



## Committee Meeting Minutes

Date: Thursday, December 3rd, 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: Natasha Bailey, Jim Burnett, Catherine Cahill, Pam Evans, Steve Goldflam, Jazmine Kiah-Thorpe, Lynn McMaster, Miller Parker, Elizabeth Pilar, Marjorie Ogilvie, Kathryn Ott Lovell, Mitch Person, Mailika Ried, NazAarah Sabree, Stanley Simpkins, Keith Splawn, and Sarah Stirzel Cuzzolina

### Agenda:

- I. Call to Order
- II. Welcome and Regrets *Marjorie Ogilvie*  
Regrets: Aaron Bass, Paul Brauer, Josh Cohen, Cassandra Hayes, Regina Knecht, Dennis Lee, Kenneth Woodson, and Robert Zakian
- III. New Business: *Marjorie Ogilvie*
  - a. PGW – Haverford Ave. Natural Gas Pipeline replacement will be occurring between December and February.
  - b. Cameras at 52<sup>nd</sup> & Jefferson
    - i. Councilman Curtis Jones Jr. sent a letter to the Mayor requesting city administered cameras at 52<sup>nd</sup> & Jefferson.
    - ii. Recommended that Sarah Stirzel Cuzzolina write up a letter of support, send it to the board for approval and then to the Mayor.
- IV. Committees
  - A. Events: Chaired by Miller Parker, Committee attendees: Natasha Bailey, Pam Evans, Jazmine Keah-Thorpe, Kathryn Ott Lovell, Keith Splawn, Stanley Simpkins
    - a. Up Close & Personal
      - i. It was successful with a good turnout
        1. Definition of Success – we didn't lose money.
        2. We need to set goals to define BAWP event success. Ie how many cards changed hands.
        3. Start doing a survey after the event with questions.
          - a. Did you find it helpful?



- b. Did you meeting anyone?
        - c. Would you recommend it?
      - ii. Next one – potentially April 30<sup>th</sup>
        - 1. What topics are we interested in?
        - 2. Are there other potential speakers?
    - b. Holiday Stop-By – December 18<sup>th</sup>
      - i. Raffle Baskets/ Donations
        - 1. Goal is 5 Baskets: Lowes, Wine, Please Touch Museum, Fairmount Park Conservancy, Community Basket, The Mann, WPSFI (Tickets).
        - 2. Moderation – we don't need too many baskets
    - c. 10 year Anniversary of the Memorial Park – Sept 2015
      - i. Create a museum of artifacts
      - ii. Create a Task Force just for this event
        - 1. Miller Parker has reached out to the Negro Leagues Baseball Museum in Kansas City.
        - 2. Wondering if the National Museum of Jewish American History has any of the articles left from their exhibit.
        - 3. How long would the museum remain open?
        - 4. It could be placed in the former restaurant Le Cochon Noir
        - 5. Would we do a black tie opening for the museum – possibly at the Mann?
        - 6. Bring in the Commissioner of Baseball
        - 7. Guest list include: Baseball players, Rendell, Commissioner, Little League Taney Dragons, Dick All, AAMP.
        - 8. Concern is the Popes visit which begins 9.22.15
        - 9. Recommendation to reach out to Jozelle Jones in charge of special events.
        - 10. Jerry Grabby
    - d. Jackie Robinson Day – April 15<sup>th</sup>
      - i. Keep it diverse
      - ii. Last year was successful – hot dogs, soda, cracker jacke
      - iii. Chandler Bats will be donating
- B. Issues, Goals, Gov't Relations, and Governance: Chaired by Marjorie Ogilvie, Committee Attendees: Catherine Cahill, Jim Burnett, Mitch Person, Elizabeth Pilar, NazAarah Sabree,
  - a. Merion Ave.
    - i. The Church going up at 50<sup>th</sup> & Merion will be finished in the New Year.



- ii. 4923 Merion Ave
    - 1. Currently a scrape Yard
    - 2. Requesting new zoning permit
    - 3. No Movement from them to set up meeting with RCO
  - b. 4724 Parkside Ave
    - i. Not recommending a task force
    - ii. NazAarah is investigating
    - iii. There is a surveyor who is going out to determine if the debris is on city property or belongs to 4724.
  - c. 52<sup>nd</sup> and Lancaster Cameras
    - i. Cameras should be put in at Jefferson & 52<sup>nd</sup> St
    - ii. Commerce department has money to work on it
    - iii. There is no real action that is required from BAWP at the moment.
  - d. PIDC Sign
    - i. BAWP had not heard that the sign was being put up.
    - ii. The sign looks different than the last photos.
    - iii. Tom Dalfo is the contact person.
  - e. 50<sup>th</sup> & Parkside
    - i. A member requested Stop Signs at 50<sup>th</sup> & Parkside
    - ii. This letter was forwarded to the Councilman's office
    - iii. Jim Burnett advised that often streets won't mix stop signs with traffic lights.
  - f. Paid Sick Leave
    - i. Sarah Stirzel Cuzzolina will write a letter and send it to the board for approval regarding paid sick leave.
    - ii. It is a humane issue
    - iii. It is not a city issue, rather it should be taken to the state
    - iv. Not just "sick leave" but rather "leave" in general.
  - g. 52<sup>nd</sup> & Lancaster
    - i. WPFISI is trying to develop the vacant lot on Warren St.
    - ii. There will be offices and retail
    - iii. 5-6 future lots are also potentially slotted for development.
- C. Membership Benefits, Ambassadors, and PR: Committee Chaired By Sarah Stirzel Cuzzolina, Committee Attendees: Lynn McMaster & Steve Goldflam
- a. Membership Growth
    - i. Work to bring young people into the association
      - 1. Enhance & improve twitter use



2. Potentially use KIPP students to create 30 sec testimonials that could go on the website and you tube.
      3. Work to bring a young entrepreneur onto the board
    - ii. What draws new members:
      1. Businesses have an obligation to the support the community, BAWP gives them opportunity
      2. We provide an open network with the informal opportunity to meet people
      3. We have diverse businesses
    - iii. Bring in new members:
      1. Offer a discount for membership renewal if you bring a new member
      2. Events feed membership
  - b. Sharing benefits
    - i. share the impact of fundraising events for the community with the businesses
    - ii. we connect businesses to the neighborhood
    - iii. highlight a lot of business information on the homepage website
    - iv. Put testimonies “quotes” from members on the success of their networking.
    - v. Add new members to the website front page and weekly connection
    - vi. Add Company profiles
    - vii. Create a formal Directory
- V. Round Robin – Business Introductions and Updates
- VI. One Art Community Center Malaika Reid
- VII. Area Events:
  - a. December 18<sup>th</sup> – Holiday Stop-By
- VIII. Next Meeting:
  - a. Thursday, **January 15th** – General Meeting, 8:30am – 10:00am
  - b. Thursday, **February 5th** – Board Meeting, 8:30am – 10:00am