

March 19, 2019
Constituency Executive Committee draft minutes
6:00 p.m.

Attendance: Jerry Baroh, Ali Mowry, Mark Brady, David Ghoddousi, Betty Halfon, Nick Setten, Joan Paulson, David Ott, Lori Johnson

Jerry Baroh opened the meeting at 6:17 p.m.

PDA Council Committee reports

David said Daystall member Tamara said she would help with the minutes. Nick said that she will help out with the Apple project as well. David reported on the Market Connections Committee. He said they had a presentation by the State Hotel building. The building is from 1904, an office building originally. It has a theme restaurant, Ben Paris. The state came by to talk about renovations at the ferry terminal. He distributed materials related to the project. There will be noise from the pilings.

Ali reported on the Market Programs Committee. The Committee discussed the Daystall Rules. The most contentious rule change was about body lotion sampling. Mostly, the review is going well and positively. The Programs Committee also discussed marketing tactics, including bus wrapping and inflight magazines. The marketing team is working to get locals to the Market. There was a discussion about the marketing team's use of social media to advertise. Jerry said they are not collecting customer counts, just sales counts. David said there are counters. He suggested that there should be more attention on marginalized businesses. Betty suggested that the Constituency representatives on the PDA Council write down their ideas and present them during the last half hour of the Marketing Committee.

Mark reported on HR Committee. He said the windows for the Chinese restaurant will be replaced, although probably not till next January.

Merchants Association

Betty reported that she just got the bylaws of the old Merchants Association, from 2008 or 2009. There are boxes to be retrieved from the Merchants Association office. She has to read through them more because they are pretty vague. She is trying to gather as much information as possible for the moment. She has not talked to Megan and wants to make an appointment with her. David said he looked up Philadelphia Market to see if it has an association. He suggested looking up other markets to see if they have an association. Ali said she was offended by the word gypsy on the Merchants Association office wall - it was in one of the headlines. She did not feel it was appropriate.

Elections Committee

Nick said the elections committee has scheduled time in April to call members about

renewing their membership, and there will be a notice in the newsletter. There was a discussion about timing of the election, and getting support from volunteers. Ali volunteered to help with the elections.

Nick presented the elections handbook. He said he will make an announcement April 7 about the elections, followed by outreach in the Market. He outlined the upcoming deadlines related to the elections.

Ali said that Katya Landau is planning to step down but will continue to do social media for the Constituency and will stay on until the elections. There was a discussion about continuing the social media posts after Katya has left, about retaining members and attracting new members.

Nick read aloud the questionnaire that candidates will need to complete. David said that when he first started, there was more structure. Mark wanted to have questions added to the questionnaire that queried candidates about committee work.

There was a discussion about ways to gather people socially, such as an ice cream social.

Betty suggested highlighting the Constituency's accomplishments in the newsletter. She suggested having an event down by the Daystallers.

PDA audit

Joan said the PDA has four different audits, all done at different times. Ben had it done before and now it's done by Mary. There's no continuity. There needs to be accountability. There was discussion about the Constituency's role in approving PDA actions.

Increasing social opportunities/membership

Ali recommended attending the lunch at the Market Commons the last Friday of each month. She suggested that the Constituency specific agendas to garner more interest in the meetings. David suggested taking photos of the Market Constituency. Betty suggested doing outreach at residential buildings in the Market to attract more people. Ali and Jerry agreed to work on it.

Amendments to Bylaws

Nick said they were attached to the last newsletter. There was no response to them.

Agenda for next General Assembly meeting

Nick suggested including the amended Bylaws with the next newsletter and also taping them to the Constituency office door.

Media

Nick presented the agreement between Jerry Antush and Friends of the Market for the podcast that could serve as a sample agreement for the Constituency's participation.

Open Public Meetings Act

There was a discussion about notifying the public when there would be a meeting in addition to scheduled meetings. It was agreed that a notice could be posted on the door of the Constituency office. This would be true for the committees, also.

New Business

Joan said the Hildt-Licata Agreement was approved earlier in the week. The vote was unanimous. It's good for ten years. She said that the Constituency needs to write a history, because in ten years, the Mayor and the City Councilmembers will no longer be in office.

Joan recommended that the Executive Committee review the plans for the Waterfront. She distributed related materials. She said that downtown is getting \$1.3 billion on downtown revitalization and expansion of the Convention Center. Betty Halfon cited from the materials about changes expected at the Market.

Betty said these plans the city keeps talking about, such as the First Avenue Streetcar, aren't funded yet. Joan said that the city is working on the funding for the streetcar in Washington, D.C. She said that Friends of the Market went to a meeting with the Mayor's office to talk about the First Ave trolley project and was greeted by a deputy mayor instead, who told them "We are going to go ahead with the streetcar project." Joan said there is a lot happening behind closed doors that we don't know about. Betty said that Ben started talking about the streetcar at a meeting, and when she asked about when it came about, he said they had been meeting about it for years. Joan said he admitted that the meetings were not public. Betty said she came to know that Ben was an activist for putting the streetcars on the street. She didn't think they have been getting the full picture.

Ali said this means it's important, as PDA Council members, to start asking questions about the LID and the Overlook Walk. Betty said she wants to go to meetings and be able to report back. Discussion ensued about more transparency in the PDA Council meetings with the city. Joan suggested that if the Constituency representatives are not invited to these meetings with the city, then they should go to the press. David said he thinks the term "meetings" is sometimes blurred, such as a conference call between Rico and Mary.

Meeting adjourned at 8 p.m.

