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### **A. Welcome & introductions**

11 people attended the meeting representing non-profits such as PHS, PennPraxis, Arden Theater, and the DRWC. Residents of Old City, Chinatown, Northern Liberties, and Piers 3/5 also attended.

### **B. Update with DRWC**

Keyya Branson-Davis reviewed the successful, organized summer events that were held the Race Street Pier:

- Memorial Day Events
- First Fridays in August and September.

As a reminder, the DRWC viewed the summer of 2011 as a time to test the pier and determine what kinds of activities and gatherings work for the pier and to begin to determine how the pier fits into the overall scheme for activities along the riverfront. The summer allowed the DRWC to test the capabilities and limitations of the pier. Some takeaways include:

- One major limitation is access to electricity. The solution has been that the DRWC has chosen to lean towards booking entertainment that is more acoustic.
- The punch list is still being addressed.
- Peers and the DRWC will rethink the length of the First Friday “season” on the pier. The October First Friday event (produced in coordination with the lawn chair drive-in) was a success but it was very cold. Perhaps the First Friday “season” should run June – August.
- For the long term, the DRWC is looking to design a marquee board that could be posted at the entrance to the pier. The board would help to advertise waterfront events.
- The Race Street Connector has officially “opened” and, anecdotally, the increase in foot traffic has been dramatic. Keeping in mind that pedestrian counts have not been completed.
- Overall, the events at the pier helped to show that when the pier is activated with programming and the activities are promoted by the DRWC and the Friends group people will come. As a result, the DRWC will aim to plan more frequent events for the pier during summer 2012.

### C. RSP Peers overview/mission/how to get involved

#### Overview and getting involved:

The goal of the group is to bring the neighborhood voice to the pier. The friends group is newly developing and a core group of about 10 people have been actively involved and have formed into a Steering Committee with a handful of subcommittees – programming, communications, and clean-up.

The DRWC is committed to working with the Friends group in order to ensure that the community gets involved with making the park their own from day one and making sure that the park remains an asset for the neighborhood.

Currently the Race Street Peers are run by committees that together form a “steering committee” and the group is always looking for more steering committee members. How to get involved:

- Join a committee and help organize this newly developing group
- Help to spread the word to your friends, neighbors, networks, etc. about events and about the fact that the park is open for business.
- Attend events and help out at events
- The Steering Committee meets on the 2<sup>nd</sup> Tuesday of every month at the offices of the DRWC at 121 N. Columbus Boulevard, 6:30pm -- everyone is welcome to attend.
- For specific interest areas, see contact info below.

#### Draft mission statement 11.08.11:

##### Brief Mission:

The Race Street Peers is a volunteer-driven group working to foster stewardship and innovative neighborhood based programming for the Race Street Pier. The group also seeks to encourage use of the park and promote a sense of community on the waterfront.

##### Extended Text:

The Race Street Pier is one of the first waterfront projects implemented by the Delaware River Waterfront Corporation, marking the beginning of the revitalization of the Central Delaware riverfront. The Race Street Peers will advocate for future waterfront development with a similar sense of place that is achieved on the Race Street Pier and for responsible development emphasizing the guidelines set forth in the riverfront master plan and civic vision.

#### Programming Committee:

The programming committee focuses on identifying potential activities/events for the pier. This past summer, the committee proposed a First Friday event and worked with the DRWC to find bands to play at the event. The committee also organized a two month-long Saturday Yoga class on the pier. In the next few months, the steering committee will choose a few, select events to sponsor and coordinate.

Some suggestions for events and activities for 2012:

- Organize a ‘Night Market-type’ event with gourmet food trucks. The Peers felt that this could be great for a First Friday. Would it be possible to line the trucks up along 2<sup>nd</sup> Street and make it a foodie-centric stroll to the riverfront? Another option might be to work with the Food Trust to organize the event. Perhaps the event could take place inside of the Pier 9 building.

Next Steps for the Peers and the DRWC:

- The DRWC will begin to explore the idea internally. One important thing for the DRWC to investigate is potential conflict with approved food vendors.
  - Peers should feel free to gather ideas for potential food trucks and begin to think about what the group could do to make this a Peers sponsored event. Your ideas can be shared with Andrew and Bryan (see below).
- Organize a Photography Day on the Pier with local arts organizations such as the Philadelphia Photo Arts Center in Northern Liberties. The results from the Photography Day could be shared on the Peers Facebook and Twitter pages. If any Peer would like to begin organizing this event, contact Andrew or Bryan (see below).
- Holiday events:
    - For the winter, the DRWC is looking to work with local artists and gallery owners to bring temporary art installations to the pier. The goal is to bring something interesting onto the pier that will bring people down to the waterfront through the winter months.
    - Would it be possible to link the holidays with a craft-centric project?
    - Issue: Timing
    - Next Steps: If any Peer is interested in moving forward with some ideas they should contact Andrew or Bryan (see below).
- Reinvigorate Park Pride Days / Park Clean-up activities:
 

Over the summer the DRWC initiated Park Pride Days. The intent was for interested citizens to provide feedback to the DRWC regarding site maintenance. However, there were definitely bumps related to implementation of the program. The DRWC is committed to working to improve this community-based program for 2012. The Peers highlighted the following concerns and possible solutions:

    - Concern: Citizens were unclear as to what their role was in the Park Pride Days. They thought they would get to assist staff with weeding, etc. and found that doing a walk-through with staff (and/or on their own) to point out maintenance issues was not a good use of skills and time.
    - Concern: Community members who did participate in Park Pride Days felt that the information gathered during the walk-through was not shared with the appropriate parties.
    - Concern: The DRWC maintenance staff is more focused on infrastructure issues and community members were more interested in working with the maintenance staff to help with daily tasks such as weeding and cleaning.
    - In response, the Peers recommend working with the DRWC to develop a more hands-on approach to the Park Pride Days where interested citizens can literally dig-in and actively participate in maintaining the pier. Perhaps the Peers can work to activate a more official Clean-Up Committee.
    - Next Steps: The DRWC and PHS will look into who will be handling the landscape contract in 2012. If PHS has been brought on for their landscape services, PHS is open to working with volunteers to actively participate in landscape maintenance. If you are interested in getting more involved with park clean-up activities, contact Keeya Branson-Davis: [kbranson-davis@delawareriverwaterfrontcorp.com](mailto:kbranson-davis@delawareriverwaterfrontcorp.com)

Bryan and Andrew serve as liaisons between the DRWC and the Peers group for ideas related to programming. If you have some great ideas for activities to bring to the pier and want to get more involved with this committee contact:

Bryan Van Lenten: [bvanlenten@kseng.com](mailto:bvanlenten@kseng.com)

Andrew Svekla: [asvekla@dvrpc.org](mailto:asvekla@dvrpc.org)

Communications Committee:

- The committee is working hard to get the word out about the pier itself and about events happening on the pier. The group is currently working with Technically Philly to develop a logo and web presence. As a first step, the web presence will be a basic landing page for the group that will incorporate photos and serve as place to post events. The committee will move forward with using the bridge as a base logo (designed by Andrew Svekla and Liz Naskret). The committee is also working on beginning more frequent postings to Facebook and Twitter and incorporating the terrific photography that is being taken on the pier and shared via various social networks.
- The communications committee will merge the Facebook check-ins on the Race Street Pier with the Friends of Race Street Pier Facebook page.
- Currently, the best places to learn more about the pier are through the [Facebook Page](#), Twitter (@friendsofRSP), and through the [DRWC website](#). However, the committee recognizes that many people in Philadelphia have limited access to the internet and are not involved with social media. The committee is working to address this issue and is committed to spreading information about the pier through flyers and word of mouth. However, budget constraints do limit the group's ability to spread flyers around Philadelphia's neighborhoods and/or advertise in local papers. For this reason, in regards to spreading the word about the pier and upcoming events, the committee relies heavily on the help of committee members and those citizens that have asked to remain more informed about the group. The committee values any assistance that the community can provide in helping to share event postings through blogs and websites as well as posting event flyers in apartment buildings, places of work, etc.
  - If any Peer is interested in initiating a word-of-mouth tour around Old City they should contact Christine, Liz, or Bridget (see below). Perhaps a few Peers can get together and spend a few weekend or evening hours walking around Old City and talking to business owners and residents about the new pier. This tour might go far in helping build a larger constituency of pier users.

If you are interested in marketing, blogging, design, etc. the communications committee would love your input! Contact:

Christine Webb: [christine.c.webb@gmail.com](mailto:christine.c.webb@gmail.com)

Liz Naskret: [liz.naskret@gmail.com](mailto:liz.naskret@gmail.com)

Bridget Keegan: [bkeegan@design.upenn.edu](mailto:bkeegan@design.upenn.edu)

**D. Next Meeting**

The Steering Committee meets monthly and anyone interested in welcome to attend. The group meets on the 2<sup>nd</sup> Tuesday of every month at the offices of the DRWC at 121 N. Columbus Blvd from 6:30-8:00.

- **The Next Steering Committee meeting is 12/6 at 6:30pm**
- **The General Membership meeting is scheduled for the same week (12/8). Considering busy schedules across the board, we will combine the December Steering Committee meeting and General Membership meeting on Tuesday, 12/6.**