



BUSINESS ASSOCIATION OF WEST PARKSIDE COMMITTEE MEETING MINUTES Thursday, October 3, 2013

Attendees: Ozie Bailey, Lauren Bornfriend, Jim Burnett, Cathy Cahill, Josh Cohen, Cassandra Hayes, Lucinda Hudson, Dennis Lee, Marjorie Ogilvie, Miller Parker, June Pelzer, Sarah Stirzel Cuzzolina, Leslie Walker, and Robert Zakian

Meeting was called to order at 9:05 am by M. Ogilvie

Discussion:

Old Business: Committee Meetings Discussion

- A. Events Committee – Chair: Robert Zakian, Members: Ozie Bailey, Cassandra Hayes, Miller Parker, and Sarah Stirzel Cuzzolina
 - 1. Nancy Kolb Award
 - a. Look into getting Title Sponsors for next year.
 - b. Start reaching out to local businesses that might be a good partner, Possibly Lowes or Planet Fitness.
 - c. Possibly better programing during event with more promotion of the association
 - d. Improved lighting
 - e. Official larger sign so that all pictures have logo and name in them
 - f. Look into other sights, possibly the Zoo.
 - g. Make sure to recognize all Board members at event with special name tags and bringing them to the stage.
 - 2. Holiday Stop
 - a. December 19th
 - b. We have two chefs & we need two more > Recommended contacting Café Breezes chef
 - c. Will do raffle again, but should start thinking of other ways to raise money

- B. Governance Committee – Chair: James Burnett Members: Marjorie Ogilvie and Leslie Walker
 - 1. Reviewing By-Laws
 - a. Have completed the first four
 - b. Moving onto fifth.
 - c. When complete will send out for Board input

- C. Issues, Goals, & Gov't Relations Committee – Representing the Chair: Dennis Lee Members: Lauren Bornfriend, Cathy Cahill, Josh Cohen, Lucinda Hudson, June Pelzer, and Sarah Stirzel Cuzzolina
1. 4724 – Cease and Desist
 - a. 2 Workers arrested – L&I will remediate the ground
 - b. L&I have given permission for the owners to remove debris on weekends
 - c. Concern about dirt removal without EPA testing done, NazAarah will speak with L&I about it.
 - d. The law department is putting together an agreement with the owner.
 2. Pump Track
 - a. Dumping is still a problem
 - b. Discussion of Cameras in the area to prevent the dumping.
 3. 52nd & Lancaster
 - a. West Philadelphia Community Trust Board is putting street lights in the ground.
 - b. They are waiting on plans from Andrew Meloney
 - c. Sarah will follow up on beautification and art project
 - d. Sarah will follow up with Drexel, the Senator's office, and Amtrak
 4. AVI
 - a. Deadline for formal appeal is 10/7
- D. Marketing, PR, & Membership Committee – No Committee Met (Agenda included)
1. Membership Development
 2. Membership Benefits/ Advantages > Directory
 3. Facebook traffic
 4. Website Search Engine optimization

Meeting Adjourned @ 10:30am by M. Ogilvie

Next Meetings:

General Meeting – ObamaCare Forum
 Thursday, October 17th, 2013
 9:00 – 10:30 AM
 PBTC Main Office

Board Meeting
 Thursday, November 7th, 2013
 9:00 AM
 PBTC Main Office