



## **Pittsburgh Downtown Partnership**

### **Second Quarter Meeting of the Board of Directors One Oxford Conference Center, Allegheny Room 301 Grant Street, Second Floor Wednesday, May 15, 2019, 8:00 a.m.**

#### **Meeting Minutes**

##### **Attendees**

Shannon Baker, Jack Barbour, Rich Beynon, Jim Blue, Bryan Brantley, David Case, Deb Donley, Mariann Geyer, Grant Gittlen, Melanie Harrington, Tom Harrington, Kenny Lyle, Kevin McMahon, Clare Meehan, Adele Morelli, David Onorato, Ken Rice, Matthew Sterne, Larry Walsh, Dara Ware Allen, Apple White, Andy Wisniewski and Bob Wolfinger.

##### **Absent**

Kevin Acklin, Mark Broadhurst, Lisa Carey, Melissa Dougherty, E. Gerry Dudley, Kevin Evanto for County Executive Rich Fitzgerald, Brian Evans, R. Daniel Lavelle, Ed Manko, Grant Mason, Tom Michael, Cheryl Moon-Sirianni, Dan Onorato, Lucas Piatt, Robert Rubinstein, Izzy Rudolph, Merrill Stabile, Craig Stambaugh, Ashlee Wallace, Jake Wheatley Jr., George Whitmer, and Marisa Williams.

##### **Speakers and Presenters**

Janet Feick, Maher Duessel

##### **Call to Order**

The May 15, 2019, third quarter meeting of the Pittsburgh Downtown Partnership Board of was called to order at 8:00 a.m. by Matthew Sterne, PDP Board Vice Chair.

##### **Welcome and Minutes**

Matthew welcomed the Board and introduced new Directors in attendance. A motion to approve the minutes of the December 13, 2018 PDP Board meeting as presented was made by Rich Beynon and seconded by Tom Harrington. All were in favor, the motion carried.

##### **2018 Audit**

The PDP's 2018 Financial Audit documents were reviewed by Janet Feick of Maher Duessel who drew attention to changes in the accounting rules as they affect nonprofit organizations and revisions pursuant to the recent tax cuts act which impact employee health and commuter pre-tax deductions. Maher Duessel received good cooperation from the PDP. A motion to approve the 2018 Financial Audit as presented was made by David Case and seconded by Kevin McMahon. All were in favor, the motion carried.

##### **1<sup>st</sup> Quarter Financial Statements**

Cindy Day reported that the 1<sup>st</sup> quarter 2019 financial statements had previously been reviewed in detail with the Finance and Executive committees. The total cash balance of \$4.207 million consisted of \$1.920 million in unrestricted

cash, \$1.949 million in temporarily restricted cash and \$338k in board reserved cash. The March 31<sup>st</sup> 2019 A/R balance consisted primarily of outstanding invoices for sponsorships, the City of Pittsburgh for the Ford Mobility program), Membership and PennDOT receivables. The 2019 BID assessment receivable as of March 31<sup>st</sup> was \$362k; however, Cindy reported that as of May 13th the balance was \$44.6k. The March 31<sup>st</sup> A/P balance consisted primarily of the March Block by Block invoices and a payable to Ford for the Ford Mobility City of Tomorrow Challenge. The net assets balance of \$3.330 million consisted of \$1.470 million in net assets without donor restriction and \$1.860 million in net assets with donor restriction.

The operations income statement was reviewed noting that there have been no significant occurrences. The most significant differences compared to budget relate to the inclusion in Program income of Southside Clean services, a donation of \$20,000 from the Pittsburgh Cultural Trust toward the YouthPlaces Downtown Engagement initiative and timing of Grant income from PennDOT. Most expense line items are currently running under budget. The actual depreciation booked to the Operations side is \$29,000 more than budgeted as a direct result of the implementation of ASU 2016 with depreciation on assets purchased with restricted funds no longer being reflected on the Program side. The inclusion of the depreciation on the operations statement does not affect the total organization profit and loss and since it is depreciation, it does not affect cash. The only thing affected is the split between Operations and Programs. The Bad Debt expense reflects a partial BID assessment write off part for the Union Trust building related to a retroactive assessment change.

The Programs income statement was also reviewed. First quarter program income included State of Downtown grants and sponsorships, PG&H retail sales and a \$400,000 grant received from Hillman toward the Envision/Mobility work. Program expenses were mainly related to Market Square Public Art and the PG&H store. Overall the committee was comfortable with the financial condition of the organization at March 31, 2019.

A motion to approve the first quarter financial statements was made by Tom Harrington and seconded by Deb Donley. All were in favor, the motion carried.

### **Downtown Mobility**

Chris Watts updated the Directors on the outcomes of the Envision Downtown review and the Mobility Advisory Committee that was formed. Mobility Network Planning continues with an RFP to be distributed to identify a consulting team to develop a comprehensive strategy for the safe and efficient movement of people, transit, bikes, vehicles, trucks, and other means in Greater Downtown. Outreach and meetings for Forbes Avenue Improvements continue. Suggestion was made to tackle Forbes Avenue more globally and integrate Fourth and Fifth Avenues; however the City has TIFF funds that need to be used and has elected to move forward on a smaller scale before the funding expires. Scoop, a managed car pool program, is looking at Pittsburgh as their next location and reaching out to Downtown employers – a meeting is scheduled for May 8 with UPMC, Highmark, PNC, BNY and the Penguins confirmed – rollout is anticipated to occur mid-Summer, 2019.

### **Clean and Safe**

Matthew reported on Clean and Street Teams' activities, including overnight and daytime power washing, the PDP's ongoing partnership with Renewal, Inc., and a new relationship with Learn & Earn, a six week paid summer employment program developed to connect young people 14 to 21 who meet income and residency requirements with a first job experience.

Access to the Granite Building vestibule has been sealed off, removing one location where drug use and abuse regularly occurred. Activity increased following the closure of the cold weather shelter with users of the facility moving to new locations – particularly FPCP on Sixth Avenue, and along Wood Street near PPU.

Business owners in Downtown may be interested in receiving training similar to that provided to PDP's Market Square Ambassadors and PPC's Mellon Square Ambassadors to learn about homelessness and panhandling issues, recognizing when to call 911, drug use and overdose prevention, available resources for support services and outreach, and basic de-escalation practices. Jeremy and Adele Morelli will connect to talk through timing.

With support from the Cultural Trust and the PDP, a Northside based youth serving organization called YouthPlaces is working to create programing in Downtown which will provide structured and supervised out-of-school opportunities such as academic tutoring, mentoring, and job readiness. A survey of students to assess needs, scheduling, and location is now underway, results will be presented near the end of summer, 2019. Directors expressed appreciation for PDP involvement and use of PDP meeting space.

### **Business Attraction Campaign**

Caitlin Fadgen reviewed recent steps in the "Everything Points You Here" business attraction campaign including placement of 39 banners at key city entry points and installation of 'this could be your...' posters on Big Belly solar compacting machines. Caitlin thanked PNC for their support of campaign branding in Triangle Park across from the Fairmont on Liberty Avenue, and briefly reviewed the digital tool-kit and its ability to be used in HR to attract talent as well as by the brokerage community. The page has received more than 7,000 views to date. Next steps include beta-testing and one on one meetings with stakeholders.

### **Membership Outreach and Events**

Ken Rice reported on new PDP members accrued in 2019 and new relationships forged yielding opportunities for member events; 'Rendezvous at the Renaissance' on April 25, and the upcoming 'Bike & Brew' to occur June 26. The annual PDP at the Pirates tailgate event and game is planned for August 20.

After a successful pilot involving a seven day social media takeover with Union Standard Restaurant, the recently developed restaurant program has encouraged one more to join and attracted the attention of others.

### **Other Business**

The new "PDP Board Resources" page will replace the previous informational binders prepared for new Board members and offer one location for everything PDP Board.

Dates of all upcoming PDP events were provided with emphasis on the expanded footprint of PicklesBURGH to occur July 26 – 28.

### **Adjournment:**

The meeting adjourned at 9:30 a.m.

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Matthew Sterne (for Lucas Piatt)

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May 17, 2019  
Date