



POINT BREEZE AVENUE CORRIDOR REVITALIZATION PLAN

PROJECT: Point Breeze Avenue - Corridor Revitalization Plan
MEETING DATE: December 22, 2022

STEERING COMMITTEE – MEETING #4 SUMMARY

MEETING ATTENDEES:

PRESENT	NAME	ORGANIZATION	EMAIL
	Anwar Mathis	Greater Philadelphia Cultural Alliance (GPCA)	AnwarMathis@gpca-phila.org
x	Otis Bullock	Greater Philadelphia Cultural Alliance (GPCA)	otisbullock@gpca-phila.org
x	Albert Littlepage	Point Breeze Business Association (PBBA)	apage1801@aol.com
x	Tiphonie White	Office Manager & Event Coord. Councilman Kenyatta Johnson's Office	Tiphonie.White@Phila.gov
	Brett Nedelkoff	Legislative Assistant – Councilman Kenyatta Johnson Office	brett.nedelkoff@phila.gov
	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	vinh.ho@phila.gov
x	Vanessa Davies	East Point Breeze Neighbors	vanessadavies@epbneighbors.org
x	Sarah Banh	Philadelphia Department of Planning and Development	Sarah.Banh@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	Ryan Mawhinney	Bergmann/Colliers Engineering & Design (CED)	rmawhinney@bergmannpc.com
x	Todd Poole	President and CEO – 4ward Planning	tpoole@landuseimpacts.com

MEETING SUMMARY:

Dave Schwartz welcomed the Steering Committee members and set forth the meeting agenda. The meeting focused on community engagement strategies and outreach logistics.

Pennsylvania Downtown Corporation / Main Street Program. First, Dave introduced Bill Arrowood, a Field Services Specialist from Pennsylvania Downtown Corporation (PDC). Bill briefly provided his personal and professional background, an overview of the PDC non-profit organization, and the programs and services they provide to communities. In summary, it is not PDC's motivation to tell communities what to do or how to do it, but rather provide information, tools, and resources that help revitalization efforts. PDC provides best practices based on lessons learned from other communities, helps make connections, and provides access to programs and grant opportunities. PDC also provides training for the Main Street program, including marketing, promotions, and technical assistance. Bill noted that PDC follows the Main Street philosophy, including the Four-Point Approach: Organization, Design, Economic Restructuring, and Promotion. If the Steering Committee is interested, Bill will present more detailed information about PDC services and programs and the opportunities through the Main Street program.

Public Survey. Ryan provided the status of the Community Survey. Online responses have stalled in the past few weeks, as we have only two new responses since our last meeting. We have received 232 responses to date. The submission of paper copies is anticipated to increase the number and diversity of responses. Paper copies are available at GPCA, Congressman Dwight Evan's office, and Representative Jordan Harris' office. In addition, Albert has volunteered to distribute copies at multiple churches in the neighborhood. We will also send a postcard that promotes the survey and upcoming public meeting to homes and businesses surrounding PBA. We will facilitate mailings through the Every Door Direct Mail (EDDM) service provided by the US Postal Service after the holidays and after a public meeting date and location are secured. In addition, the survey will be promoted and distributed at the first public meeting. The survey will be open through the meeting date as we will distribute at the meeting, and we will likely close it a few weeks after the meeting.

Stakeholder Engagement. We have completed the stakeholder list and divided them into Focus Groups based on topics: topics include Housing, Transportation, Businesses, Community Groups, and Religious Organizations. We have also prepared the interview questions tailored to each group for the Focus Group meetings. Bergmann will also begin scheduling the interviews after Christmas.

Public Meeting. Tiphannie has secured St Simon Church at 22nd and Reed streets on January 25th, from 6-8 pm for the meeting (confirmed by Tiphannie following this committee meeting). The main purpose of the meeting is to inform the public about the project, the planning process, and the schedule. We will also ask attendees what's important to them, the priority issues and opportunities, and what they would see improved along the Avenue. We will also be distributing the survey. Our next step is to prepare the materials and display boards for the meeting. Bergmann will continue to coordinate with committee members about the meeting logistics.

Outreach to Businesses. In past meetings, Anwar, Vinh, and Tiphannie have volunteered to walk the Avenue and talk to business owners and employees. Before doing this, the postcards with the public meeting date need to be finalized. Bergmann will update and send the updated postcard.

Market Study. At the previous committee meeting, Todd of 4ward Planning presented and summarized the draft Market Study findings, and the study was delivered to the committee. There were no updates, questions, or comments from the committee regarding the market study.



NEXT STEPS:

ITEM	SUMMARY	ACTION ITEMS
1.0	Follow up with Committee Members not in attendance	On-going, as needed.
2.0	Monthly Steering Committee Meetings	The next meeting is scheduled for January 19 th .
3.0	Stakeholders Interviews	Bergmann completed the list of stakeholders to be interviewed and the interview template. Bergmann will schedule the interviews.
4.0	Public Survey	The survey is live. The committee will continue distributing the survey as discussed.
5.0	Public Meeting	The meeting is scheduled for January 25 th at St Simon Church at 22nd and Reed. Bergmann will prepare the meeting materials.
6.0	Project Website	Post survey and project information on project website, which needs to be established. GPCA website is a possibility.
7.0	Economic Market Study	4ward Planning provided the draft Market Study. Committee members are encouraged to review the report for further discussion.

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.

