



BUSINESS ASSOCIATION OF WEST PARKSIDE COMMITTEE MEETING MINUTES Thursday, April 3rd, 2014

Attendees: Arthur Alper, Ozie Bailey, Doug Corrigan, Art Fastman, Valerie Gay, Kathleen Greene, Cassandra Hayes, Lucinda Hudson, Gigi Knecht, Dennis Lee, State Rep. Vanessa Lowery Brown, Marjorie Ogilvie, Miller Parker, Elizabeth Pilar Sarah Stirzel Cuzzolina, Russell Stump, Leslie Walker

I. Call to Order at 8:35am

Regrets: Paul Brauer, Catherine Cahill, Stanley Simpkins, and Robert Zakian

Reviewed Up Close & Personal with Rendell
Income/ Expenses – Profit

II. Committees

A. Events Committee

1. Jackie Robinson Day – April 15th, 11am-1pm
 - a. Everyone should join
 - b. Great sponsors this year
2. 2nd Up Close & Personal
 - a. **Send names of speakers you would be interested in hearing to Sarah Cuzzolina at scuzzolina@BawpPhilly.com**
 - b. Reaching out for our next speaker
3. Ice Cream Social
 - a. Idea to reach out to Rita's Water Ice for sponsorship
 - b. Idea for it to be a Young Professionals Ice Cream Social PTM
 - c. Idea for it to be a Large outdoor festival with ice cream and Turkey Hill Cow
 - d. A subcommittee was created: Cassandra Hayes, Leslie Walker, Lynn McMaster, Gigi Knecht, & Sarah Cuzzolina
 - e. **Sarah Cuzzolina will follow up to set a meeting date**
4. Golf Outing – October 20th – Breakfast
 - a. Money will go to Youth Sports Clubs
 - b. Art Fastman offered a connection with NHS golf outing
 - c. **Sarah Cuzzolina will follow up with him**

B. Issues/Goals/Government Relations

1. 4724 Parkside Ave. – Update on legal agreement
 - a. No Update – illegal activity still occurring
 - b. **Lucinda Hudson will call to make sure it is out of the Law Department**
2. Revisit Merion Ave. – New issues?
 - a. Previous work has been done on Merion w/ cameras

- b. Might be time to review and see how it currently stands
 - 3. Dumping in Industrial Park – *(RFP for landscaping almost complete)*
 - a. Looking into wildflowers in the park – Grady & Dalfo from PIDC brought it to us
 - b. Must happen before May 1st
 - c. BAWP will be in charge of keeping the Park clean
 - 4. Overpass – Septa update
 - a. Septa will begin work on the rail line shortly. They will set up meetings to talk about it
 - b. Amtrak has set up some netting – it is not work, just a safety precaution
 - c. Sarah Cuzzolina will call Amtrak for clarification**
 - d. Representative Lowery Brown is advocating for a stop at 52nd St.
- C. Governance Committee
 - 1. By-Laws
 - 2. ED Contract for a renewal year
- D. Marketing/PR/Membership
 - 1. goals for membership
 - 2. sponsorship for events
 - 3. membership
 - 4. discuss database programs
 - 5. Membership Ambassadors
 - a. A special committee that is started to welcome new members
 - b. Current members call new members & attend events to introduce them to other businesses
 - c. The Board will review this at its next meeting**
 - 6. Davar Vending volunteered to any business willing to put a vending machine in their space to donate a portion of the profits to BAWP.
 - a. Sarah Cuzzolina will follow up with Davar Vending for details**
 - b. Sarah Cuzzolina will create a hand out regarding the offer.**

III. Area Events

- A. Cherry Blossom Festival – April 13th (Sakura Sunday)
- B. Pump Track – Ribbon Cutting – May 10th
 - i. Created 2 new jobs
 - ii. Mural arts will be working to put Art on the trailer
 - iii. 53rd & Parkside Ave.
- C. The Celebration of Black Writers – Month of May - Barnes Foundation, Kathleen Greene & Art Sanctuary, Valerie Gay
 - i. Kathleen Greene – 1st Sunday Partners, great programming
 - ii. Valerie Gay – The Barnes and Art Sanctuary are working on the Celebration of Black Writers which is in its 30th year. Oldest and largest with several events. Try to make everything FREE and Accessible. Please share information with your friends.
 - iii. Flyer was handed out – Sarah Cuzzolina will put it on the website**

State Representative Vanessa Lowery Brown

- A. As Chairman of the Black Caucus she is presenting a Fundraiser to sponsor college kids
 - 1. Deadline May 15th for \$10,000.00
 - 2. Looking for people who will assist them in applying
 - 3. Checks go to the foundation
- B. Signature Project : Prom Gown & Suit Giveaway
 - 1. Collect all year
 - 2. "Chris's Cleaners" volunteers to clean and mend dresses
 - 3. Wednesday, April 23th – Sunday, April 27th 4pm- 6pm
 - 4. Mount Olivet Recreation Center
- C. Spring Fling & Egg Hunt
 - 1. Information can be found by calling the Representatives' office 215-879-6615
 - 2. Saturday, April 19th, noon – 3pm at the Horticultural Center
 - 3. The event focuses on Healthy Living
- D. Pennsylvania Jobs Pennsylvania Energy Rally
 - 1. Tuesday, May 6th, 2014
 - 2. State Capitol
 - 3. Register at www.shaleadvocates.com

IV. Round Robin

- A. Dennis Lee – Call your City Councilman and Darrel Clarke's office to have City Commissioner Hearing Changed for Religious Preference, any date but 14th & 15th
- B. Cassandra Hayes – There is a fundraiser for promoting diversity in Non-Profits. See her for more information.

Meeting Adjourned @ 10:00am by M. Ogilvie

Next Meetings:

Jackie Robinson Day
Tuesday, April 3rd, 2014
11:00 – 1:00 PM
Phila. Stars Memorial Park

Board Meeting
Thursday, May 1st, 2014
8:30am - 10:00 AM
PBTC Main Office