



Pittsburgh Downtown Partnership

Second Quarter Meeting of the Board of Directors

via Zoom Teleconference

Wednesday, May 19, 2021, 8:00 a.m.

Meeting Minutes

Attendees

Kevin Acklin, Jessica Albert, Shannon Baker, Christina Bencho, Natalie Bencivenga, Bryan Brantley, Amy Broadhurst, Ramona Cain, Lisa Carey, Kinsey Casey, Brian DeBock, Brian Evans, David Fisfis, Kelsey Dowd for Rich Fitzgerald, Mariann Geyer, Kenny Lyle, Sarita Mallinger, Ed Manko, Kevin McMahon, Sarah Meehan Parker, Mike Mitcham, Adele Morelli, Dana Garcia for Dan Onorato, Peter Quintanilla, Jimmie Sacco, Sabrina Saunders Mosby, Kevin Wade, Larry Walsh, Dara Ware Allen, Marisa Williams, Gina Winstead, Andy Wisniewski, and Jason Wrona.

Absent

Melissa Dougherty, Greg Flisram, Daniel Lavelle, Cheryl Moon-Sirianni, David Onorato, Lucas Piatt, Izzy Rudolph, Craig Stambaugh, Ashlee Wallace, and Rep. Jake Wheatley Jr.

Speakers/Presenters

Janet Feick and Amy Lewis, Maher Duessel

Call to Order

The May 19, 2021, second quarter meeting of the Pittsburgh Downtown Partnership Board of was called to order at 8:00 a.m. by Lucas Piatt, PDP Board Chair.

Welcome and Minutes

Andy Wisniewski welcomed the Board and asked for a motion to approve the minutes of the December 10, 2020 PDP Board meeting as presented; the motion made by Brian Evans was seconded by Kevin McMahon. All were in favor, the motion carried.

2020 Financial Audit

The Communication to those Charged with Governance letter, the audited financial statements, the management letter, the Form 990, the Form 990T and the BCO 10 had previously been reviewed with the Audit, Finance and Executive Committees. Overall, the financial condition of the PDP is healthy, and the financial statement opinion was clean – the highest level of assurance. The management letter was reviewed noting the continuing comment related to the Conflict of Interest statements from the Board. Nothing noted was considered a material misstatement or internal control weakness. The Form 990 had no significant changes to the form from prior years. The Form 990T has been completely revamped for 2020 and continued to show no taxes due for the PG&H store. The BCO form, an informational registration form with the state, was also reviewed.

Andy asked for a motion to approve the 2020 Audit; a motion to approve was made by Brian Evans and seconded by Jason Wrona. All were in favor, the motion carried.

1st Quarter Financials

Cindy Day presented the 1st quarter 2021 financial statements which were reviewed in detail with the Finance and Executive committees. The total cash balance of \$5.458 million consisted of \$2.149 million in unrestricted cash, \$2.970 million in temporarily restricted cash and \$339k in board reserved cash. The March 31st 2021 A/R balance consisted primarily of outstanding invoices for sponsorships, receivables for Southside cleaning and PennDOT. The 2021 BID assessment receivable as of March 31st was \$427k. However, as of May 19th that balance was \$167k. The March 31st A/P balance consisted primarily of the March Block by Block invoices. Our 2021 PPP Loan is recorded as a liability – if it is forgiven before year end, it would be recorded as 2021 income. The net assets balance of \$4.022 million consisted of \$1.350 million in net assets without donor restriction and \$2.672 million in net assets with donor restriction.

Operations income for the first three months was running \$3k over budget. Most expense line items are currently running under budget. Office Expenses are over budget due to additions of furniture and equipment for the new office space; Professional Services are over budget by \$8.5k because of contractor services related to the Annual Report/Annual meeting and contracting with Fourth Economy to aid in Downtown economic recovery. Total expenses for the first quarter were \$645k, giving us a GAAP net income for the first quarter of \$113k.

First quarter Program income included State of Downtown budgeted BID funding, PG&H retail sales and funding for the Restaurant recovery programs. Program expenses, over and above salaries & benefits, were mainly related to progress payments to ARUP for the Mobility Plan and restaurant payments under various restaurant recovery programs. For the first quarter, on the Program Statement of Activities, we are showing a loss of \$564k, using multiyear donor restricted funds received in prior years.

Andy asked for a motion to approve the first quarter financial; a motion to approve was made by Ed Manko and seconded by Ramona Cain. All were in favor, the motion carried.

Restaurant Recovery Initiative Impact

Karin summarized the recovery initiatives implemented by the organization:

Shelter Support Initiative – 11/15/2020 through 4/30/2021

Downtown Community Takeout – 12/14/2020 through 5/28/2021 – partnership with 412 Food Rescue

Spread the Love – 2/1/2021 through 3/7/2021 – voucher/coupon

Cultural Eats – 3/1/2021 through 3/31/2021 – coupon

Good Eat\$ Downtown – 3/9/2021 through 3/31/2021 – reduced price menu

Restaurant Recovery Grant – 5/5/2021 through present - \$200,000 to be awarded

Together, the programs delivered an estimated \$784,420 in direct revenue and \$200,000 in grant funds to 50 downtown restaurants, 24 retailers and 12 hotels, in addition to thousands of workers, residents, and food-insecure families.

Richard reported on development of programs collateral and the significant impact achieved through partner collaborations, marketing outreach, earned and paid media coverage, and an increase in followers across all PDP social platforms.

Return of Office Workers and Visitors

Downtown reactivation metrics published on the recovery dashboard, and available on PDP website, has been widely successful and appreciated by Downtown businesses. A slow recovery at present is expected to accelerate as summer progresses. Office occupancy remained flat however those numbers show signs of changing. While transit numbers and parking garage use remains low, Healthy Ride reports a marked increase in ridership, a phenomenon experienced nationally and globally.

PDP initiatives creating a welcoming experience for returning workers include targeted efforts by our Clean Team and Outreach Team. However, given the current job market, staffing for both teams is proving a challenge with several positions remaining open. Daily interactions with Zone 2 leadership, in tandem with a successful rollout of the AHN Outreach Program co-response model in partnership with DPS, are changing the face of homeless and mental health services in Downtown. A new state-of-the-art shelter will be built on 2nd Avenue to replace the existing Winter Shelter. Increased number of public intoxication incidents leads to a perception of unsafe conditions however the evidence does not bear this out.

A wide variety of events and activations have been developed to boost visitors to Downtown; Car Bazaar, Market Square Ambassador, Farmers Market, Yoga in the Square, Saturday Night Market, World Square, and two daily opportunities to hear live music. The Allegheny Overlook Park, an ambitious revisualization of Fort Duquesne Boulevard between Sixth and Stanwix, will host bold programming starting with The Riverside Stage kicking off TRAF, followed by daily programming and our weekly Downtown Sound series. Full time vendor, Brew Gentlemen, will offer food, along with their signature beers and IPAs in a converted Greyhound bus. Programming such as Picklesburgh (8/20 – 22), the 60th Annual Light Up Night, and the 10th Annual Holiday Market will be especially significant this year in rounding out return-to-normal events Downtown.

Investing in Downtown

The PDP's annual State of Downtown report release and presentation, conducted via six virtual sessions on May 11 and 12, saw audiences more than double in size over any previous year. Caitlin Fadgen reviewed the sessions, panelists, and attendee interactions, as well as the 5/15/21 Downtown Pittsburgh Reactivation Metrics. The 2021 Q2 Downtown Investment Map captured the range of development completed, in progress and in planning stages and demonstrated an ongoing strong interest in Downtown even through the pandemic.

The need for continued focus and investment in Downtown was highlighted during discussion of a series of priority infrastructure projects, informed by the recently released Downtown Mobility Plan which will be used as a catalyst to advance future investments and improve the quality of life in Downtown. High impact priorities include the Allegheny Overlook and 6th Street temporary enhancements, Smithfield Street Redevelopment, BRT related improvements, and pedestrian lighting, among several other projects and programs presented. The PDP is actively working to prioritize these in collaboration with partners in the public sector as well as leaders from the Board to be prepared to take advantage of the rare opportunity presented by resources such as those delivered to the region through the American Rescue Plan and American Jobs Plan.

Two potential grant programs were discussed: one supporting investment in Class B and C office buildings, many historic, with notable vacancies; the other supporting attraction of small and minority owned businesses to Downtown.

Other Business

An update on the status of the upcoming BID renewal was provided to the group.

Adjournment:

The meeting adjourned at 9:40 a.m.

Andy Wisniewski, Board Vice Chair

May 19, 2021
Date