



**Committee Meeting  
Minutes**

Date: Thursday, August 7th, 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: Lauren Bornfriend, Melvin Brown, Cathy Cahill, Doug Corrigan, Pam Evans, Aigner Hannah, Cassandra Hayes, John Haye, Dennis Lee, Jennifer Mahar, Marjorie Ogilvie, Sarah Stirzel Cuzzolina, Russell Stump, Patty Tiano, Leslie Walker, Brian Wenrich, and Kenneth Woodson

Agenda:

- I. Call to Order at 8:32am
- II. Welcome and Regrets : *Marjorie Ogilvie*  
Arthur Alper, Ozie Bailey, Paul Brauer, Gigi Knecht, Miller Parker, Kathryn Ott Lovell,  
and Robert Zakian
- III. Updates:
  - a. Industrial Park – John Hayes from Haye Landscaping has tree removal, cut stumps, and grass trimmings
  - b. Activities Grant from the Councilman’s office - \$2,000
  - c. BAWP Recognition Awards Vote – Annual Awards. If you didn’t vote please take the time to vote now.
  - d. BAWP received a letter from the Please Touch Museum. They will be fine. The letter was regarding restructuring. They didn’t pay their bond payments to force the restructuring.
- IV. Area Events:
  - a. August 16th - block captain boot camp & 4th district festival
  - b. September 13<sup>th</sup> – ShopRite will be doing a health fair in the Park.
  - c. September 25<sup>th</sup> - BAWP Recognition Awards Night
  - d. September 27<sup>th</sup> - Sickle Cell Disease Association 5K Walk/ Run
  - e. October 20<sup>th</sup> – BAWP Golf Outing with CBS 3 Sports Director Beasley Reece for youth sports
- V. Committees: **Please remember to take minutes at each meeting in the form of motions.** These will be submitted to the Board of Directors for approval.
  - A. Events : *Chaired by Marjorie Ogilvie, Members: Aigner Hannah, Jennifer Mahar, and Leslie Walker*



- a. Golf Outing – October 20th
  - i. Need greeters at different holes, registration, oversee the raffle and silent auction.
  - ii. Promote at awards night
  - iii. Members bringing staff to volunteer – do they get meals for free?
  - iv. Get raffle items from vendors and not board members
- b. BAWP Recognition Awards night – September 25<sup>th</sup>
  - i. Group will investigate food options – Local restaurant
  - ii. Group will make calls to solicit raffle items – have a golf basket
  - iii. Looking for wine donations & craft beers – reach out to coke and bud.
  - iv. Need people to greet, take tickets and sell tickets
  - v. No live music. Suggest an ipod with speaker and a person to make an play list.
- c. 10 Year Anniversary of Memorial Park
  - i. Combine with Awards Night as both would be in September
  - ii. Research venues
  - iii. Have event before Mayor Nutter leaves office. He was involved when he was on city council.

**B. Issues, Goals, Gov't Relations, and Governance : *Chaired by Dennis Lee***  
*Members: Lauren Bornfriend, Cathy Cahill, Doug Corrigan, John Hays, Russell Stump, Brian Wenrich, and Kenneth Woodson*

- 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.
  - ii. Cameras, concrete barriers, and corrugated fences didn't work to prevent dumping of construction trash between 49<sup>th</sup> St. – 52<sup>nd</sup> St.
  - iii. Hays Landscaping is working to install new cameras as part of the PhillyCAM partnership, where he gets rebates and linked into the police department.
  - iv. Make recommendation to Goldenberg Group/ WesGold and the new church to place camera's on their property at 51<sup>st</sup> and Merion
  - v. University of Penn owns a building for storage and the entrance on 50<sup>th</sup> St at Merion needs to be locked down.
  - vi. City, Streets Department, or L&I needs to remove concrete barriers and corrugated steel fencing.
  - vii. Sidewalk need to be put in on the railroad side of Merion Ave.
- b. Septa work on the Overpass
  - i. There was supposed to be a meeting Septa, which is be rescheduled by Sarah
  - ii. Beautification: Mural Arts to prevent graffiti – get the money from mural arts.
  - iii. Steel needs cleaning: Septa, Amtrak, Streets Department



- iv. West Philadelphia Trust Board and Empowerment Zone has money to make lighting improvements.
        - v. Septa has money they are putting towards lighting but need Amtraks approval.
        - vi. Timetable : 2 years
        - vii. March 15<sup>th</sup> and the Septa study will be done
      - c. Review report from Econsult and discuss potential next steps
        - i. Felt more time needed to be dedicated to this topic
      - d. West Philadelphia Coalition of Neighborhoods and Businesses
        - i. BAWP would like to make a recommendation that the language in the petition is too broad and needs to be made more specific. What exactly do they need now?
        - ii. Felt that other stake holders should be represented in the letter
        - iii. Individual companies can still sign it, but the recommendation is that BAWP should not.
  - C. Membership Benefits, Ambassadors, and PR : *Chaired by Cassandra Hayes, Members: Melvin Brown, Pam Evans, Sarah Stirzel Cuzzolina, and Patty Tiano*
    - a. Create a new onboarding process to bring lapse members into the fold.
    - b. Create a tangible benefit to offer them. A series of educational program that appeals to business community
      - i. Create a mini series of business relevant topics that are content heavy to include: Website design, building your SEOs, LinkedIn, Cloud, Webinars as a tool, marketing at the Holidays, and mobile marketing
      - ii. Work with other organizations database and experts
        - Logistics:
          1. People are attracted when food or liquor is supplied
          2. Utilize the conference room at \$100
          3. Food would cost \$200
          4. Sponsorship of each event should be \$300.
          5. Goal to have 25 people attend each of them
          6. Start offering it at night and if successful have a morning option and an evening option.
          7. Event should be FREE
    - c. There should be a discount rate of membership for young professionals
- VI. Round Robin – Business Introductions and Updates
  - a. Fairmount Park Conservancy –
    - i. Parkside edge and youth component received a grant and will begin construction in fall 2015.
    - ii. Abstinence Fountain will begin restoration in Spring 2015



- iii. The Horticultural Society is restoring water to the Welsh Fountain
- b. Philadelphia Parks Alliance –
  - i. Received a grant from the William Penn Foundation to find ways to activate Philadelphia's park spaces.
  - ii. November 16<sup>th</sup> is their Awards ceremony they will be honoring John Carr at the Redding Terminal Market.
- c. The Philadelphia Zoo-
  - i. In the development process of a new regional rail station at 34<sup>th</sup> and Mantua.
  - ii. Balloon closes in December, so take a ride now
- d. City Commissioner's Office-
  - i. Requesting businesses to house a stand that holds voter registration forms
- e. Dennis Lee – Circle of Influence is once a month on Tuesday in Germantown with about 50 people. Please join us.
- f. City Planning –
  - i. The Mantua Greenway pedestrian and bicycle path is being funded.
  - ii. They are doing a feasibility study on the Cynwyd Heritage line
  - iii. They have funds for the 52<sup>nd</sup> St. in Parkside Street scape.

VII. Next Meeting:

- a. Thursday, **August 21st** – General Meeting, 8:30am – 10:00am
- b. Thursday, **September 4th** – Board Meeting, 8:30am – 10:00am

IIV. Meeting Adjourned: 10:10am