board Insurance Policy, organizational map
  - i. What should be available on website
    - 1. It was recommended that it all go on the website, there is nothing in the by-laws that can't be shared and the tax returns are already public.
- c. 4724 Parkside Ave.
  - i. Past the September 1<sup>st</sup> deadline for leveling dirt and removing wall
  - ii. Request a copy of the judgment, then take that to the Commissioner's Office to find out when this is going to be handled

C. Membership Benefits, Ambassadors, and PR

*Cassandra Hayes*

- a. Discuss new benefit opportunities
  - i. Get a list of business from Jim Burnett and the Senators Office



- ii. Divide it up the list and add phone numbers, everyone can make a call first. Then follow up the call with an email of the list of benefits.  
Giving multiple touches.
    - b. Electric option to build funding
      - i. While it is a good idea, the committee recommends that it is not worth the effort.
        - 1. There is the chance that someone could have bad experience or a rise in their bill that could reflect on us badly.
        - 2. It is four dollars per an account that signs up and not a percentage off of the electric used, which would worth the effort then.
      - c. Outreach for new members – Create an annual report or brochure
      - d. Create a new onboarding process to bring lapsed members into the fold.
      - e. Create a tangible benefit to offer them. A series of educational programs that appeal to business community.
        - i. Cassandra Hayes will follow up with this.**
        - ii. Everyone liked the idea of lunch & learn
        - iii. Have businesses host and sponsor the lunch
- V. Round Robin – Business Introductions and Updates
- VI. Area Events:
- a. September 28<sup>th</sup> – October 4<sup>th</sup> – MED Week, Breakthrough: Growth through innovation
  - b. October 10<sup>th</sup> – Circle of Influence – The Future of Collaborative Development
    - i. 6pm-9pm
    - ii. Indigo Bleu Design 3911 Lancaster Ave.
  - c. October 11<sup>th</sup> – Park Clean Up Day
    - i. Meet at the Concourse Lake entrance on Concourse Drive near Belmont Ave.
    - ii. 9:00am – 1:00pm
    - iii. Refreshments supplied
  - d. October 20<sup>th</sup> – BAWP Golf Outing with CBS 3 Sports Director Beasley Reece for youth sports
  - e. October 23<sup>rd</sup> – November 9<sup>th</sup> – Universoul Circus
  - f. November 16<sup>th</sup> – Philadelphia Parks Alliance Friends Raiser
  - g. November 20<sup>th</sup> – Up Close & Personal with Craig Ey, Editor-in-Chief Philadelphia Business Journal
  - h. December 18<sup>th</sup> – Holiday Stop-By



## Business Association of West Parkside

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### VII. Next Meeting:

- a. Thursday, **October 16th** – General Meeting, 8:30am – 10:00am
- b. Thursday, **November 6th** – Board Meeting, 8:30am – 10:00am