

DRWC
EXECUTIVE COMMITTEE MEETING
JULY 11, 2019
MINUTES

A meeting of the DRWC Executive Committee was held on Thursday, July 11, 2019 at 8:00 a.m. at DRWC located at 121 North Columbus Boulevard pursuant to notice duly given under the by-laws of the Pennsylvania Sunshine Act.

Attending: Alan Hoffmann, Jay Goldstein, Anne Fadullon, Ellen Yin

Also attending: Joe Forkin, Jodie Milkman, Karen Thompson, Lizzie Woods, Rinku Modi, Lavelle Young, Anusha Gopalan, Emma Fried-Cassorla, Chris Dougherty, Mike Barone, Dave Moore, Sarah Eberle, Jackie Lai, Angela Sabatine, Gina DiBiase

MINUTES

The minutes of the June 6, 2019 DRWC Executive Committee meeting were approved as submitted.

BUDGET & PERSONNEL

Jay Goldstein said that the Budget & Personnel Committee met and approved the budget to be presented to the full Board of Directors at their July meeting. Rinku Modi explained the factors that caused the deficit, one of them being the Vine Street Lot and Jay added that the late opening of the Cherry Street Pier also contributed to the shortfall.

PLANNING & PROJECT REPORTS

NORTHERN TRAIL

Lizzie Woods said work on the trail is moving along and should be completed by the end of summer 2019.

SOUTHERN TRAIL

Ms. Woods said that the trail is complete and getting a great amount of use and that DRWC is currently exploring ways to plan events and festivities to celebrate the opening.

CENTRAL TRAIL

Lizzie Woods stated that a successful public meeting was held the prior evening and that the comments were overwhelmingly positive and added that permitting will be underway shortly.

WASHINGTON AVENUE CONNECTOR

Ms. Woods said that the project requires coordination from many different groups and that the work will be done in phases as grants and funding are received.

FRANKFORD AVENUE CONNECTOR

Lizzie Woods said that the plans for the connector are progressing and that they are currently working on a survey to find a "word" for the signage wall at the underpass.

WATERFRONT TRANSIT STUDY

Karen Thompson reported that the public comments are being compiled by Four Square and that DRWC is working on a plan to better market the current transportation.

WETLANDS PARK

Lizzie Woods said that the RFP was issued and 12 responses were received and that the Planning Committee will meet next week to short-list the firms and they will be then be presented at the July Board of Directors meeting.

GRAFFITI PIER

Ms. Woods said that the responses to the RFP will be short-listed the following week and then presented to the board in July at which time the project will be awarded. In response to a question from Alan Hoffmann, Ms. Woods described the work to be done on the pier. Joe Forkin added that once the substructure is examined and due diligence is complete, DRWC will have the option to move forward to acquire the pier or decline ownership. Responding to Alan Hoffmann, Joe Forkin said that the consulting work is being funded by a grant from the William Penn Foundation.

PENN'S LANDING

Karen Thompson informed the committee that Penn Praxis is working on the focus of the presentation for the public meeting that is planned for fall 2019. Lizzie added that DRWC is working with PennDOT on the design.

SECURITY & MAINTENANCE

Lavelle Young described the plan that was enacted for the July 4th holiday that included increased security and bag checks. Alan Hoffmann and the other members of the committee agreed that options have to be explored to find a solution to the challenging problems that DRWC is faced with on this evening every year.

EXECUTIVE SESSION

The committee then went into Executive Session.

OPEN SESSION

The committee then returned to Open Session.

PARKS & ATTRACTIONS

SPRUCE STREET HARBOR PARK

Dave Moore stated that the new security firm, Imperial Events Security Services, did an excellent job controlling the large crowds during the Independence Day weekend. Emma Fried-Cassorla described ideas for a reward system for visitors to the waterfront.

BLUE CROSS RIVERRINK SUMMERFEST

Dave Moore said that the number of guests at Summerfest are about the same as last year and that he is working on new ways to increase attendance for August. Emma Fried-Cassorla added that the late night programming at Summerfest draws bigger crowds than the daytime.

CHERRY STREET PIER

Dave Moore reported that a sound study is being done on the pier and that the liquor license for the pier is still pending. Emma Fried-Cassorla said that the events and programming on the pier have been successful. In response to a question from Mr. Goldstein, Sarah Eberle said that with regards to resident artists on the pier, some will be asked to stay on-board, some have requested to stay and some will be asked to move-on. In response to a question from Mr. Hoffmann, Jodie Milkman said that the Farmer's

Market will be the length of pier onto the sidewalk along Columbus Boulevard and up on to the Race Street Pier.

GREAT PLAZA

Emma Fried-Cassorla reported that Screenings Under the Stars was beginning and that the Multicultural festivals have continued and briefly described the events that took place on Independence Day Weekend and the programming in all of the DRWC owned parks.

WATERFRONT ARTS

Emma Fried-Cassorla reported that the pilot project is scheduled to launch in October with “Ghost Ship” and that she is working on programming that will complement this unique exhibit. Emma reported that she is also exploring bringing new artists to bring to the gallery.

Jodie Milkman added that through the William R. Miller IV Urban Youth Activities Fund, DRWC is working along with the City and the Independence Seaport Museum to continue host free programming for Parks and Recreation Department campers on the waterfront.

RIVERLINK FERRY

Dave Moore reported that ferry service is running smoothly and that 61,000 passengers rode so far at this point this summer and that he expects that ridership will exceed last year.

COMMUNICATIONS & MARKETING

Almaz Crowe described the Star Spangled Weekend on the Waterfront with Cherry Street Pier being in the spotlight. She said that there was very positive press on the Waterfront. Ms. Crowe stated that DRWC continues to work on community relations and encourage neighbors to sign-up for the weekly and development newsletters. Almaz added that work has begun on the winter marketing campaign and new ways to get the message out about the various options to get to the waterfront.

PUBLIC COMMENT

The meeting was open to public comment. There being no public comment, the meeting was adjourned.