



Pittsburgh Downtown Partnership
Third Quarter Meeting of the Board of Directors
via Zoom Teleconference
Tuesday, September 14, 2021, 8:00 a.m.
Meeting Minutes

Attendees

Kevin Acklin, Jessica Albert, Shannon Baker, Christina Bencho, Bryan Brantley, Amy Broadhurst, Ramona Cain, Brian DeBock, Brian Evans, David Fisfis, Greg Flisram, Kelsey Dowd for Rich Fitzgerald, Kenny Lyle, Kevin McMahon, Sarah Meehan Parker, Lucas Piatt, Dana Garcia for Dan Onorato, David Onorato, Peter Quintanilla, Izzy Rudolph, Jimmie Sacco, Sabrina Saunders Mosby, Larry Walsh, Marisa Williams, Gina Winstead, Andy Wisniewski, and Jason Wrona.

Absent

Natalie Bencivenga, Lisa Carey, Kinsey Casey, Melissa Dougherty, Daniel Lavelle, Sarita Mallinger, Ed Manko, Mike Mitcham, Adele Morelli, Cheryl Moon-Sirianni, Craig Stambaugh, Kevin Wade, Ashlee Wallace, Dara Ware Allen, and Rep. Jake Wheatley Jr.

Call to Order

The September 14, 2021, second quarter meeting of the Pittsburgh Downtown Partnership Board of was called to order at 12:00 p.m. by Lucas Piatt, PDP Board Chair.

Welcome and Minutes

Lucas Piatt welcomed the Board and asked for a motion to approve the minutes of the May 19, 2021, PDP Board meeting as presented; the motion made by Brian Evans was seconded by Andy Wisniewski. All were in favor, the motion carried.

2nd Quarter Financial Statements

Cindy Day presented the 2nd quarter 2021 financial statements that had been previously reviewed with the Finance Committee. The total cash balance of \$4.406 million consisted of \$1.827 million in unrestricted cash, \$2.240 million in donor restricted cash and \$339k in board reserved cash. The June 30th, 2021, A/R balance consisted primarily of outstanding invoices for sponsorships, PennDOT and a receivable from 412 Food Rescue under the Restaurant Recovery grant. The 2021 BID assessment receivable as of June 30th was \$93k, however as of August 18th, the balance was \$65k. Total assets were \$5.135 million. The June 30th A/P balance consisted primarily of the Block by Block invoices and an offsetting payable to 412 Food Rescue under the Restaurant Recovery program. The 2021 PPP Loan of \$197k is on the books as a current liability in anticipation of forgiveness by the end the year. Total liabilities came in at \$1.870 million. The net assets balance of \$3.265 million consisted of \$1.458 million in net assets without donor restriction and \$1.807 million in net assets with donor restriction.

The Operations income statement showed income for the first six months running about \$84k over budget. Sponsorship and Program income dollars are running over budget mainly because of unbudgeted Picklesburgh income. Most expense line items are currently running under budget with the exceptions being Project/Program expenses

related to Allegheny Overlook expenses and Professional Services related to unbudgeted consultant work for the Annual Report and a consultant to assist in our Downtown economic recovery plans. Total expenses came in at \$1.523 million leaving us with GAAP net income through June 30th of \$222k.

The Programs income statement showed Program income for the first six months including State of Downtown budgeted BID funding, PG&H retail sales and funding the Restaurant recovery programs. Program expenses included Salaries and Benefits and Mobility expenses for the Mobility Plan, Paris to Pittsburgh and Façade grants and expenses under the COVID-19 recovery program and the Restaurant Recovery program.

A motion to approve the second quarter financial statements was made by Andy Wisniewski and seconded by Kenny Lyle. All were in favor, the motion carried.

Governance Committee Update

New members for the Finance and Governance Committees are needed, interested persons should reach out to Jeremy or Marisa. The Finance Committee will need representation from financial leaders due to the incorporation of an Investment Committee into the group. Suggestions for new directors to join the PDP in 2022 are being reviewed.

Downtown Recovery Metrics

Downtown reactivation metrics were reviewed and included office building occupancy, parking utilization, bus ridership, and visitors to the Cultural District and Market Square.

2021/2022 Proposed PDP Workplan

Clean and Outreach Teams continue to play a critical role under the direction of new program manager James Wimberly.

The PDP's newly created District Development unit will enable execution of 2021 mobility and economic development goals, repurpose streets for outdoor dining, accelerate implementation of the mobility plan, support the commercial office market with enhancement and conversion grants, and reimagine Smithfield Street with the "Celebrate Smithfield" pilot activation this fall or early 2022. Upcoming initiatives to support downtown vibrancy include Café Momentum (a new farm-to-table Downtown restaurant to help at-risk teens), minority business attraction campaign, the Uncommon & Curated Pittsburgh Funds grant, and a new location for PG&H which moves to Market Street.

Special Events and Development has experienced significant successes throughout the summer with programming in Market Square and the Allegheny Overlook, during a record breaking Picklesburgh, and the popular Downtown Pittsburgh Sound music series. Going forward, the team will maintain that momentum into the holiday season by moving Light Up Night to Saturday from Friday, presenting the 10th Annual Holiday Market including a diverse Santa Zoom, the return of Black Market, and a newly commissioned Giant Pickle Ornament. Potential new endeavor is an outdoor park and performance space at 412 Boulevard of the Allies located next to the URA and City offices. Some funding has been secured.

Marketing and Communications team reviewed marketing collateral designed to coordinate with public art and ongoing existing initiatives, as well as extensive earned media coverage surrounding all of the PDP's summer events. A new shopping guide was released during Picklesburgh and in advance of the currently running Shopopoly ReMix. Return to work in Downtown will be celebrated by the release of the Edge card to entice workers returning to the CBD to connect with Downtown businesses. With the move of Light Up Night to Saturday, a new LUN logo was designed updating the event look. People We Love, a new public art exhibition, will be released in stages starting in November and continuing through early 2022. Keep in touch on happenings in Downtown through the PDP's many electronic communications platforms.

Other Business

New Downtown Working Group created in partnership with Mark Anthony Thomas (PRA) will hold four to six strategy sessions with top City and County leadership to ensure that public agencies are working together. Invited partners include Mayor’s and Allegheny County Executive’s offices, Allegheny Conference/ Greater Pittsburgh Chamber of Commerce/ Pittsburgh Regional Alliance, County DHS, DOMI, URA, PBP, and PAT. Each entity will contribute an outline of current projects and priorities along with an assessment of the type of information that would enable them to better execute planned initiatives. Projects are expected to include enhancement of public safety and social service accessibility, improvement of the public realm and transportation infrastructure, and supporting/ expanding the small business ecosystem. Timing is hoped to aid in the creation of a blueprint for the next Mayoral administration. The first meeting is expected to occur in October and follow every four to six weeks thereafter.

Adjournment:

The meeting adjourned at 1:28 p.m.

Lucas Piatt, Board Chair

September 14, 2021
Date