



# POINT BREEZE AVENUE CORRIDOR REVITALIZATION PLAN

PROJECT: Point Breeze Corridor Revitalization Plan

MEETING DATE: October 27, 2022

## STEERING COMMITTEE – MEETING #2 SUMMARY

### MEETING PURPOSE:

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

### MEETING ATTENDEES:

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

**MEETING SUMMARY:**

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

The group decided that Boo on the Breeze event on October 29<sup>th</sup> would be a project “soft launch” to ease into public outreach. The soft launch would be an opportunity to advertise the upcoming project and seek participation in the public survey. The soft launch event would include the distribution of postcards with a brief description of the project and a QR code that links to the survey. Anwar and Vinh indicated they might be available to pass out flyers at Boo on the Breeze. Anwar offered to contact Congressman Evan’s office about the opportunity to hand out the postcards and briefly discuss the project with participants at a Senior Fair hosted by Congressman at the new office on Point Breeze Avenue.

The draft public survey was edited per comments from the Steering Committee and is ready for distribution. The survey will be distributed in both online and as hard copy formats. It includes demographic information to ensure that it captures a diverse audience of individuals from the community. It was noted that providing this information is optional for the participants. Dave indicated that we would rely on Steering Committee members to help get the word out and distribute the survey in their respective organizations and social media feeds.

The group also discussed holding a public meeting. It was discussed having an “open house” style meeting to distribute information about the project and seek community input on priority issues and opportunities. It was suggested to hold the meeting mid-week in the evening, which is believed to be a good time for the business community and residents. A potential location for the meeting is the Mamie Nichols Center. Dave will coordinate with Otis about securing the meeting room. It was suggested to have food and drinks available.

Bergmann provided the Committee with a draft list of the key stakeholders that should be interviewed as part of the study. The draft list was presented to the Committee for assistance in completing the list. Brett and Tiphannie will send contacts for the City agencies and the Hilco Refinery Development Group. Otis suggested adding Anton Moore with Unity in the Community. There was also discussion on the level of involvement from developers and LLC property owners. Bergmann will continue working with the Steering Committee to complete the list and prepare the interview questions.

Discussion continued about the need to find a Community Liaison. The individual should be someone from the community, known in the community. The responsibility of the liaison would include going door-to-door, handing out flyers, attending church and community events, and publicizing the study efforts. The project budget for the liaison is ~\$2,500. Dave will reach out to Tiphannie about a potential liaison.



**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	Steering Committee meetings are scheduled for the 4 <sup>th</sup> Thursday morning of each month.
3.0	Stakeholders Interviews	Bergmann will work with the Steering Committee to complete the Stakeholders list to be interviewed. Bergmann will prepare the list of interview questions.
4.0	Public Survey	Survey COMPLETED. Survey will go live before the Boo on the Breeze event. Bergmann will prepare postcards advertising the survey to be passed out at the Boo on the Breeze event.
5.0	Public Open House	Bergmann will coordinate with the GPCA and Committee member to schedule a meeting date and venue.
6.0	Project Website	Post survey and project information on project website.
7.0	Economic Market Study	4ward Planning will prepare the draft Market Study
8.0	Public Open House	Bergmann will coordinate with the GPCA and Committee member to schedule a meeting date and venue.

**PREPARED BY:**

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

Ryan Mawhinney, AICP  
Project Planner

**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.

