



## **Pittsburgh Downtown Partnership**

### **Third Quarter Meeting of the Board of Directors**

**BNY Mellon Center, The Backyard**

**500 Grant Street, 12<sup>th</sup> Floor**

**Thursday, October 4, 2018, 8:00 a.m.**

### **Meeting Minutes**

#### **Attendees**

Rich Beynon, Mark Broadhurst, Michael Brunner, Lisa Carey, Deb Donley, Melissa Dougherty, E. Gerry Dudley, Kevin Evanto for County Executive Rich Fitzgerald, Mariann Geyer, Rev. Tom Hall, Melanie Harrington, Tom Harrington, Kenny Lyle, Grant Mason, Clare Meehan, Lucas Piatt, Robert Rubinstein, Matthew Sterne, Apple White, George Whitmer.

#### **Absent**

Jack Barbour, Jim Blue, David Case, Grant Gittlen, R. Daniel Lavelle, Kevin McMahon, Tom Michael, Dan Onorato, David Onorato, Aaron Stauber (or Larry Walsh), Ken Rice, Izzy Rudolph, Craig Stambaugh, Merrill Stabile, and Jake Wheatley, Marisa Williams, Ashlee Yingling and Tony Young.

#### **Speakers and Presenters**

Cristyn Zett – PBP Zone 2 Commander

Jeffrey Upson – PBP Training Academy

#### **Call to Order**

The October 4, third quarter 2018, meeting of the Pittsburgh Downtown Partnership Board of was called to order at 8:30 a.m. by Lucas Piatt, PDP Board Chair.

#### **Welcoming Remarks**

Lucas welcomed the group and thanked Apple White for graciously hosting the meeting in the BNY Mellon Centre at 500 Grant Avenue.

#### **Minutes**

Lucas asked for a motion to approve the minutes of the May 16, 2018 Board meeting as presented; with that said, a motion to approve the minutes was made by Tom Harrington and seconded by Grant Mason. All were in favor; the motion carried.

#### **2<sup>nd</sup> Quarter Financial Statements**

The 2nd quarter 2018 financial statements were reviewed in detail with the finance committee. Cindy noted that as of June 30, 2018, our cash balance was \$4.360 million made up of \$1.834 million of unrestricted cash, \$2.181 million of restricted cash and \$345k of Board restricted cash. Receivables were at \$442k, including about \$69,200 in Membership

receivables, \$258,331 in sponsorship receivables and \$77,298 in PennDOT receivables. 2018 BID receivables were \$39.7k at the end of June. However, at the time of this meeting, they were at \$30.9k. Total assets came in at \$5.340 million. The June 30<sup>th</sup> A/P balance consisted primarily of the June Block by Block invoices. Total liabilities came in at \$1.323 million leaving net assets of \$4.018 million of which \$2.399 million were net assets restricted for specific programs.

Operations income for the 6 months came in at \$1.975 million coming in pretty close to budget at only about 1.4% over budget. Most expense lines came in under budget for the year so far, mostly related to timing issues, leaving total Operations expenses of \$1.321 million. GAAP net income for operations came in at \$654k, \$140k over budget.

On the Programs side, Foundation/Corporate income through June was \$96.9 thousand including grants related to the Ford Mobility, City of Tomorrow that will be passed onto Ford, additional funds for the Sustainable Restaurant program and a few other small grants. Expenses included Envision salaries and project expenses for Market Square Public Art (including the Garrison Canal), Envision, Wayfinding, 604 Liberty, Police Enhancements dollars and State of Downtown, among others. Through June, our Programs GAAP net loss was \$283k, keeping in mind that most expenses were being paid with funds that had been received in prior years. A motion to approve the 2<sup>nd</sup> quarter financials was made by Rich Beynon and seconded by Tom Harrington. All were in favor, the motion carried.

### **July Financials (Preliminary, including PicklesBURGH)**

Cindy preliminarily reviewed July focusing on the one event that can make or break us during July – PicklesBURGH! Although iffy weather had been predicted, we only had a few sprinkles on Saturday with no real rain under Sunday at about 4pm. With a 30% increase in the timeframe of the festival with the addition of Sunday, we had a 34% increase in Merchandise sales and an 80% increase in beer and water sales over last year. Not all expenses are in yet, but we will be solidly in the black. A motion to approve is not required.

### **Governance Committee**

Please send any Board slate recommendations you may have to Lucas or to Melissa Dougherty.

### **Mobility Update**

Chris reviewed the priorities and programs in process since the May Board meeting and announced the hiring of Kathryn Schlesinger for the position of Operations & Outreach Manager. Chris updated the group on completed and ongoing projects: Strawberry Way repainting, Life on Liberty Streetscape, PARK(ing) Day celebration, Pedestrian Wayfinding Design, Western PA Passenger Rail service and the Keystone Transportation Funding Coalition. Planned projects include GAP to the Point Phase 1, CoTC, Downtown bus circulation improvement, TDM with Downtown employers, and a Mobility Working Group around shared and autonomous vehicles to name a few.

### **Clean & Safe Update**

Tracy and Jeremy reported on the results of recommendations coming out of a Clean Team program evaluation and incorporating Asking For Change outreach, a new Clean Team deployment plan, a floating Ambassador to address real time issues, 75 new cigarette urns, event and layout protocols, SMART system enhancements, new equipment improving efficiencies, sporting event uniforms, volunteer branding and outreach, and the addition of a temporary two person team working on the South Side (paid by PED funds). Teams are working seven days a week with varying weekday and weekend hours. The Outreach team continues to work closely with OSN, HOC, police and local HHS authorities to establish trust and rapport with at risk individuals so needs can be identified and services provided.

### **Marketing and Special Events Update**

Leigh reported on 2018 earned media achieved through October 1 and reviewed results of a series of meetings with the Strategic Communications Committee. Gatesman Agency offered pro-bono services to develop a business attraction toolkit to overcome companies' objections to relocating to Downtown. The campaign is planned to roll out at the PDP's Annual Meeting on March 20, 2019 at the new Point Park Theater. The PDP's signature deliverable, the Downtown Made

Easy Guide, will include enhancements to better support information sharing and include Greater Downtown marketing and promotion assets.

Russell described the wide array of programming from Market Square to PicklesBURGH, Downtown Pittsburgh Sound, Night Markets, and the Holiday events planned from Light Up Night through December, 2018 including a greatly expanded Holiday KidsPlay. Moving into 2019, potential activations include expanded Night Markets to include Fridays as well as Saturdays, a Summer Health & Wellness Market, Firstside activations and a Drap Art: and Earth Day deployment throughout Downtown in partnership with the Cultural Trust.

### **Economic Development Update**

Caitlin Fadgen reported on prior and upcoming initiatives including Good Taste Thursday on July 26 which involved eight retailers paired with eight local alcohol vendors and saw more than 125 shoppers in attendance, and Small Business Saturday on November 24. Paris to Pittsburgh has awarded \$2.2M in grants since 2007 and yielded \$7.3M in investment. Projects completed in 2018 are Joseph Orlando, Moe's Southwest Grill, Gloria Jean's Coffee, 947 Liberty Avenue, and Bridges & Bourbon. Working with Leigh and Delaney, Caitlin is also producing a Downtown Development Quarterly Newsletter which features a new interactive version of the Investment Map.

### **PG&H and Membership**

In partnership with love, Pittsburgh and featuring the work of Western PA makers, PG&H, a home goods store, will open October 17 in 536 Smithfield Street as an advance retail market test ground.

Karin Manovich, the PDP's new Member Relations Manager, introduced herself to the group.

### **Implicit Bias Training**

Zone 2 Commander Cristyn Zett and Pittsburgh Bureau of Police Training Academy's Jeffrey Upson gave a greatly abbreviated version of a transformative training initiative on implicit bias and community policing that is changing the way they work with communities across the City. Given the PDP's close work with the Police Department on a range of issues, it is helpful to better understand their efforts, how it impacts their work, and how this knowledge can inform the PDP's efforts to ensure that Downtown is safe and welcoming for everyone.

Upon conclusion of the presentation, Board members expressed their appreciation of Commander Zett and Office Upson for attending today's event and for the information presented. Jeremy anticipates integrating this topic into future and ongoing Board and Staff meetings and trainings in order to make a real and lasting impact.

### **Other Business**

Reminder of the Beauty Slap event and Light Up Night on November 16, 2018

### **Adjournment:**

The meeting adjourned at 10:00 a.m.

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Lucas Piatt

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Date