

DRWC
EXECUTIVE COMMITTEE MEETING
SEPTEMBER 9, 2021

(This meeting was rescheduled from the original date of September 2, 2021 due to flooding/emergency weather conditions)

A meeting of the Delaware River Waterfront Corporation Executive Committee was held on Thursday, September 9, 2021 at 8:00 both in-person and via Zoom at 121 North Columbus Boulevard, Philadelphia, Pennsylvania pursuant to notice duly given under the by-laws and the Pennsylvania Sunshine Act.

Attending: Alan Hoffmann, Jay Goldstein, Marilyn Jordan Taylor, Anne Fadullon

Also attending: Joe Forkin, Jodie Milkman, Jackie Lai, Jarreau Freeman, Sarah Eberle, Larry Bell, Lizzie Woods, Karen Thompson, Lavelle Young, Emma Fried-Cassorla, Anusha Gopalan, Gina DiBiase

MINUTES

Alan Hoffman presented the minutes from the July 1, 2021 Executive Committee meeting for approval, a motion was made, seconded and approved.

DELAWARE RIVER TRAIL

Lizzie Woods presented photos of the progress on the construction of the trail. She said that work is now being done in front of Piers 3 and 5 and the Penn's Landing Hilton and added that Christian to Washington section will be the final section to completed. Lizzie said that plans are potentially being made for a late October/early November ribbon cutting. In response to a question from Alan Hoffmann, she said that relations with the residents at Piers 3 and 5 are good and communication is ongoing. In response to a question from Mr. Hoffmann, Ms. Woods stated that DRWC is working closely with the Penn's Landing Hilton on how the trail impacts the loading area and that coordination is going smoothly. Jodie Milkman added that DRWC is receiving a lot of positive feedback on the trail. Jay Goldstein suggested a ribbon cutting ceremony immediately following the DRWC Board of Directors meeting on October 29th since all board members will hopefully be on site.

PENN'S LANDING PARK

Ms. Woods informed the committee that the design team is finalizing the 60% drawing set and that they intend to submit it to DRWC for review and to the cost estimator at the end of the month. She added that construction bidding will be next summer. In response to a question from Alan, Lizzie said that the cost estimate is due in mid-October.

PROGRAMMING & COMMUNICATIONS

Jodie Milkman introduced Sarah Eberle who was recently promoted to Creative Director and said that Emma Fried-Cassorla is departing DRWC and thanked her for her contributions.

Jackie Lai reported that Spruce Street Harbor Park is open daily through September 26th with targeted promotions to drive traffic.

Mr. Lai said that there were over 240,000 visitors to Summerfest according to gate counts. In response to a question from Mr. Hoffmann, Jackie said that the past attendance projections were only estimates since there was no gate count. Jodie Milkman added that there is very positive feedback from the public regarding Summerfest.

Jackie said that all 14 studios in Cherry Street Pier were occupied in July and August and that the Garden restaurant will remain open daily through September and then will modify hours.

PROGRAMMING & WATERFRONT ARTS

Emma Fried-Cassorla said that DRWC had a strong summer of programming, especially Cherry Street Pier, in spite of budget restraints. She that markets in the pier and in Spruce Street Harbor Park brought hundreds of small business to the waterfront. She then described upcoming events at the pier. She said that there are still 5 exhibitions and 4 markets and 1 sound and light exhibition scheduled along with some smaller ticketed events. She informed the committee that a Poke-Pier event, based on Pokemon, is planned for the weekend and that the pier is being transformed into Pokemon extravaganza.

Emma said that events are already being booked for 2022 with Sarah Eberle and that it should be a smooth transition and then showed a slide of Big Wheel sculpture that will be placed in the pier in the following week. She said that Kindered Arts approached DRWC for a location for this substantial sculpture and said that it would arrive Tuesday and weighed 9,000 pounds. It will be part of a city wide exhibition. Emma said that the other DRWC parks are wrapping up the season. Alan thanked Emma and wished her well.

MARKETING & COMMUNICATIONS

Mike Barone reported that the summer advertising campaign will run through September 26th and that an ad was placed in the Philadelphia Tribune for Labor Day Weekend on the waterfront. He said that presently, he and Jarreau Freeman are working on the winter marketing campaign. Mike said that they are working on creative ways to keep the summer season going strong and drive traffic to the waterfront with promotions such as Taco Tuesday and Truly Twisted Thursday Happy Hours with the message being that this is the *last chance for summer fun*. In response to a question from Alan as to why was it decided to place the ad in the Tribune versus other media outlets, Mike said that this was an attempt to engage and reach all audiences. Jodie Milkman added that this buy, accompanied campaigns on La Mega and Radio One, were intended to expand our audience and diversify spending.

Jarreau Freeman reported that there has been good web traffic on all of the social media sites and said that Spruce Street Harbor Park is the most visited page. She said that the past month showed an increase in social media on all platforms and said that DRWC is strongly relying on social media to generate visitors to the parks.

Jarreau then said that the monthly employee newsletter is a good way to engage and feature staff and that we will also be sharing our employee spotlights on social media.

Jodie Milkman reported that both Mike Barone and Jarreau Freeman were recently promoted to Senior Managers and recognized them for their hard work and commitment.

Jay Goldstein suggested emphasizing the statistics for the social media for Spruce Street Harbor Park when soliciting sponsorship and to do the same when soliciting sponsors for the arts programs. Jodie Milkman added that hopefully the sponsorship market is recovering after significant decreases due to the pandemic.

Mike then presented highlights of recent press for the waterfront.

MAINTENANCE & SECURITY

Lavelle Young reported that Penn's Landing hosted several Navy Training vessels over the summer and said that a US Coast Guard ship will be commissioned at Penn's Landing on October 15th.

COLUMBUS MONUMENT

Alan Hoffmann recapped the current status of the Columbus Monument negotiations. He said that a settlement was made with the America 500 Corporation and that DRWC is contractually obligated to secure and maintain the monument moving forward. He said that the chalkboard covering the base of the monument will be removed as per the agreement.

EXECUTIVE SESSION

The meeting then went into Executive Session.

OPEN SESSION

Upon resuming open session, the meeting was then open to public comment. There being no public comment, the meeting was adjourned.