



STEERING COMMITTEE MEETING MINUTES

PROJECT: Point Breeze Corridor Revitalization Plan
DATE: September 29, 2022
PHASE: Steering Committee Meeting #1

PURPOSE:

1. Discuss project status and next steps
2. Discuss public outreach efforts

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
x	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
x	Michelle Linahan	Point Breeze Business Association (PBBA)	michelle@onpointbistro.com
x	Vinh Ho	Bilingual Business Services Manager – Dept of Commerce	vinh.ho@phila.gov
	Frantz Pierre Jr	Councilman Kenyatta Johnson's office	Frantz.pierre@phila.gov
x	Vanessa Davies	East Point Breeze Neighbors	vanessadavies@epbneighbors.org
x	Dave Schwartz	Bergmann/Colliers Engineering & Design (CED)	dschwartz@bergmannpc.com
x	Sean O'Rourke	Bergmann/Colliers Engineering & Design (CED)	sorourke@bergmannpc.com
	Gerald DeFelicis	Bergmann/Colliers Engineering & Design (CED)	gerald.defelicis@collierseng.com
x	Todd Poole	President and CEO – 4ward Planning	tpoole@landuseimpacts.com
x	Ryan Mawhinney	Bergmann/Colliers Engineering & Design (CED)	rmawhinney@bergmannpc.com



Meeting Minutes from Steering Committee Meeting #1

Dave Schwartz welcomed the Steering Committee members in attendance and provided an overview of the project status and the next steps in the process.

Bergmann provided the Steering Committee a Property Owner Map. The map identifies types of ownership of properties and potential owners who have a stake in the redevelopment plan process. Property ownership types were classified into Community Organization, Philadelphia Land Bank, Philadelphia Housing Authority, City of Philadelphia, LLC/Holdings/Realty Management Groups, Institutional, and individual owners. There were no comments received on the map content.

Bergmann is preparing the survey draft and will send it to the Steering for review, testing, and comments. The survey will be distributed in both online and as hard copy formats. It will include 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 the survey. This will be done in several ways, including posting flyers with a QR code, through churches, and businesses, directly with hand-outs and flyers, and utilizing available websites.

Bergmann is working with Steering Committee members to identify stakeholders along the corridor that should be interviewed as part of the study. We will provide a draft list of the key stakeholders for the Committee's input. Bergmann is coordinating with PBBA to use the PBBA website as a "landing page" linked to other sites, such as the Greater Philadelphia Cultural Alliance (GPCA), Councilman Johnson, State Rep. Harris, and other stakeholders.

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, "pop-up" events, traditional public meetings, and door-to-door outreach. A potential upcoming event to attend is the Boo on the Breeze event on October 29th. We are seeking support to staff a booth/table at the event.

It was reiterated to seek a Community Liaison, 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, known in the community, and with whom other community members would be comfortable speaking.

Todd Poole from 4 Ward Planning discussed the next steps for the economic assessment portion of the study. He reiterated that his firm would conduct market analysis for retail and residential in the corridor to determine what types of development would be financially viable. This initiated discussion on potential upcoming events and business assistance programs. There was talk about potential events such as the Winter Wonderland Food Truck, sidewalk sale, hot chocolate night, and the like. Discussion continued about the "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. There was a discussion about business assistance programs for events and start-ups. Examples include a storefront improvement program, a business loan program, Comcast Rise program for minority-owned business support, and Women's Way, a non-profit for women black-owned business start-ups. Todd suggested investigating to what extent these programs are used, their successfulness, and why (or why not) they are successful. It was also noted that Congressman Dwight Evans would open a second district office at 1310 Point Breeze Ave.



Next Steps

ITEM	SUMMARY	ACTION ITEMS
1.0	Follow up with Steering Committee Members not in attendance	On-going, as needed
2.0	Monthly Steering Committee Meetings	Bergmann will schedule regular monthly calls with the Steering Committee – 4 th Thursday morning of each month
3.0	Stakeholders Interviews	Bergmann will work with the Steering Committee to identify the Stakeholders to be interviewed. Bergmann will prepare the list of interview questions.
4.0	Public Survey	Draft Survey COMPLETED. Bergmann will discuss preferred distribution methods with the Committee.
5.0	Property Ownership	Bergmann will develop a list and map of property ownership. COMPLETED
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.