

**DRWC**  
**BOARD OF DIRECTORS MEETING**  
**MINUTES**  
**APRIL 26, 2019**

A meeting of the DRWC Board of Directors was held on April 26, 2019 at 8:00 a.m. at DRWC located at 121 North Columbus Boulevard, Philadelphia, PA pursuant to notice duly given under the by-laws of the Pennsylvania Sunshine Act.

Attending: Duane Bumb, Avi Eden, Anne Fadullon, Jay Goldstein, Michael Hauptman, Alan Hoffmann, Marilyn Jordan Taylor, Matt Ruben, Bill Wilson, Mario Zacharjasz

Also attending: Joe Forkin, Jodie Milkman, Nyck Maldonado, Jarreau Freeman, Karen Thompson, Lizzie Woods, Jackie Lai, Sarah Eberle, Nyla Daniel, Anusha Gopalan, Rinku Modi, Lavelle Young, Darnell Schoolfield, Angela Sabatine, Jonathan Wheeland, Mike Carroll, Chuck Davies, Elaine Elbich, Mary Margaret Hughes, Jim Pezzotti, Marion Hull, Alex Schieferdecker

**MINUTES**

The minutes of the January 25, 2019 Board of Directors meeting were approved as submitted.

**EXECUTIVE SESSION**

**OPEN SESSION**

**BUDGET & PERSONNEL COMMITTEE REPORT**

Rinku Modi reported a deficit attributable to inclement winter weather, which also impacted parking and other related revenue sources. In response to a question from Jay Goldstein Ms. Modi said that revenue from the Cherry Street Pier was lower than budgeted because the pier opened later than expected, the winter was extremely cold and there was a delay in obtaining the liquor license. Alan Hoffmann said that he is hopeful to make up for a portion of the deficit with the support of the DRWC Board of Directors for the annual Promenade.

**EOP COMMITTEE REPORT**

Bill Wilson, Chair of the committee asked Joe Forkin to give the report. Mr. Forkin reported that DRWC achieved 40% inclusion. Mario Zacharjasz requested that the Hispanic Chamber be included when seeking minority vendors.

**REAL ESTATE COMMITTEE REPORT**

Joe Forkin reported that DRWC and the Durst Organization had executed a Letter of Intent for the purchase of DRWC's Vine Street Property and that they were actively negotiating a Purchase Agreement.

**PLANNING COMMITTEE & PROJECT REPORTS**

**NORTHERN TRAIL**

Lizzie Woods reported that steady strides are being made with the trail portion between SugarHouse and Penn Treaty Park and that the first phase has been completed and that James J. Anderson is working with Philadelphia Parks and Recreation and the Friends of Penn Treaty Park to synchronize construction

with the busy summer park programs. She said that construction will be completed by the end of Summer 2019.

#### **SOUTHERN TRAIL**

Ms. Woods said that work is in the final phase between Piers 64 to 70 with completion expected by the end of April 2019 and that a public event will be held to celebrate the opening.

#### **CENTRAL TRAIL**

Lizzie Woods said that after community engagement, the consultant team will make the final submission to PennDOT and the Philadelphia Streets Department with the intention to complete construction documents by mid-2019 and bid the project later in the year. Ms. Woods added that the trail designers are coordinating with the Washington Avenue Connector team to assure design consistency and streamline permitting and project delivery.

#### **WASHINGTON AVENUE CONNECTOR**

Lizzie Woods said that the design team is halfway through the design development stage and that well-received updates were given to Queen Village Neighbors Association and Pennsport Civic Association. Construction documents should be completed by the end of summer 2019 with fundraising following.

#### **FRANKFORD AVENUE CONNECTOR**

Lizzie Woods reported that designs were reviewed by the DRWC Planning Committee in March 2019 and that updated concepts were presented to the Frankford Neighbors Association and will be presented in May to the Art Commission. She said that the team expects full design documentation by early summer 2019 with fundraising to follow. Matt Ruben added that Laurel Street should be used to speak to the neighbors association.

#### **WATERFRONT TRANSIT STUDY**

Karen Thompson reported that the consultant team, Foursquare, will have a draft report and implementation plan ready for DRWC in early May and will seek public comment later this spring. She added that staff is working on early action marketing efforts to highlight the existing waterfront transit for the summer season.

#### **WETLANDS PARK STUDY**

Ms. Woods said that DRWC was moving forward with plans to release an RFP this spring for design services for the Wetlands Park planned for the area in between Piers 64 and 70. Funding for the planning and design of the park has been provided by the William Penn Foundation and the PA Department of Conservation and Natural Resources.

#### **PENN'S LANDING - CIVIC ENGAGEMENT**

Lizzie Woods reported that DRWC hosted a kick-off meeting with the PennPraxis team and representatives from PennDOT and the City of Philadelphia to clarify roles and responsibilities. She said that a large-format public event is planned to update the community on the progress of the design and then plans for smaller meetings, events and engagements will take place in the summer and fall. She added that work is being done to prepare an RFEI for the two development sites and will be released this summer.

## **PROGRAMMING & COMMUNICATIONS**

### **PROMENADE**

Nyck Maldonado informed the board that a goal greater than last year has been set and asked the board to assist in finding new vendors for support. In response to a question from Jay Goldstein, Nyck said that he is hopeful that reaching out to new organizations and creating a donor wall would help supplement the difference in goals from years past.

### **WATERFRONT ARTS**

Jodie Milkman reported that work is being done to roll out the plan for the pilot project and available opportunities. She said that Emma Fried-Cassorla, Creative Director, is working with curator Ryan Strand Greenberg and Mihai Baba to bring Ghost Ship to the waterfront this coming fall. She also reported that DRWC is reallocating programming funds to create new opportunities for the artistic community and they are also writing arts and culture grants.

### **PROGRAMMING**

Nyla Daniel greeted the board and provided updates on the events planned for summer 2019 and said the Cherry Street Pier hosted over 10,000 visitors to date with help from the 2 spring markets that were held. She added that this year marks the 25<sup>th</sup> anniversary of the PECO multi-cultural series.

### **PARK UPDATES**

Dave Moore updated the board on all of the DRWC operated parks saying that Spruce Street Harbor Park is in its 6<sup>th</sup> season, Summerfest is in its 5<sup>th</sup> season and that the site ops team is working day and night to make sure that all of the parks open on-time. He added that the ferry will resume service on May 4<sup>th</sup>.

### **MARKETING & COMMUNICAITONS**

Almaz Crowe presented the board members with the 2019 Summer on the Waterfront brochure and described the marketing plan that will focus primarily on digital ads, radio and social media and said that there was excellent coverage from the summer season press announcement.

### **SOCIAL MEDIA CAMPAIGN**

Jarreau Freeman described DRWC's new #MyPhillyWaterfront social media campaign that will feature Philadelphians talking about why they love the Delaware River Waterfront. She showed a personal testimonial from Sheila Hess City Representative.

### **MAINTENANCE & SECURITY**

Lavelle Young introduced Willie Thompson, foreman of DRWC's maintenance team. Mr. Thompson briefly described the work being done to transition the parks from winter to summer and what is involved in breaking down the ice rink and building a roller rink. He said that they are on-track to open on-time for Mother's Day Weekend.

### **PUBLIC COMMENT**

The meeting was open for public comment.

### **ADJOURNMENT**

There being no public comment, the meeting was adjourned.