



STEERING COMMITTEE KICK-OFF MEETING MINUTES - Addendum

PROJECT: Point Breeze Revitalization Plan
DATE: August 4th, 2022
PHASE: Kick-Off Meeting

PURPOSE:

1. Introductions and review of the Purpose and Process for the Revitalization Plan
2. Discuss Public Outreach Efforts
3. Discuss what results Steering Committee would like to see

ATTENDEES:

PRESENT	NAME	ORGANIZATION	EMAIL
x	Anwar Mathis	Greater Philadelphia Cultural Alliance (GPCA)	AnwarMathis@gpca-phil.org
x	Otis Bullock	Greater Philadelphia Cultural Alliance (GPCA)	otisbullock@gpca-phil.org
x	Albert Littlepage	Point Breeze Business Association (PBBA)	apage1801@aol.com
	Tiphonie White	Office Manager & Event Coord. – Councilman Kenyatta Johnson	Tiphonie.White@Phila.gov
	Brett Nedelkoff	Legislative Assistant – Councilman Kenyatta Johnson	brett.nedelkoff@phila.gov
x	Nakia Carr	State Rep. Jordan Harris’s Office	NCarr@pahouse.net
	Michelle Linahan	Point Breeze Business Association (PBBA)	michelle@onpointbistro.com
x	Vinh Ho	Bilingual Business Services Manager – Dept of Commerce, City of Philadelphia	vinh.ho@phila.gov
x	Frantz Pierre Jr	Councilman Kenyatta Johnson’s office	Frantz.pierre@phila.gov
x	Dave Schwartz	Bergmann/Colliers Engineering & Design (CED)	dschwartz@bergmannpc.com
x	Sean O’Rourke	Bergmann/Colliers Engineering & Design (CED)	sorourke@BERGMANNPC.com
x	Gerald DeFelicis	Bergmann/Colliers Engineering & Design (CED)	gerald.defelicis@collierseng.com
x	Todd Poole	President and CEO – 4ward Planning	tpoole@landuseimpacts.com



Meeting Minutes from Kick-Off Meeting

1. Welcome and Introductions

2. Project Overview

Dave Schwartz briefly discussed the role of the Steering Committee and the overall framework for the study process. Dave will follow up with Steering Committee members who were unable to attend. Regular meetings to discuss progress and next steps will be held monthly, likely on Thursday mornings.

Dave also asked for Steering Committee members to identify stakeholders along the corridor that should be interviewed as part of the study. While the interviews will include a wide range of stakeholders, the input for study recommendations will come from the community and local stakeholders. Some of the key stakeholders who should be contacted will include:

- Philadelphia Housing Authority (PHA) – Community Development arm
- Local Entrepreneurs and business owners in the corridor – Vinh can make connections
- Department of Streets (Streets)
- School District and PTAs
- Philadelphia Water Department (PWD) for potential GSI retrofits
- Churches – Steering Committee members will submit names and/or contact info
- Charter Schools

In addition to the stakeholder interviews, several additional groups that will be contacted regarding developments in the corridor were discussed. Many of these groups may be able to provide funding and/or have interest in investing or developing sites in the corridor. They will include:

- Hilco refinery development group (Jasmine)
- Vicinity Energy
- First Trust Bank (local branch along Point Breeze)
- Bynum Brothers

3. Public Outreach

Dave discussed several of the outreach strategies that would be used to publicize the study and solicit input from the public. These will include measures such as surveys, potentially “pop-up” events, traditional public meetings, door-to-door outreach, and possibly using Point Breeze Business Association’s (PBBA) website.

One important aspect of public outreach will be designating a Community Liaison. The Community Liaison will be an individual who will be given a small amount of the project budget (~\$2,500) towards efforts to go door-to-door, hand out flyers, attend church and community events, and publicize the study efforts. The individual should be someone from the community, is known in the community, and who other members of the community would be comfortable speaking with. Otis Bullock had some ideas about who to utilize, as did Anwar Mathis.

A survey will be developed in both an online and hard copy format. It will include some demographic information to ensure that it captures a diverse audience of individuals from the community. The Steering Committee, stakeholders, Community Liaison, and members of the PBBA will be engaged to help distribute survey. This will be done in several ways, including posting flyers with a QR code, through churches, businesses, directly with hand-outs and flyers, and utilizing available websites. One way to reach out to a



broad cross-section of the community may be through a “pop-up” meeting at a scheduled community event, such as the Boo on the Breeze event on Halloween, which brings out many kids and their parents.

Web-based outreach will also be conducted through the PBBA, members of the Steering Committee, including the Greater Philadelphia Cultural Alliance (GPCA), Councilman Johnson, State Rep. Harris, and other stakeholders such as the School District, PTAs, churches, and others. Bergmann will work with the PBBA and possibly utilize the PBBA’s website as a “landing page” linked to other sites, such as GPCA.

4. Desired Outcomes

One of the major issues along the corridor appears to be zoning and lack of capital for many of the local entrepreneurs who would be willing to invest in start-ups along the corridor. Members of the Steering Committee indicated that there was a need to fill everyday shopping needs of residents, such as pharmacies, groceries, and retail, but also expressed excitement about a signature “destination” to draw in people from other areas. An example of a signature site was a restaurant/entertainment, similar to restaurant/jazz parlor Zanzibar, owned by the Bynum Brothers. Todd Poole will conduct a market analysis for both retail and residential in the corridor to determine what types of development would be financially viable. Another idea would be to hold an “Entrepreneur Fair” where local entrepreneurs would be invited to meet members of the PIDC, LISC Philly, CED Philly, DCED, and other potential financial and assistance resources to help foster opportunities along the corridor.

One of the issues/barriers to investment along the corridor appears to be the existing zoning in the area and disputes over the kind of development desired by residents and real estate owners. The corridor plan will develop a framework for future development form and uses as well as what zoning would be required to achieve it. We will also conduct physical assessments of select structures along the corridor to determine potential opportunities for reuse or rehabilitation.

Al Littlepage indicated that another option for the corridor, possibly a longer-term option, would be to create a Business Improvement District (BID) or Special Services District (SSD). This type of district could provide street cleanings, beautification events, capital improvements (lighting, pocket parks, etc.), public art, organizing events and more. Recently, Point Breeze had a night market with food trucks that drew in hundreds of residents and received very positive feedback. A BID or SSD, however, would include an additional assessment (tax) for businesses, so this may be a long-term option as more businesses locate along the corridor.

Next Steps

ITEM	SUMMARY	ACTION ITEMS
1.0	Follow up with Steering Committee Members not in attendance	Bergmann will contact and set up individual calls – COMPLETED, spoke to Michelle
2.0	Set up regular monthly calls	Bergmann will schedule regular monthly calls with Steering Committee – tentative Thursday mornings
3.0	Develop a list of Stakeholders	Bergmann – Identify individuals from City Departments (Streets, PWD, PHA, etc.) Vin – Identify local entrepreneurs



		<p>Otis - Contact information for individuals from HillCo, Vicinity Energy, and the Bynum Bros.</p> <p>Michelle – Contacts for School District and PTAs</p> <p>Al and Anwar – Contact info for other businesses and churches</p>
4.0	Draft Survey	Bergmann will begin to develop draft public survey that will be distributed online and via hard copies.
5.0	Property Ownership	Bergmann will develop a list and map of property ownership
6.0	Website Discussion	Michelle will provide Bergmann with information to log in to the website
7.0	Economic Analysis	4ward will start to compile data for the Market Analysis

PREPARED BY:

Dave Schwartz, P.E., PTOE, AICP
 Project Manager

DISCLAIMER:

This confirms and records our interpretation of the discussions that occurred, as well as any understandings reached during this meeting. Unless notified in writing within 5 days of delivery of these notes, we will assume that the above description is complete and accurate.