

Video

Fairmount Park Conservancy Centennial District

Date: May 06, 2022

00:00:02 --> 00:00:06: All right, good morning everyone. Thank you so much for
 00:00:06 --> 00:00:10: making the trip out to the horticultural Center on this
 00:00:10 --> 00:00:13: rainy morning, and I in particular I want to thank
 00:00:13 --> 00:00:17: our community members, the ones that are here today. The
 00:00:17 --> 00:00:21: institutions that anchor this park and especially the folks who
 00:00:21 --> 00:00:24: came out on Monday night and on Tuesday to speak
 00:00:24 --> 00:00:29: with our panelists. In partnership with USLI, the Fairmount
 Park
 00:00:29 --> 00:00:30: Conservancy.
 00:00:30 --> 00:00:33: Love to welcome the volunteers from Uli who have spent
 00:00:33 --> 00:00:37: the last week working and thinking about this park and
 00:00:37 --> 00:00:40: how we can make this park better for everyone. And
 00:00:40 --> 00:00:44: so I really look forward to hearing the recommendations, but
 00:00:45 --> 00:00:48: we especially look forward to working with all of you.
 00:00:48 --> 00:00:50: This is the beginning of a.
 00:00:50 --> 00:00:51: Process.
 00:00:51 --> 00:00:54: This is the beginning of a long dialogue, and this
 00:00:54 --> 00:00:57: is the beginning of a journey that's going to continue
 00:00:57 --> 00:01:00: over many years, the outcome of which we hope is
 00:01:00 --> 00:01:00: a stronger.
 00:01:00 --> 00:01:03: Spark and a stronger community. So with that I'm going
 00:01:03 --> 00:01:06: to turn it over to our lead panelist Mike Higbee.
 00:01:06 --> 00:01:07: Thank you everyone.
 00:01:13 --> 00:01:13: Good morning.
 00:01:14 --> 00:01:18: Thanks for coming out on a kind of Gray Friday
 00:01:18 --> 00:01:22: morning. We're here to get your memory of last night's
 00:01:22 --> 00:01:26: baseball game out of your mind and move on to
 00:01:26 --> 00:01:30: a better, bigger and better things. First, I'd like to
 00:01:30 --> 00:01:34: thank everybody that has participated in what was a very

00:01:34 --> 00:01:36: productive and busy week.

00:01:38 --> 00:01:42: Certainly the Fairmount Park Conservancy led the way and setting

00:01:42 --> 00:01:46: up a number of engagements over the week that were

00:01:46 --> 00:01:49: very helpful to us as we took on this assignment.

00:01:49 --> 00:01:53: Maura, Allison, Meg and Jen were with us every step

00:01:53 --> 00:01:56: of the way and made sure that our time was

00:01:56 --> 00:02:00: productively used. They extended our hours each day so we

00:02:00 --> 00:02:03: put in long days and they were very helpful as

00:02:03 --> 00:02:07: we tackled the assignment. The city of Philadelphia, Kathy.

00:02:07 --> 00:02:11: Level and Mayor Kenny were extremely helpful in engaging with

00:02:12 --> 00:02:15: us and giving us their perspective on the park and

00:02:15 --> 00:02:19: its priority within the community. And then finally, the community

00:02:19 --> 00:02:23: members. We were able to interact with many stakeholders of

00:02:23 --> 00:02:27: the park over the last few days and collected invaluable

00:02:27 --> 00:02:31: input from them and really appreciate the time that they

00:02:31 --> 00:02:34: took and it was clear that they have a commitment

00:02:34 --> 00:02:37: and a love for this asset that we were here

00:02:37 --> 00:02:38: to address.

00:02:38 --> 00:02:42: This week, so thank you all very much for helping

00:02:42 --> 00:02:45: the panel do its work this week. Like to talk

00:02:45 --> 00:02:48: a little bit about. Let me see if I could

00:02:48 --> 00:02:52: manage this quicker. A little bit about the Urban Land

00:02:52 --> 00:02:57: Institute. It's a 45,000 member group made up of international

00:02:57 --> 00:03:02: members concerned about best land use practices. It conducts research,

00:03:03 --> 00:03:07: provides a forum for those best practices and land use.

00:03:07 --> 00:03:08: Certainly land use.

00:03:08 --> 00:03:11: Is a very relevant topic when we talk about the

00:03:11 --> 00:03:14: park and the neighborhoods around the park or rights. Edits

00:03:14 --> 00:03:18: and publishes books and magazines conducts meetings like this and

00:03:18 --> 00:03:21: certainly this is an advisory service panel which is a

00:03:21 --> 00:03:25: big part of its work and really directs outreach programs

00:03:25 --> 00:03:28: throughout the country and throughout the world. If you're not

00:03:28 --> 00:03:31: a member, you should become one you might get on

00:03:31 --> 00:03:34: the website and look at their website. You'll see about

00:03:34 --> 00:03:37: the services that they offer and what a robust and

00:03:37 --> 00:03:38: vital organization.

00:03:38 --> 00:03:39: This.

00:03:42 --> 00:03:42: Oops.

00:03:44 --> 00:03:48: Go back so we are an advisory service panel. The

00:03:49 --> 00:03:54: advisory service panels have been offered for since 1947.
Worked

00:03:54 --> 00:03:59: in 700 communities internationally, and really is set up to

00:03:59 --> 00:04:05: find independent strategic and practical solutions to the most
challenging

00:04:05 --> 00:04:08: land use issues in a community, certainly.

00:04:10 --> 00:04:14: Fairmont West Fairmont Park is one of those challenges.
Great

00:04:14 --> 00:04:18: opportunity but challenged by the enormity and scale of the

00:04:18 --> 00:04:20: park and how to how to maintain it and how

00:04:20 --> 00:04:24: to make sure that it's fully leveraged. As it serves

00:04:24 --> 00:04:28: both the neighborhoods around it and the region of
Philadelphia,

00:04:28 --> 00:04:30: and in some cases nationally.

00:04:34 --> 00:04:37: This would not be possible. OK, I'm going to master

00:04:37 --> 00:04:39: this clicker eventually.

00:04:42 --> 00:04:43: There we go.

00:04:44 --> 00:04:48: The Advisory services panel work. While we're all volunteers,
we've

00:04:48 --> 00:04:52: volunteered our time and our expertise for this week. There

00:04:52 --> 00:04:56: are costs associated with this work, and without the
Fairmount

00:04:56 --> 00:04:59: Park Conservancy and JPB Foundation, we would not be
here.

00:04:59 --> 00:05:03: They contributed to the cost associated with this work and

00:05:03 --> 00:05:06: we are very grateful for their support of this effort.

00:05:08 --> 00:05:12: Also with this would not be possible without the Community

00:05:12 --> 00:05:15: being engaged. So many of you in the room, if

00:05:15 --> 00:05:17: not all of you and many others that are not

00:05:18 --> 00:05:21: in the room, some on the zoom meeting have contributed

00:05:21 --> 00:05:24: time and your knowledge of the park and what is

00:05:24 --> 00:05:27: important to you and other stakeholders as as far as

00:05:27 --> 00:05:30: looking at the future of the park and we thank

00:05:30 --> 00:05:32: you very much for your time and effort.

00:05:33 --> 00:05:37: Like to take a minute, this panel was put together

00:05:37 --> 00:05:39: purposely with.

00:05:39 --> 00:05:40: Skill sets.

00:05:43 --> 00:05:46: There we go, this these are the panel members and

00:05:46 --> 00:05:48: UCLA staff that participated in this effort.

00:05:49 --> 00:05:54: These advisory service panels are tailored to the challenge
that

00:05:54 --> 00:05:59: we are trying to address. Community developers, economist,

planners, market analysts often make up a comprise the membership of the panel. We have a very skilled panel group here today and I'd like to have them briefly introduce themselves. I am my kidby. I'm from Indianapolis. My career has been in taking on challenging a real estate mainly at the neighborhood level, sometimes at the city level. And looking at ways to repurpose it to respond to market need and market demand.

My name is Wei Huang. I'm the founder of Nova's real estate from the Sanders. We are real estate developer in California. Mainly focused on large scale mixed use and the land development and another reason why I am here for the Fairmont Park panel is also because I have a landscape architecture educational background. Thank you.

Thank you way. Hello everyone, I'm Deon Bo vice president of Urban Development with Main Street America. My background is really based in neighborhood, commercial, neighborhood, economic development, and commercial districts. So really focused and working with those commercial corridors and ensuring that those corridors are equitable and inclusive for all.

Hi everybody, I'm Rachel mcclary. I'm a senior vice president at the Urban Land Institute and I manage our building healthy Places program which is focused on helping members understand opportunities to promote health and social equity in their professional practice and in their leadership and communities. It's so great to be here.

Hi everyone, I'm Taylor Schenker analyst at Urban 3 which is a land use economics and data visualization firm based in Asheville, NC and my work focuses on both land use economics and urban design.

Good morning, my name is Sonya Ewing. I work with the Prince Georges County Department of Parks and Recreation, Maryland National Capital Park and Planning Commission. Have to say all of that or they're upset me and my teams do

00:07:56 --> 00:08:00: part planning, community engagement, land acquisition for the department, and

00:08:00 --> 00:08:02: I'm excited to be here.

00:08:03 --> 00:08:06: Thank you also like to recognize the UL I team,

00:08:06 --> 00:08:09: the the, the staff members that were here. Matt Norris,

00:08:09 --> 00:08:12: Barb Gustus and Kelsey Stefan who was not here. She

00:08:12 --> 00:08:15: became ill just before the panel convened here in Philadelphia,

00:08:15 --> 00:08:18: but without them keeping us on task and bringing their

00:08:18 --> 00:08:21: expertise to the table, we would not be here with

00:08:21 --> 00:08:24: the report that we have today. So Matt and Barb,

00:08:24 --> 00:08:25: thank you very much.

00:08:27 --> 00:08:28: So the assignment.

00:08:30 --> 00:08:34: I can't believe I finally mastered the the clicker, so

00:08:34 --> 00:08:37: we had several assignments that were given to the the

00:08:37 --> 00:08:40: panel that we focused on. Number one to look at

00:08:40 --> 00:08:45: the Centennial campus on West Fairmount Park and determine what

00:08:45 --> 00:08:48: its role is in the entire park context and how

00:08:48 --> 00:08:51: to improve and manage this important historic asset.

00:08:52 --> 00:08:56: Look at governance within the overall park. Are there governance

00:08:56 --> 00:08:59: improvements? It's clear that the park, while it gets a

00:08:59 --> 00:09:03: lot of attention, it's recognized as an important asset that

00:09:03 --> 00:09:07: the accountability for how it's managed and how it progresses

00:09:07 --> 00:09:10: is not clear and governance might be an issue that

00:09:10 --> 00:09:15: there's some improvement possible. Also, the experience of the user.

00:09:15 --> 00:09:18: How? How do how does the community engage with that

00:09:18 --> 00:09:22: park out of the regional customers engage? What does that

00:09:22 --> 00:09:22: experience?

00:09:22 --> 00:09:25: Like when you when you do engage with the park,

00:09:25 --> 00:09:28: are there improvements that can be made there to to

00:09:28 --> 00:09:30: to make that a more full experience and then look

00:09:30 --> 00:09:33: at the benefits of the park to the community?

00:09:34 --> 00:09:36: This is a 14 W Fairmount Park is a 1400

00:09:36 --> 00:09:40: acre park next to a number of neighborhoods that feel

00:09:40 --> 00:09:44: disconnected from the park in some cases but also recognize

00:09:44 --> 00:09:47: it as a very important asset of their community. So

00:09:47 --> 00:09:50: how do we start to look at that? That win

00:09:50 --> 00:09:54: win between the park as it progresses and the benefits

00:09:54 --> 00:09:58: to the residents. The long standing resonance that are

neighbors

00:09:58 --> 00:10:02: to the park and then finally mobility challenges are

00:10:02 --> 00:10:05: plentiful. Connecting into the park.

00:10:05 --> 00:10:08: Moving around the park, significant issues that need to be

00:10:08 --> 00:10:11: addressed, so we will certainly talk about those today.

00:10:12 --> 00:10:15: So what have we learned during this period of time?

00:10:18 --> 00:10:20: Not how to operate the collector, that's for sure.

00:10:23 --> 00:10:27: So we really can break it down into four categories.

00:10:27 --> 00:10:32: The park clearly is a valued and important community and

00:10:32 --> 00:10:33: regional asset.

00:10:34 --> 00:10:36: It's scale is.

00:10:37 --> 00:10:42: Unbelievable, and given that scale that's both the blessing

00:10:42 --> 00:10:47: and

00:10:47 --> 00:10:52: the curse. Trying to maintain that resource, that asset is

00:10:52 --> 00:10:55: extremely challenging and it is currently under resourced. It

00:10:56 --> 00:11:01: does

00:11:01 --> 00:11:03: not have the attention that it needs to be to

00:11:03 --> 00:11:07: fully leverage its potential. The neighboring communities that

00:11:07 --> 00:11:10: are almost

00:11:10 --> 00:11:13: 70,000 residents.

00:11:13 --> 00:11:16: Or they're underserved by the park. The park does not

00:11:16 --> 00:11:20: in all cases feel like their park just feels like

00:11:20 --> 00:11:22: another piece of real estate next door. So how does?

00:11:23 --> 00:11:27: How does the neighborhood engage with this park and feel

00:11:27 --> 00:11:31: like it's part of their neighborhood and something that

00:11:31 --> 00:11:34: belongs

00:11:34 --> 00:11:38: to them is certainly an issue.

00:11:38 --> 00:11:42: We already mentioned it's disconnected in many ways

00:11:42 --> 00:11:46: physically and

00:11:46 --> 00:11:50: in some cases programmatically. So how do we improve

00:11:51 --> 00:11:53: those

00:11:53 --> 00:11:58: connections and #4 that there are there are new structures

00:11:58 --> 00:12:01: and approaches that are needed? And when we say

00:12:01 --> 00:12:04: structures

00:12:04 --> 00:12:08: we we are talking in some cases about physical structures,

00:12:08 --> 00:12:12: but we're also talking about organizational structure that

00:12:12 --> 00:12:16: allows for

00:12:16 --> 00:12:20: better government governance to address that assignment of

00:12:20 --> 00:12:24: our our.

00:12:24 --> 00:12:28: For time here so.

00:12:28 --> 00:12:32: It's clear that this park is a one of one

00:12:32 --> 00:12:36: of a kind asset. It's very unique. It's not a

00:12:36 --> 00:12:40: typical park, it's a one of a kind asset that

00:12:40 --> 00:12:44: has a lot of different roles that have come play

00:12:08 --> 00:12:14: within the neighborhoods Philadelphia and the nation. It's physical conditions

00:12:14 --> 00:12:19: are poor. The programmatic offerings are conspicuously lacking.

00:12:21 --> 00:12:25: There is a need for additional resources. It probably if

00:12:25 --> 00:12:28: we start to look at the magnitude of that under

00:12:28 --> 00:12:32: resourced asset four to five times more resources than it

00:12:32 --> 00:12:36: is currently currently being allocated to. This to the park.

00:12:36 --> 00:12:40: There are really two few amenities in the park. Given

00:12:40 --> 00:12:43: the scale of the park and that is an issue

00:12:43 --> 00:12:47: 1 to emphasize, there are many good great components of

00:12:47 --> 00:12:51: the park. You know the zoo, the Please touch museum.

00:12:51 --> 00:12:55: The man Center all the historic venues this beautiful facility.

00:12:55 --> 00:12:58: Many good pieces to the park but we are here

00:12:58 --> 00:13:01: to talk about what's not working.

00:13:01 --> 00:13:04: And so, while we may seem a little bit critical,

00:13:04 --> 00:13:07: we understand that there are many pieces of the park

00:13:08 --> 00:13:11: that we're everybody should be proud of and and be

00:13:11 --> 00:13:12: happy to to be a part of.

00:13:19 --> 00:13:21: Maybe a point it this way that works better.

00:13:24 --> 00:13:26: There we go OK.

00:13:26 --> 00:13:30: So we want to emphasize and it really was something

00:13:30 --> 00:13:34: that stood out to us that the neighbor neighboring communities

00:13:34 --> 00:13:38: are clearly underserved by the park and this got quite

00:13:38 --> 00:13:41: a bit of attention from us and it was a

00:13:41 --> 00:13:44: lot of. There was a lot of feedback and input

00:13:44 --> 00:13:47: from you about that that point so and not only

00:13:48 --> 00:13:51: do they feel underserved, they don't feel heard.

00:13:53 --> 00:13:56: And that's correctable, but it needs to be corrected. The

00:13:56 --> 00:13:59: communities do need to be here heard.

00:14:00 --> 00:14:04: The Recreation Center closing has left a big void in

00:14:04 --> 00:14:04: the community.

00:14:05 --> 00:14:08: And it's hurt the community, and they feel a little

00:14:09 --> 00:14:09: bit.

00:14:10 --> 00:14:13: Let down by the fact that the way the the

00:14:13 --> 00:14:16: center was closed and the fact that there really hasn't

00:14:16 --> 00:14:17: been any.

00:14:17 --> 00:14:21: Significant effort to try to replace some of the services

00:14:22 --> 00:14:26: that were lost. The lack of communication and coordination related

00:14:26 --> 00:14:29: to how the park is used, the events that are

00:14:30 --> 00:14:34: held has created some frustrations and inconvenience and

certainly has built a lack of trust. In many cases, the community is the last one to know whether or not an event is being held and how how it might relate to the greater community. Local engagement. Is lacking and certainly it feels like the park is more set up for the regional visitor and not the neighborhood visitor. Park is disconnected internally and externally. I'm not going to spend much time on the slide. You're going to hear much more about it, but getting into the park is difficult. Moving around the park is difficult. It's not intuitive about how you move around to 1 venue or another. A wayfinding and understanding how the park is laid out. There's a significant opportunity to improve that that that that experience in the park, and knowing where you are at any one point in time and how, how to engage with the different venues. Yeah. Are ready to turn this over to somebody else. New structures and approaches can help the neighborhood and the park. Thrive and that really is a key term. How do we make sure that this park is a real asset that is a value add to the community and because of that the park is thriving as well as the neighborhood. So that's certainly an objective that we focused on as we started to talk about some of our recommendations. We have some guiding and grounding principles that we'd like to talk about quickly. 1st at the commute we center with the community. The community is valued as a partner. It's engaged included and there's equitable engagement. So it really has a voice in the future of the park and how the park can serve the many communities that surrounded again over 70,000 folks. But keep those two up there. I'm not gonna push my luck. Embrace the place, understand the people history, culture

00:16:40 --> 00:16:44: and nature are important elements of the place, and they
00:16:44 --> 00:16:45: need to be elevated and evident.
00:16:46 --> 00:16:51: Intentionally, community, communicate, collaborate and
coordinate.
00:16:53 --> 00:16:57: Again, intentionally do this not as an afterthought, but as
00:16:57 --> 00:17:01: a proactive part of the process and engaging the community
00:17:01 --> 00:17:04: and improving the park and fully using it.
00:17:07 --> 00:17:12: Build trust with incremental successes 22 plans over 22
years.
00:17:12 --> 00:17:15: Many people felt like not much got accomplished.
00:17:16 --> 00:17:18: So how do you plan and then make things happen
00:17:19 --> 00:17:22: as opposed to plan and nothing happens for that? At
00:17:22 --> 00:17:24: least that's kind of the the perception.
00:17:25 --> 00:17:28: Focus on the process and outcomes the process.
00:17:28 --> 00:17:32: Is lacking at this point under how people understanding what
00:17:32 --> 00:17:36: the process is for input and making decisions and making
00:17:36 --> 00:17:40: things happen, that process needs to be clear and finally.
00:17:41 --> 00:17:42: Make sure.
00:17:44 --> 00:17:45: That
00:17:45 --> 00:17:48: just go to move on that when we improve the
00:17:48 --> 00:17:51: park that it's a win win with the existing residents
00:17:51 --> 00:17:55: and we're not displacing because the park is better. Other
00:17:55 --> 00:17:58: people can move in and the current residents are the
00:17:58 --> 00:18:01: losers in that process needs to be a win win
00:18:01 --> 00:18:05: between the existing residents and the neighborhoods and
the park
00:18:05 --> 00:18:09: advancing and fully reaching its potential as a as an
00:18:09 --> 00:18:09: asset.
00:18:10 --> 00:18:13: So what's Fairmount park?
00:18:14 --> 00:18:17: Is the focus 1400 acres. We must look in the
00:18:17 --> 00:18:21: context of the communities East Park and the region. So
00:18:21 --> 00:18:25: it's not just that 1400 acres. It's the context that
00:18:25 --> 00:18:28: surrounds it. Starting with the communities.
00:18:35 --> 00:18:37: We must have a unifying vision if if we don't
00:18:37 --> 00:18:38: know where we're going.
00:18:39 --> 00:18:42: We have no idea where we're going to end up,
00:18:42 --> 00:18:46: so there are critical critical elements of the unified vision.
00:18:46 --> 00:18:48: Understand that the park is an asset that has a
00:18:49 --> 00:18:52: unique history, a unique people in place are involved with
00:18:52 --> 00:18:56: it. It's a priority opportunity for the communities directly
around
00:18:56 --> 00:19:00: it. As we've talked about, amplify the history, unbelievable
history

00:19:01 --> 00:19:04: associated with this part amplified. It's not clear when you
00:19:04 --> 00:19:07: travel through it, what that history is. It needs to
00:19:07 --> 00:19:09: be more evident. Prioritize.
00:19:09 --> 00:19:13: The active spaces is the green space safety.
00:19:13 --> 00:19:18: And sustain sustainability of those improvements when they
occur. They
00:19:18 --> 00:19:21: need to be maintained and taken care of in a
00:19:21 --> 00:19:25: quality fashion which is a challenge currently and it really
00:19:25 --> 00:19:29: highlight that it's for everybody. It's inclusive, it's equitable. It
00:19:29 --> 00:19:33: serves the entire community and prove the key connections
and
00:19:33 --> 00:19:36: really talk about quality space as a as a guiding
00:19:36 --> 00:19:37: principle.
00:19:44 --> 00:19:45: Real quickly on this.
00:19:49 --> 00:19:53: 1400 acres it feels like one big landmass the there's
00:19:53 --> 00:19:57: an opportunity to break it down into zones really highlight
00:19:57 --> 00:20:01: the Centennial zone and its history, the entertainment zone,
and
00:20:01 --> 00:20:04: its ability to pull people in and engage them. The
00:20:04 --> 00:20:08: plateau and the active zone with the vistas of downtown
00:20:08 --> 00:20:12: and the ballparks, shemini with its open space and its
00:20:12 --> 00:20:16: multi-purpose opportunity. And then the waterfront which is a
hidden
00:20:16 --> 00:20:20: asset currently. So starting to think of specific.
00:20:20 --> 00:20:23: Places that we can highlight and that start to guide
00:20:23 --> 00:20:27: people through the park and that experience we feel is
00:20:27 --> 00:20:30: certainly something that is an easy kind of low low
00:20:30 --> 00:20:33: piece of hanging fruit. If we if we work on
00:20:33 --> 00:20:33: it.
00:20:34 --> 00:20:35: If we focus on.
00:20:35 --> 00:20:37: So key recommendations?
00:20:38 --> 00:20:42: Renewed attention to the historic significance of the park
creating
00:20:42 --> 00:20:47: that unifying theme critical expand the number of invested
stewards,
00:20:47 --> 00:20:50: those people that wake up every day saying I want
00:20:50 --> 00:20:53: to do something positive with this park. I want to
00:20:53 --> 00:20:57: make a difference in the park. Getting people committed to
00:20:57 --> 00:20:59: that to that effort and then establish.
00:21:00 --> 00:21:05: A dedicated permanent fund, both for maintenance and
operations, as
00:21:05 --> 00:21:08: well as capital improvements that is lacking right now. So
00:21:08 --> 00:21:12: finding those revenues and those resources to get that done
00:21:12 --> 00:21:15: and then know that you have the ability and the

00:21:15 --> 00:21:20: capacity to do to follow through with those incremental successes

00:21:20 --> 00:21:21: that were mentioned earlier.

00:21:24 --> 00:21:29: There are four additional highlighted recommendations and first and foremost

00:21:29 --> 00:21:33: get the Community Center established and make sure it's not

00:21:33 --> 00:21:35: just a great recreational facility.

00:21:37 --> 00:21:38: Excuse me

00:21:40 --> 00:21:42: that is my alarm telling me I'm going over.

00:21:46 --> 00:21:49: But it's an it's a hub of opportunity, so it

00:21:49 --> 00:21:52: has services and engages youth in some positive ways. Possibly

00:21:52 --> 00:21:56: introduce technology to the community and youth so they can

00:21:56 --> 00:22:01: advance their their opportunities for careers and meaningful economic opportunity.

00:22:01 --> 00:22:04: But the center is really an important asset and it

00:22:04 --> 00:22:07: should not be. It should not be a missed opportunity.

00:22:07 --> 00:22:10: It should be many things to many people. So look

00:22:10 --> 00:22:14: at that established a new organizational partner that really does

00:22:14 --> 00:22:15: work.

00:22:15 --> 00:22:19: Maintenance and operations, as well as capital investment. Assigned park

00:22:19 --> 00:22:24: programming to the Fairmount Park Conservancy. Have a closer to

00:22:24 --> 00:22:28: home and have somebody accountable so when something doesn't go

00:22:28 --> 00:22:31: wrong you know who to go to and when everything's

00:22:31 --> 00:22:34: right you know who to praise, but right now that

00:22:34 --> 00:22:38: is that accountability is not in place and then again

00:22:38 --> 00:22:43: work on communication. Engage the neighborhood associations. The community members

00:22:43 --> 00:22:45: frequently and often.

00:22:45 --> 00:22:46: And consistently consistent.

00:22:48 --> 00:22:50: I'm going to stop at this point and turn it

00:22:51 --> 00:22:53: over normally in these advisory service.

00:22:54 --> 00:22:57: Panels we focus on a plan and look at the

00:22:57 --> 00:23:00: green space. We think that's very important and we are

00:23:00 --> 00:23:02: going to talk about that, but we think first and

00:23:03 --> 00:23:06: foremost how you organize around this challenge and creating an

00:23:06 --> 00:23:09: organization. Then get the job done is number one priority.

00:23:10 --> 00:23:12: So way is going to lead that discussion way.

00:23:14 --> 00:23:16: The challenge is going to this paper.

00:23:17 --> 00:23:18: Hope you do better than I did.

00:23:20 --> 00:23:20: OK.

00:23:22 --> 00:23:26: Yeah, Mike has already walked us through a lot of

00:23:26 --> 00:23:29: the things that we see, we we, we saw, we

00:23:29 --> 00:23:32: hear we heard in the during the past week. So

00:23:32 --> 00:23:35: a lot of we had to recognize a lot of

00:23:35 --> 00:23:38: efforts has been done in this park around the city.

00:23:38 --> 00:23:44: The Conservancy, the community and our institutional partners from investments

00:23:44 --> 00:23:49: like communication channels. That's why we are here today, right?

00:23:49 --> 00:23:52: It's a lot of those efforts has been done. A

00:23:52 --> 00:23:53: lot of plans.

00:23:53 --> 00:23:57: And the opportunity zones being set up for to attract

00:23:57 --> 00:24:01: private investment the we still see a lot of incremental

00:24:01 --> 00:24:05: St and St improvements are underway. It's mainly along the

00:24:05 --> 00:24:08: Parkside Ave and from the documents we read there are

00:24:08 --> 00:24:11: trails in the park that's constructed.

00:24:13 --> 00:24:17: And Ohio the recent Ohio house. It's a perfect example

00:24:17 --> 00:24:21: of the reuse of a lot of the historical assets

00:24:21 --> 00:24:22: we had in the park.

00:24:24 --> 00:24:30: However, Mike also did talked about the challenges and obstacles

00:24:30 --> 00:24:34: that we we saw during our visit. This this this

00:24:34 --> 00:24:35: week.

00:24:36 --> 00:24:39: So yeah, Mike already talked about a lot of the

00:24:39 --> 00:24:44: plans that's not being executed, and the responsibilities between the

00:24:44 --> 00:24:47: city agencies and the Conservancy and a lot of the

00:24:47 --> 00:24:49: other alliances are not clear.

00:24:51 --> 00:24:54: Our communication, the coordination I know a lot of the

00:24:54 --> 00:24:58: Community members believe that you know there it is a

00:24:58 --> 00:25:02: lack of communication between the city agencies and also the

00:25:02 --> 00:25:05: community around here. But I can tell you what we

00:25:05 --> 00:25:09: heard during this week. It's not only that it's not

00:25:09 --> 00:25:12: only between the city and the communities, it's also the

00:25:12 --> 00:25:17: government agencies with the Conservancy or even between the departments

00:25:17 --> 00:25:20: themselves, so that clearly tell us there.

00:25:20 --> 00:25:24: Is something a structure system somewhere missing here?

00:25:26 --> 00:25:30: So with all these we oh, we heard about identity

00:25:30 --> 00:25:35: identity identity again. Again, my thought about that too. I

00:25:35 --> 00:25:39: don't want to repeat all these, learn the into the

00:25:39 --> 00:25:43: last of trust. So before we talk about what.

00:25:43 --> 00:25:44: To do.

00:25:45 --> 00:25:49: How to rebuild the park? Let's talk about how to

00:25:49 --> 00:25:50: rebuild a system.

00:25:53 --> 00:25:56: So here's the organization chart. The panel would like to

00:25:56 --> 00:25:57: recommend.

00:26:00 --> 00:26:04: The fair amount. The Fairmount Park Conservancy can serve

00:26:04 --> 00:26:08: as

00:26:08 --> 00:26:13: a convener to bring the parties together to form a

00:26:13 --> 00:26:18: West Fairmount Park funding district board members and the

00:26:18 --> 00:26:23: board

00:26:23 --> 00:26:27: member will be formed by the community stakeholders

00:26:27 --> 00:26:29: including a

00:26:29 --> 00:26:33: lot of the great immediate communities around us. The

00:26:34 --> 00:26:38: institutional

00:26:38 --> 00:26:39: stakeholders that's currently in the park as well as the

00:26:41 --> 00:26:46: city leaders from the city.

00:26:46 --> 00:26:47: The two District Council members, as well as the park

00:26:47 --> 00:26:48: and Rec departments so this board member will play a

00:26:48 --> 00:26:55: decision making role.

00:26:55 --> 00:26:58: With assist with admin support from the Conservancy. So the

00:26:59 --> 00:27:02: this this board.

00:27:02 --> 00:27:07: Will.

00:27:07 --> 00:27:10: Make decisions on governance and communications,

00:27:10 --> 00:27:15: programming, fundraising, potentially public

00:27:15 --> 00:27:19: private partnership and set up this identity.

00:27:19 --> 00:27:24: With a lot of the day-to-day admin support that can

00:27:24 --> 00:27:27: come from the Conservancy which they're already doing. A

00:27:27 --> 00:27:29: lot

00:27:29 --> 00:27:34: of those they're good at what they do with the

00:27:34 --> 00:27:37: planning and design, capital improvements, finance and

00:27:38 --> 00:27:42: accounting. We would

00:27:42 --> 00:27:47: like to suggest that probably the Conservancy can even take

00:27:47 --> 00:27:51: over the permitting and certain maintenance and security

00:27:51 --> 00:27:55: issues that

00:27:55 --> 00:28:00: that's in the park. We also would like to invite

00:28:00 --> 00:28:05: the neighborhood groups and.

00:28:05 --> 00:28:10: Potentially extended to the local schools and even other city

00:28:10 --> 00:28:15: departments and other alliances like the.

00:28:15 --> 00:28:20: The nonprofits in the community, from the art and other,

00:28:20 --> 00:28:25: like sports alliances, to be on a separate advisory community

00:28:25 --> 00:28:30: to bring their input here, too. So the city leaders

00:28:30 --> 00:28:35: here on the board will provide their political will support

00:27:55 --> 00:28:00: and also improve the communications between this board and the

00:28:00 --> 00:28:02: park with other city departments.

00:28:03 --> 00:28:07: With this structure we we we believe that it can

00:28:07 --> 00:28:10: set up at least a table to bring all the

00:28:10 --> 00:28:13: parties sit down on the same page table and have

00:28:13 --> 00:28:17: an equal say in the votes to make decisions. And

00:28:17 --> 00:28:21: it helps to unify the vision. Mike talked about the

00:28:21 --> 00:28:24: unified vision. This is a table for us to unify

00:28:24 --> 00:28:28: the visions to find the identity they're going to be

00:28:28 --> 00:28:31: a solution to find a win win win for all

00:28:31 --> 00:28:34: those three big stakeholders.

00:28:34 --> 00:28:36: On this table, all the decisions need to be win,

00:28:36 --> 00:28:37: win, win.

00:28:38 --> 00:28:39: Also it.

00:28:41 --> 00:28:45: Make sure that all the resources that from the park

00:28:45 --> 00:28:50: generate the revenues and fundings can be appropriately used back

00:28:50 --> 00:28:55: to the park and the surrounding neighborhoods. It's a transparent

00:28:55 --> 00:28:59: trust process. How we raise funding and how we use

00:28:59 --> 00:29:00: the funding.

00:29:01 --> 00:29:06: Lastly, it clarifies and defines the responsibilities of all the

00:29:06 --> 00:29:10: parties, so keep them accountable for what they do in

00:29:10 --> 00:29:12: this new structure.

00:29:14 --> 00:29:15: Oops.

00:29:16 --> 00:29:21: Here's a summarized responsibility table that we suggested between the

00:29:21 --> 00:29:26: Philadelphia Park and Rec department, the Conservancy, and the New

00:29:26 --> 00:29:30: West Fairmont Park funding district. As you can see, it's

00:29:30 --> 00:29:34: similar to the charge that I introduced earlier. The new

00:29:35 --> 00:29:39: funding district will be mainly focused on decision making, role,

00:29:39 --> 00:29:43: and the Conservancy will take on the execution role on

00:29:43 --> 00:29:47: a lot of those from the from the marketing and.

00:29:47 --> 00:29:51: Branding to the day-to-day operations and the park Rec will

00:29:51 --> 00:29:56: be still responsible on the public funding side and also

00:29:56 --> 00:30:00: Co responsible for the security and maintenance and a lot

00:30:00 --> 00:30:04: of times they will be on a supporting role for

00:30:04 --> 00:30:07: the other parts of those operations. And now I will

00:30:08 --> 00:30:11: attend it to Dion to have an even deeper discussion

00:30:11 --> 00:30:15: about the rules for everyone in this structure.

00:30:15 --> 00:30:16: Thank you way.

00:30:17 --> 00:30:20: I hope that I can. The clicker works while it's

00:30:20 --> 00:30:22: working OK, so the rolls.

00:30:22 --> 00:30:25: Our big idea you've begun to hear a little bit

00:30:25 --> 00:30:29: about it. The West Fairmont Park funding district and so

00:30:29 --> 00:30:32: to create an effective Development Fund, one we feel that

00:30:32 --> 00:30:36: this this fund needs to develop a memorandum of understanding.

00:30:37 --> 00:30:43: To develop an effective board of Directors, higher program staff

00:30:43 --> 00:30:47: and finally fun ways dollars to support this fund.

00:30:48 --> 00:30:50: So I'm going to go into a little bit of

00:30:50 --> 00:30:52: detail about each piece and what.

00:30:53 --> 00:30:56: And what we're proposing here, so the piano really feels

00:30:57 --> 00:31:00: that the creation of a funding district should be administered

00:31:01 --> 00:31:04: by the Conservancy, and through this fund and the anchor

00:31:04 --> 00:31:09: institutions, as well as the surrounding community based organizations located

00:31:09 --> 00:31:13: in and around West Fairmont Park, would work together in

00:31:13 --> 00:31:17: partnership with the city to equitably create value for the

00:31:17 --> 00:31:21: park and the surrounding neighborhoods while producing a high quality

00:31:21 --> 00:31:22: visitor experience.

00:31:23 --> 00:31:26: So to make this fun successful for all, I gave

00:31:26 --> 00:31:29: you four of those components on the last slide and

00:31:29 --> 00:31:32: turn into a formal agreement with the city, develop a

00:31:32 --> 00:31:36: strong and effective board of directors, hire program staff, and

00:31:36 --> 00:31:39: I'm going to pause there for a moment, because I

00:31:40 --> 00:31:43: think that program staff needs to be reflective of the

00:31:43 --> 00:31:47: surrounding communities and understand the nuances that come that come

00:31:47 --> 00:31:52: with working with several different community partners that isn't. That

00:31:52 --> 00:31:54: is the most, I think, important.

00:31:54 --> 00:31:57: Piece of ensuring that the voices and the people that

00:31:58 --> 00:32:02: are recruited to this board is effective and finally fundraise

00:32:02 --> 00:32:05: right you know way told us a little bit about

00:32:05 --> 00:32:08: what that board would look like. We do need some

00:32:08 --> 00:32:12: at large Members that may have wealth and connections as

00:32:12 --> 00:32:16: well as individuals from the Community that have modest means

00:32:16 --> 00:32:17: that are on the board.

00:32:20 --> 00:32:24: So when effective fund development to support Fairmount

00:32:24 --> 00:32:27: Park and
 00:32:27 --> 00:32:32: the surrounding communities to make this fun work, you have
 00:32:32 --> 00:32:36: to clearly articulate the expectations of each partner. That
 00:32:36 --> 00:32:39: should
 00:32:39 --> 00:32:42: be underscored and underlined. Enter into a formal
 00:32:42 --> 00:32:45: agreement with
 00:32:45 --> 00:32:48: the city. Now the agreement that you see here and
 00:32:48 --> 00:32:50: it's in draft form and and then and the agreement
 00:32:50 --> 00:32:54: itself will be provided as a part of the appendix
 00:32:54 --> 00:32:57: of our report is an agreement between the City of
 00:32:57 --> 00:33:01: Portland, ME and the Portland Parks.
 00:33:01 --> 00:33:06: Conservancy, the reason that I pulled out this agreement is
 00:33:06 --> 00:33:10: that it it really begins to highlight some of the
 00:33:10 --> 00:33:13: components that you've heard. What are the guiding
 00:33:13 --> 00:33:17: principles? What
 00:33:17 --> 00:33:20: are the expectations? Who's responsible for what? Who's
 00:33:20 --> 00:33:22: responsible for
 00:33:22 --> 00:33:25: fundraising? So I, this is really great. I think example
 00:33:25 --> 00:33:29: to start from. Of course, nothing should be like completely
 00:33:29 --> 00:33:33: replicated. It needs to be adapted to fit the unique
 00:33:33 --> 00:33:36: needs of this part, but it's a good starting place.
 00:33:36 --> 00:33:40: When crafting the M OU, be sure to consider who
 00:33:40 --> 00:33:44: the stakeholders are and how much say they will have
 00:33:44 --> 00:33:47: in planning and implementing the agreement. As both Mike
 00:33:47 --> 00:33:49: and
 00:33:49 --> 00:33:53: way have let us know, there are over 2,000,000 visitors
 00:33:53 --> 00:33:58: that are coming to the park but 70,000 residents that
 00:33:58 --> 00:34:02: are surrounding the park. There are various different groups
 00:34:02 --> 00:34:05: we
 00:34:05 --> 00:34:08: need to ensure that they are at the table and
 00:34:08 --> 00:34:10: that their voices feel heard.
 00:34:10 --> 00:34:13: Which partner will handle bidding and management and
 00:34:13 --> 00:34:16: manage the
 00:34:16 --> 00:34:20: construction of capital projects? How maintenance will be
 00:34:20 --> 00:34:22: divided between
 00:34:22 --> 00:34:26: the partners? How to protect private dollars from being
 00:34:26 --> 00:34:29: misspent?
 00:34:29 --> 00:34:32: And finally, how will those donors be recognized?
 00:34:32 --> 00:34:35: So I'm gonna go into a little bit of some
 00:34:35 --> 00:34:38: of the proposed roles that we have begun to identify
 00:34:38 --> 00:34:41: for each of the partners from our perspective. So we
 00:34:41 --> 00:34:44: see the Conservancy as the convener. They've been able to
 00:34:44 --> 00:34:47: get so many of you in the room today.
 00:34:47 --> 00:34:50: We've we've entered. We've interviewed with many of you

based

00:34:26 --> 00:34:29: on this role of them being a trusted convener in

00:34:29 --> 00:34:34: a community where the fund administrator provides administration and oversight

00:34:34 --> 00:34:36: of large capital improvement projects.

00:34:37 --> 00:34:41: And a grant manager to really support community programming in

00:34:41 --> 00:34:42: the park.

00:34:43 --> 00:34:47: We see their role as organizing and coordinating community volunteers

00:34:47 --> 00:34:50: and maintain a database of the park assets.

00:34:52 --> 00:34:54: The community stakeholders.

00:34:55 --> 00:34:59: They engage and inform the community. Again, they're the trusted

00:34:59 --> 00:35:02: partners who best to trust than other than your neighbor

00:35:02 --> 00:35:04: to understand what's happening.

00:35:05 --> 00:35:09: They advocate for new and or improved park programming that

00:35:09 --> 00:35:12: reflects the community and they participate.

00:35:12 --> 00:35:17: In park programming, cleanups and beautification, because this is their

00:35:17 --> 00:35:19: part and we want them participating.

00:35:20 --> 00:35:24: The institutional partners are attracting people to the neighborhood. We've

00:35:24 --> 00:35:25: heard that countless times.

00:35:26 --> 00:35:30: They're serving the surrounding communities. They generate funds for park

00:35:30 --> 00:35:34: operations and maintenance, and they sponsor community events and programming.

00:35:37 --> 00:35:38: The elected officials.

00:35:39 --> 00:35:42: Represent the constituents interests.

00:35:43 --> 00:35:46: They're often meeting with each of the constituents due to

00:35:46 --> 00:35:50: block, club captains, etcetera, so we know that they will

00:35:50 --> 00:35:51: represent those interests.

00:35:52 --> 00:35:55: They lead community LED visioning sessions and they also are

00:35:55 --> 00:36:00: able to identify government cross sector funding opportunities. So sometimes

00:36:00 --> 00:36:01: we're not aware of.

00:36:02 --> 00:36:06: And the city of Philadelphia Department of Parks and Recreation.

00:36:06 --> 00:36:10: This is our accountability partner. They will enforce park access,

00:36:10 --> 00:36:13: maintenance, and security. They're also a funder.

00:36:14 --> 00:36:17: You're in the landowner and leaser of land for park

00:36:17 --> 00:36:19: development and operations agreement.

00:36:20 --> 00:36:23: So how will this be funded? I'm going to pass

00:36:23 --> 00:36:25: it over to Rachel to the walk us through it.

00:36:26 --> 00:36:29: Thanks Dan. So we heard from Mike about the panel's

00:36:30 --> 00:36:33: vision for the future of this park and the fact

00:36:33 --> 00:36:38: that it's severely under resourced. We heard from Deon and

00:36:38 --> 00:36:42: weigh about a structure a new proposed structure, the West

00:36:42 --> 00:36:47: Fairmont Park funding district to organize decision making

00:36:47 --> 00:36:50: and to

00:36:47 --> 00:36:50: raise funds, and you'll hear from.

00:36:51 --> 00:36:55: Taylor and Sonia about programming priorities and

00:36:51 --> 00:36:55: investment priorities for

00:36:55 --> 00:36:59: the park. But none of this will be possible without

00:36:59 --> 00:37:01: additional funding and resources.

00:37:03 --> 00:37:06: So we asked a lot of questions to the interviewees

00:37:06 --> 00:37:09: and and we looked at documentation. And as you've heard,

00:37:10 --> 00:37:12: we think that the park is an incredible place, an

00:37:13 --> 00:37:16: incredible asset for the community. But there's really just not

00:37:16 --> 00:37:20: enough money that's going in to investing in the park.

00:37:20 --> 00:37:23: Most of the maintenance and capital spending from the park

00:37:23 --> 00:37:27: is currently drawn from the Cities Park and recreation budget

00:37:27 --> 00:37:30: or the streets budget, depending on the use and these

00:37:30 --> 00:37:33: city resources are really very severely.

00:37:33 --> 00:37:37: Constrained, we also know that there are important

00:37:33 --> 00:37:37: institutions in

00:37:37 --> 00:37:40: the park like the man Center, the zoo, the Please

00:37:40 --> 00:37:45: Touch Museum that are regularly generating millions of

00:37:40 --> 00:37:45: dollars of

00:37:45 --> 00:37:48: revenues. Those revenues are used to benefit the city, but

00:37:49 --> 00:37:52: there's not a direct allocation that comes from those uses

00:37:52 --> 00:37:54: and is reinvested in the park.

00:37:55 --> 00:38:00: We know that without dedicated, predictable and sustainable

00:37:55 --> 00:38:00: revenues, it

00:38:00 --> 00:38:04: will be impossible to make any of the investments that

00:38:04 --> 00:38:07: I think all of us recognize are needed in the

00:38:07 --> 00:38:11: park and and that goes into the parks physical facility

00:38:12 --> 00:38:15: and to its operations and its programming.

00:38:16 --> 00:38:19: So when we look at how much money might be

00:38:19 --> 00:38:23: necessary to maintain the park and to invest in it,

00:38:23 --> 00:38:26: it can be helpful to look at national benchmarks. The

00:38:26 --> 00:38:31: trust for Public Land collects some numbers and aggregates

00:38:26 --> 00:38:31: them.

00:38:31 --> 00:38:35: The good news is that Philadelphia and as we know

00:38:35 --> 00:38:38: this, this area is really park rich. So 95% of
00:38:38 --> 00:38:42: Philadelphians live within a 10 minute walk to a park.
00:38:42 --> 00:38:46: But investment and you know, spending on parks is quite
00:38:46 --> 00:38:46: low.
00:38:47 --> 00:38:51: So Philadelphia spends about \$78 per capita on parks
00:38:51 --> 00:38:54: compared
00:38:54 --> 00:38:58: to a national average of about \$98.00. That's about 25%
00:38:58 --> 00:39:01: below the national average. So the good news is
00:39:01 --> 00:39:04: Philadelphia
00:39:04 --> 00:39:07: has a lot of parks, and people can get to
00:39:07 --> 00:39:10: them, but they're under resourced.
00:39:10 --> 00:39:13: This just looks at these numbers from a different perspective.
00:39:13 --> 00:39:16: So Park score ranks cities on a on a against
00:39:16 --> 00:39:19: benchmarks of the 100 most populated cities in the country.
00:39:19 --> 00:39:22: Philadelphia ranks 30 second out of 100. It's access
00:39:22 --> 00:39:25: numbers.
00:39:25 --> 00:39:28: Is it 93? It's it's towards the top, but it
00:39:28 --> 00:39:31: it's investment numbers is it's ranked at 31, so it's
00:39:31 --> 00:39:34: sort of towards the bottom of that overall ranking so
00:39:34 --> 00:39:37: that you know reinforces what we know.
00:39:37 --> 00:39:40: About what's happening in Philadelphia parks and in West
00:39:40 --> 00:39:43: Fairmount
00:39:43 --> 00:39:46: Park in particular.
00:39:46 --> 00:39:49: So you can look at maybe what what could be
00:39:49 --> 00:39:52: spent in the park or what should be spent in
00:39:52 --> 00:39:55: the park and match it with what is being spent
00:39:55 --> 00:39:58: in the park now. So one way to benchmark operating
00:39:58 --> 00:40:01: cost per acre or once? One way to benchmark budgets
00:40:01 --> 00:40:04: is to look at cost per acre at 1400 acres.
00:40:04 --> 00:40:07: The benchmark is about 4000 to \$10,000 per acre. So
00:40:07 --> 00:40:10: that would mean that the budget for the park should
00:40:10 --> 00:40:13: be anywhere from 3.6 million to \$9 million.
00:40:13 --> 00:40:16: It's quite a lot of money if you're looking at
00:40:16 --> 00:40:19: it on a per population basis. It could be 2.8
00:40:19 --> 00:40:22: million to 6 million, and it's hard to know exactly
00:40:22 --> 00:40:25: how much is getting spent on the park currently, but
00:40:25 --> 00:40:28: we know that the numbers are a magnitude lower than
00:40:28 --> 00:40:31: that, so the park may. The city may invest about
00:40:31 --> 00:40:34: \$1,000,000 a year. The Fairmount Park Conservancy about
00:40:34 --> 00:40:37: \$100,000. Clearly
00:40:37 --> 00:40:40: there's a huge spending gap between what is needed and
00:40:40 --> 00:40:43: what is being spent now.
00:40:43 --> 00:40:46: So what should be done about that? We think that

00:40:50 --> 00:40:54: charitable donations should be augmented with a diverse set of

00:40:54 --> 00:40:59: revenue streams that capture revenue from Park users for reinvestment

00:40:59 --> 00:41:03: in the park. Those revenue sources can be built upon

00:41:03 --> 00:41:06: and grow over time, and they can be used to

00:41:06 --> 00:41:12: enhance services, programming infrastructure and generate further revenue for investment

00:41:12 --> 00:41:16: in operations and maintenance and programming and in capital.

00:41:17 --> 00:41:20: And here I just want to under score something that

00:41:20 --> 00:41:23: Mark Mike talked about at the beginning when we are

00:41:23 --> 00:41:26: talking about this funding base, we are thinking about West

00:41:26 --> 00:41:29: Fairmont Park as a whole. One of our key questions

00:41:29 --> 00:41:32: was do we think about Centennial District as its own

00:41:32 --> 00:41:35: place? You know, do we? Do we carve it up

00:41:35 --> 00:41:38: or, you know, have a have a specific treatment for

00:41:38 --> 00:41:41: that place? And as we talked about, we believe that

00:41:41 --> 00:41:44: it's important to think about zones and and different identities

00:41:44 --> 00:41:47: for different places in the park but.

00:41:47 --> 00:41:50: It's important to manage the park as a whole because

00:41:50 --> 00:41:54: when people come and visit the park, they experience the

00:41:54 --> 00:41:56: park as as a as a entirety. So we believe

00:41:56 --> 00:42:00: that there should be investments across all of West Fairmont

00:42:00 --> 00:42:00: Park.

00:42:03 --> 00:42:07: In terms of suggested revenue sources, we think that it's

00:42:07 --> 00:42:12: important for the Department of Parks and Recreation to continue

00:42:12 --> 00:42:16: to invest in the park with public allocation of Parks

00:42:16 --> 00:42:21: and Recreation dollars. We recommend a surcharge on ticket sales

00:42:21 --> 00:42:26: or total revenues from Park uses, including the Mann Center,

00:42:26 --> 00:42:30: the zoo, the Please Touch Museum, and the Chofu Japanese

00:42:30 --> 00:42:34: House. A 1 to 3% surcharge could generate 250,000.

00:42:34 --> 00:42:37: To \$1.5 million annually, we also think that revenue could

00:42:37 --> 00:42:42: be built from leases, concessions and major event permits within

00:42:42 --> 00:42:45: the park with leases and event fees from historic buildings

00:42:46 --> 00:42:50: and surrounding lands. Small scale and mobile concessions permitting fees

00:42:50 --> 00:42:54: from large scale and multi day events with a regular

00:42:54 --> 00:42:58: cadence of programming that includes local and signature events that

00:42:58 --> 00:43:03: engage visitors and generate revenues from ticket sales,

00:43:03 --> 00:43:03: vending and
00:43:04 --> 00:43:07: other uses.
00:43:07 --> 00:43:12: And we really know that this programming is an opportunity
00:43:12 --> 00:43:14: to reinforce the local neighborhoods and surrounding
00:43:17 --> 00:43:23: community with community
00:43:23 --> 00:43:29: serving events, local vendors and the like.
00:43:29 --> 00:43:33: Other revenue sources include regularized and monetized
00:43:33 --> 00:43:38: parking, solar powered
00:43:38 --> 00:43:43: electric vehicle charging stations, ongoing stormwater
00:43:43 --> 00:43:45: funding, transportation via the
00:43:45 --> 00:43:48: City Streets Department, PennDOT and TIFIA, which is a
00:43:51 --> 00:43:54: federal
00:43:54 --> 00:43:58: long term low interest loan program that state Keystone
00:43:58 --> 00:44:02: Opportunity
00:44:02 --> 00:44:07: Zone program and the Federal Opportunity Zone programs
00:44:07 --> 00:44:11: which which
00:44:11 --> 00:44:17: concentrate or incentivize.
00:44:17 --> 00:44:20: Investment in certain neighborhoods.
00:44:20 --> 00:44:24: In terms of the budget, that might be needed. We
00:44:26 --> 00:44:28: we took a look at a couple of different scenarios.
00:44:29 --> 00:44:30: We looked at benchmarking from the national Recreation and
00:44:31 --> 00:44:35: Parks
00:44:35 --> 00:44:39: Association, which informed our budget ranges and our key
00:44:39 --> 00:44:43: assumptions
00:44:43 --> 00:44:47: were that the park operations and maintenance budget are
00:44:47 --> 00:44:51: are
00:44:51 --> 00:44:56: substantially under resourced. Additional revenue sources
00:44:56 --> 00:45:00: are required and our
00:45:00 --> 00:45:01: target budget range is from 3 to \$5 million operation.
00:45:01 --> 00:45:04: Annually for operations, maintenance and general
00:45:04 --> 00:45:07: programming.
00:45:07 --> 00:45:10: So I know these numbers are a little hard to
Park budgets that would range anywhere from \$3.6 million to
\$9 million, so those revenues would come in, or the
investments would come in for O&M from Parks and REC
to the tune of 2.5 million to 6.9 million. And
from this West Fairmont Park, a funding district of about
9,000,000 to 2,000,000 so we do believe that the parks
and Rec department still needs to continue to invest in
the.
In the park.
And here this is a new model. It's a bit
of a middle of the road budget of about \$5

00:45:10 --> 00:45:14: million a year, split between the parks and Rec department
00:45:14 --> 00:45:18: and the West Fairmont Park funding district, and that ends
00:45:18 --> 00:45:22: up with about \$5000 per acre spread across the park
00:45:22 --> 00:45:23: as a whole.
00:45:25 --> 00:45:26: So.
00:45:26 --> 00:45:31: Overall, our recommendations are to utilize diverse dedicated
revenue streams
00:45:31 --> 00:45:36: to incrementally improve and invest in West Fairmont Park as
00:45:36 --> 00:45:40: a whole key. Operational funding sources for the park include
00:45:40 --> 00:45:46: city allocation, a surcharge on institutional revenues, leases,
concessions and
00:45:46 --> 00:45:47: events.
00:45:48 --> 00:45:53: Capital improvement dollars can be drawn from philanthropic
private, city,
00:45:53 --> 00:45:57: state and federal sources. And all of these activities are
00:45:57 --> 00:46:01: opportunities to reinforce economic development and
opportunity in the park
00:46:02 --> 00:46:05: via in the opportunity in the communities adjacent to the
00:46:05 --> 00:46:08: park via these programs. And now I'm going to turn
00:46:09 --> 00:46:12: it to Taylor to talk about our programming priorities.
00:46:13 --> 00:46:15: Thank you so.
00:46:17 --> 00:46:20: Like Rachel said, we're going to get into the programmatic
00:46:20 --> 00:46:21: elements or the fun part.
00:46:23 --> 00:46:27: So this begins by developing a cohesive identity for both
00:46:27 --> 00:46:31: West Fairmount Park and the New West Fairmount Park
funding
00:46:31 --> 00:46:36: district. By starting with working with the community, all
Community
00:46:36 --> 00:46:41: members and the institutional stakeholders to develop a
vision and
00:46:41 --> 00:46:46: a mission that's cohesive. Establishing and validating this
with a
00:46:46 --> 00:46:52: brand by developing coherent signage, branding, marketing,
communications that elevates
00:46:52 --> 00:46:53: the unique.
00:46:53 --> 00:46:56: History elements and features that make this park such a
00:46:56 --> 00:46:57: special place.
00:46:58 --> 00:47:02: Investing in initiatives that enhance the overall park
experience that
00:47:02 --> 00:47:07: also enhance the connectivity both physically and visually
throughout the
00:47:07 --> 00:47:10: park and making improvements that support a sense of pride
00:47:10 --> 00:47:13: and ownership. By nearby. For the nearby community.
00:47:14 --> 00:47:19: Developing an annual programming calendar and cadence.

00:47:19 --> 00:47:22: Like Rachel mentioned
 00:47:26 --> 00:47:26: that is predictable that meets both regional and local needs.
 00:47:28 --> 00:47:31: Oh
 00:47:31 --> 00:47:36: all right, we also need to be proactive in preparing
 an anti displacement strategy. The best opportunity to
 prevent displacement
 00:47:36 --> 00:47:39: with a large investment coming to this park is to
 00:47:39 --> 00:47:42: be proactive and work on this as soon as possible.
 00:47:42 --> 00:47:47: Conducting an extensive public engagement at regular
 intervals including door
 00:47:47 --> 00:47:51: to door mailers and large public calls so that you're
 00:47:51 --> 00:47:55: able to meet everyone regardless of the barriers that may
 00:47:55 --> 00:47:58: be in their way. Collecting and monitoring.
 00:47:58 --> 00:48:01: Data on rent, property taxes and resident turnover within the
 00:48:01 --> 00:48:05: community. Stakeholder areas will help you have the data
 necessary
 00:48:05 --> 00:48:09: to come to your local elected officials when it's time
 00:48:09 --> 00:48:13: to integrate requirements into local policy laws and funding
 requirements
 00:48:13 --> 00:48:17: as much as possible following best practices that are learned
 00:48:17 --> 00:48:21: in other cities. Collaborating with housing and park focused
 organizations
 00:48:21 --> 00:48:26: and encouraging community developers to pursue affordable
 housing projects and
 00:48:26 --> 00:48:29: funding round out the rest of our recommendations.
 00:48:29 --> 00:48:31: As far as anti displacement.
 00:48:33 --> 00:48:37: Oh, we have two case studies that we'll share with
 00:48:37 --> 00:48:40: the group and again include as appendices. The first is
 00:48:40 --> 00:48:45: the 11th St Bridge Park project that's currently under
 construction
 00:48:45 --> 00:48:48: in Washington DC. This project they began what made it
 00:48:48 --> 00:48:52: so successful is that they began with community engagement
 years
 00:48:52 --> 00:48:57: before significant construction began, so they were extremely
 proactive in
 00:48:57 --> 00:49:01: talking to the community again, gathering that data so that
 00:49:01 --> 00:49:03: they were able to track the changes.
 00:49:04 --> 00:49:08: And then working with the community to collect create groups
 00:49:08 --> 00:49:12: that were able to navigate the legal system and protect
 00:49:12 --> 00:49:16: those homeowners. And this will be part of the appendices.
 00:49:17 --> 00:49:21: The second is a national study conducted by the UCLA
 00:49:21 --> 00:49:27: Institute of Environment and Sustainability that looked at
 preventing displacement.
 00:49:27 --> 00:49:33: How different areas organized and conducted community

engagement, created and preserved affordable housing in a variety of cities across the country. Again learning from best practices in different areas. Just leave OK.

So as far in regards to programming, we've developed 4 pillars for programmatic success in West Fairmount Park along with another of a list of recommendations. But these pillars should be returned to when there are new proposed programming efforts to guide. You know that choice of yes or no whether or not to include those programs within the park. The first part of the process should be improving communication both within the park and between visitors and relevant stakeholders. Allowing history to guide the park narrative. Creating transitional areas for engagement between the public spaces and those restricted institutional park spaces and prioritizing special events that serve the community. The park brand identity and the historic narrative. So that first programming pillar improving communication that begins with fostering a cohesive identity for West Fairmount Park. Using signage, branding and communications. This should include information about public restrooms, water fountains, concessions, picnic areas, etcetera. Developing an annual programming calendar and then sharing those events and General Park information through a publicly available website that has a public forum to share other events that may not that other communities. Members may be organizing so that those become more available and as an opportunity to Crowdfsource maintenance, repairs, and complaints, so that if you know you're on your walk, you see a tree down. You're able to report that, then maintenance can hopefully get that fixed sooner. The second is allowing history to guide the narrative, uplifting the local history of women in black Americans through signage

00:51:35 --> 00:51:38: and exhibits. There's a lot of great history here, and

00:51:38 --> 00:51:42: we need to uplift those stories utilizing historic buildings on

00:51:42 --> 00:51:46: those are those conserve multiple functions and potentially generate revenues

00:51:46 --> 00:51:50: to cover the cost of maintenance of those structures, reflecting

00:51:50 --> 00:51:53: the local history from the lens of residents using those

00:51:53 --> 00:51:57: park assets again, and prioritizing hiring of community members for

00:51:57 --> 00:51:58: all sorts of seasonal.

00:51:58 --> 00:52:04: Jobs additionally establishing community based safety programs such as the

00:52:04 --> 00:52:07: developer, the Ranger, or Park Police program.

00:52:11 --> 00:52:15: All right, connecting those public and restricted institutional park spaces

00:52:15 --> 00:52:20: spaces through transitional areas by allowing institutions to activate the

00:52:20 --> 00:52:25: public space with interactive installations just outside of those structures.

00:52:25 --> 00:52:29: I encouraging fence removal whenever possible. Those fences, they're all

00:52:29 --> 00:52:32: over this park and they create not only a physical

00:52:32 --> 00:52:36: barrier but also an emotional barrier between park users and

00:52:36 --> 00:52:39: those who spaces you have to pay to get into

00:52:39 --> 00:52:42: activating the park with community service.

00:52:42 --> 00:52:45: Events and programs such as even running a branded internal

00:52:45 --> 00:52:49: shuttle on the weekends to increase connectivity and opening some

00:52:49 --> 00:52:53: institutions. Restrooms to the public during business hours or the

00:52:53 --> 00:52:57: Conservancy should also consider owning and operating a fleet of

00:52:57 --> 00:53:02: portable bathroom trailers if possible. Outdoor programming and activation at

00:53:02 --> 00:53:05: Welsh Fountain. That's the space in front of the police

00:53:05 --> 00:53:08: touch museum as a space for reprieve and water play

00:53:08 --> 00:53:12: and community gathering, and then also offering a sliding scale.

00:53:12 --> 00:53:15: Pricing for programming at the Mann Center.

00:53:18 --> 00:53:23: Lastly, when considering new proposed programming, you should prioritize special

00:53:23 --> 00:53:27: events that serve the Community. The park brand identity, and

00:53:27 --> 00:53:32: the historic narrative. Strategically converting streets to

pedestrian only uses
00:53:32 --> 00:53:35: on the weekends or a few times a month. Not
00:53:35 --> 00:53:40: all streets, but you know, occasionally, just prioritizing the
pedestrian
00:53:40 --> 00:53:44: experience over that of cars, potential events, and temporary
uses
00:53:44 --> 00:53:48: such as community Days, Parkside Days, baseball
tournament.
00:53:48 --> 00:53:51: Honoring the historic Negro League that took place here.
Food
00:53:52 --> 00:53:54: truck festival. The list goes on and on. You can
00:53:55 --> 00:53:59: additionally offering daycare after school and morning care
programs through
00:53:59 --> 00:54:03: the community spaces and again as new programming is
proposed.
00:54:03 --> 00:54:07: Prioritizing events that meet community needs and lift up
local
00:54:07 --> 00:54:08: businesses.
00:54:10 --> 00:54:14: All right, there's a number of historic buildings that exist
00:54:14 --> 00:54:17: on this park, some of which are in use, such
00:54:17 --> 00:54:20: as the one we're in today, but others are not
00:54:20 --> 00:54:21: currently the.
00:54:21 --> 00:54:26: The Conservancy should begin with a conditions assessment
to assess
00:54:26 --> 00:54:30: each of these buildings. Figure out what renovations are
needed,
00:54:30 --> 00:54:34: what the maintenance costs would be for that building going
00:54:34 --> 00:54:38: forward, and then develop a redevelopment schedule for
those future
00:54:38 --> 00:54:42: uses pending. If it makes financial sense to renovate and
00:54:42 --> 00:54:46: restore those structures uses for each of these buildings will
00:54:46 --> 00:54:50: be more detailed in our final report, but can include
00:54:50 --> 00:54:52: things such as an area welcome center.
00:54:52 --> 00:54:57: A meeting space for the board that we've proposed, and
00:54:57 --> 00:54:59: the administrative staff.
00:55:00 --> 00:55:05: Conservancy Community outreach team offices, office
spaces that are available
00:55:05 --> 00:55:09: for community meetings to take place, Museum Space Park
security
00:55:09 --> 00:55:13: or Ranger housing so that there's more security on the
00:55:13 --> 00:55:17: premises and easily accessible should the community like a.
00:55:17 --> 00:55:17: Approve.
00:55:17 --> 00:55:18: Of.
00:55:18 --> 00:55:18: That
00:55:18 --> 00:55:22: a plant nursery or a community gardening program that could

00:55:22 --> 00:55:26: take place here in the horticulture center that also serves

00:55:26 --> 00:55:30: as workforce training and skill building. Special event space and

00:55:30 --> 00:55:31: or a bunkhouse.

00:55:31 --> 00:55:34: Were used by educational and youth overnight programs. Could be

00:55:34 --> 00:55:37: really great in this space. You could also use structures

00:55:37 --> 00:55:40: to fill missing health services such as you know, offering

00:55:40 --> 00:55:43: a office space for a dentist, Women's Health, etcetera.

00:55:44 --> 00:55:45: And I will turn.

00:55:46 --> 00:55:47: The mic over.

00:55:48 --> 00:55:52: OK, so hopefully all this information I can try to

00:55:52 --> 00:55:55: wrap up with the physical responses to hold all of

00:55:55 --> 00:55:59: this excitement and a number of the ideas you're hear.

00:55:59 --> 00:56:03: Hear me repeat, but specifically about how we react physically

00:56:03 --> 00:56:06: to do those things we would like to start the

00:56:06 --> 00:56:10: conversation with the review of what the Urban Land Institute

00:56:10 --> 00:56:14: has put forward as characteristics of a high quality part,

00:56:14 --> 00:56:17: so a high quality park needs to be an excellent

00:56:17 --> 00:56:20: condition, needs to be accessible to all.

00:56:20 --> 00:56:24: Users needs to provide positive experiences for those users. People

00:56:24 --> 00:56:27: need to want to be here. Heard a gentleman say

00:56:27 --> 00:56:29: as a kid. They stay here all day. Those are

00:56:29 --> 00:56:33: the types of experience that we really want to support

00:56:33 --> 00:56:36: not only for the neighbors, but people coming in to

00:56:36 --> 00:56:39: visit and hopefully spend money in the park and in

00:56:39 --> 00:56:42: the area. They need to be relevant to the community

00:56:42 --> 00:56:46: that they serve. Hopefully you've heard us clearly say as

00:56:46 --> 00:56:49: a panel, this park needs the center. The people who

00:56:49 --> 00:56:52: are here and the people who have been here.

00:56:52 --> 00:56:55: Can tell their story as a unique hook that makes

00:56:55 --> 00:57:00: this a different place than anywhere else in Philadelphia or

00:57:00 --> 00:57:03: anywhere else in the world, and it also needs to

00:57:03 --> 00:57:08: be flexible and adaptable to changing circumstances. Be it budget,

00:57:08 --> 00:57:12: climate change, or just needs. People want to play differently

00:57:13 --> 00:57:16: sometimes I don't know if you guys have heard about

00:57:16 --> 00:57:20: pickleball, but it's changing our system. OK, so our big

00:57:20 --> 00:57:23: first move for physical investments.

00:57:23 --> 00:57:26: We think needs to be a focus on the public

00:57:26 --> 00:57:29: realm. I've been talking about this all week, but I

00:57:29 --> 00:57:32: said I probably need to break this down so a
 00:57:32 --> 00:57:35: focus on the public room really is your house and
 00:57:35 --> 00:57:38: your yard. That's your private space. The public room kind
 00:57:38 --> 00:57:42: of starts from the sidewalk, sometimes in Akron. We called
 00:57:42 --> 00:57:45: it the devil strip. That piece of grass right out
 00:57:45 --> 00:57:48: in front. You take care of it, but it's really
 00:57:48 --> 00:57:51: the city, the curb, the street and all that hidden
 00:57:51 --> 00:57:53: stuff up under it. In a well designed.
 00:57:53 --> 00:57:57: Place their signage and other things, maybe finches on the
 00:57:57 --> 00:58:01: edges that really are public spaces, public realm. You might
 00:58:01 --> 00:58:05: be responsible for taking care of them, but they really
 00:58:05 --> 00:58:08: are our shared space. We want to focus there first
 00:58:08 --> 00:58:11: in this park for investment and we and we think
 00:58:11 --> 00:58:13: that we can tie it up in a series of
 00:58:13 --> 00:58:18: buckets that we identified as access and connectivity, user
 00:58:18 --> 00:58:22: experience
 00:58:22 --> 00:58:24: infrastructure and stormwater management. And then we feel
 00:58:24 --> 00:58:29: like there's
 00:58:29 --> 00:58:34: a second phase of investment.
 00:58:34 --> 00:58:38: That are those recreational amenities, and then that
 00:58:38 --> 00:58:43: conservation, natural
 00:58:43 --> 00:58:48: and cultural resources. Those things are really sometimes
 00:58:48 --> 00:58:52: like the
 00:58:52 --> 00:58:55: visible big ticket items and will require a lot more
 00:58:55 --> 00:59:02: consensus. Building these are capital improvements, right?
 00:59:02 --> 00:59:05: They're not your
 00:59:05 --> 00:59:10: day-to-day maintenance. You might handle some deferred
 00:59:10 --> 00:59:13: things. You might
 00:59:13 --> 00:59:17: handle those pipes under the ground and other systems, but
 00:59:17 --> 00:59:21: it really is your huge investments in the part.
 00:59:21 --> 00:59:25: I'm going forwards and backwards and backwards and
 00:59:25 --> 00:59:26: forwards all
 00:59:26 --> 00:59:29: right, so access and connectivity. I'm sorry. Focus on the
 00:59:29 --> 00:59:33: public realm. The criteria for project selection for this first
 00:59:33 --> 00:59:36: group of items. The public realm. We think they should
 00:59:36 --> 00:59:39: be identity building so that signage system we talked about
 00:59:39 --> 00:59:42: who and where is Westmount Park. What's the Centennial
 00:59:42 --> 00:59:45: District
 00:59:45 --> 00:59:48: and needs to be a cohesive thing? And you represent
 00:59:48 --> 00:59:51: that physically?
 00:59:51 --> 00:59:54: Through signage and other iconography, it needs to be
 00:59:54 --> 00:59:57: human
 00:59:57 --> 00:59:59: scale, so we're not talking about that gigantic monument we
 00:59:59 --> 00:60:02: want to. We're talking about the things that are close

00:59:36 --> 00:59:38: to you on that street, close to you on the

00:59:38 --> 00:59:41: edges that people experience first. We want it to be

00:59:41 --> 00:59:44: highly visible. That's one of the reasons that that human

00:59:44 --> 00:59:47: scale stuff has a lot of impact on people. It's

00:59:47 --> 00:59:50: smaller, it's cheaper, a lot of times than those huge,

00:59:50 --> 00:59:54: monumental things. High impact bang for your buck and then

00:59:54 --> 00:59:56: near term funding opportunities so.

00:59:56 --> 00:59:59: How you can use that money that's available to help

00:59:59 --> 01:00:01: you see that change?

01:00:02 --> 01:00:05: So first grouping access and connectivity. There's a lot of

01:00:05 --> 01:00:08: work that's being done on this already. We want to

01:00:08 --> 01:00:11: make it walkable, safe, comfortable, right? So you heard that

01:00:11 --> 01:00:13: Philadelphia has a lot of parks. How do you get

01:00:13 --> 01:00:16: there? Can you get from a neighborhood company once to

01:00:16 --> 01:00:20: there? Do you feel safe walking around while you're there?

01:00:20 --> 01:00:23: Can you ride your bike? Do you feel comfortable enough

01:00:23 --> 01:00:25: to bring your kid on a bike that's a big

01:00:25 --> 01:00:27: deal? If you can get this part to where you

01:00:27 --> 01:00:30: feel comfortable for my 10 year old or your 10

01:00:30 --> 01:00:32: year old to ride in it, somebody who's.

01:00:32 --> 01:00:36: Disable all different access and the ability to feel comfortable

01:00:36 --> 01:00:38: being on the edges. That's a huge deal, and then

01:00:38 --> 01:00:42: you want to have moments to help people Orient themselves.

01:00:42 --> 01:00:45: Once you've been to the plateau, you know the plateau.

01:00:45 --> 01:00:48: How do you get back? Is there anything that gives

01:00:48 --> 01:00:51: you a cue that, like, oh, I'm supposed to turn

01:00:51 --> 01:00:53: here? You need more than just signage to help you

01:00:53 --> 01:00:57: do that. You need these memorable moments, and then we

01:00:57 --> 01:01:00: want you to think about connections to the river. We

01:01:00 --> 01:01:02: know that's tough, but it's such a huge asset.

01:01:02 --> 01:01:06: We'll consider it along the way. We've identified a series

01:01:06 --> 01:01:06: of.

01:01:07 --> 01:01:10: Projects, let's see.

01:01:12 --> 01:01:15: Some of them that have been existing in existing plans,

01:01:15 --> 01:01:18: but we want to package them as a first move.

01:01:18 --> 01:01:23: So the cities Philadelphia 2035 plan identify intersections that

01:01:23 --> 01:01:28: need

01:01:28 --> 01:01:31: to be highlighted. There's also Rd improvements striping

01:01:31 --> 01:01:35: things happening

01:01:35 --> 01:01:39: under the ground, new sidewalks and trails, right? I know

01:01:39 --> 01:01:39: in my jurisdiction the number one amenity people are asking

01:01:39 --> 01:01:39: for is trails, especially in the pandemic. People want to

01:01:39 --> 01:01:42: get out of the house. They want to stroll.

01:01:43 --> 01:01:46: Our seniors, they want to walk in loops. They want

01:01:46 --> 01:01:48: to see the beginning and see the end just to

01:01:48 --> 01:01:50: know that if I park my car over here, if

01:01:50 --> 01:01:52: I don't, you know, if I don't go too far,

01:01:52 --> 01:01:54: I can make it back to my car. So we

01:01:54 --> 01:01:57: need to think about those kind of experience that that

01:01:57 --> 01:01:58: support users.

01:02:00 --> 01:02:02: And then next we'll talk about.

01:02:04 --> 01:02:05: If we.

01:02:05 --> 01:02:08: Can click, we'll talk about improving user experience, so the

01:02:08 --> 01:02:11: goal is just really. Once you get here, you want

01:02:11 --> 01:02:14: to stay and you feel comfortable. While you're here, there

01:02:14 --> 01:02:16: are a set of things that help you do that

01:02:16 --> 01:02:19: now. We've heard that this is a picnic culture. What

01:02:19 --> 01:02:22: are the things that make your picnic comfortable now? If

01:02:22 --> 01:02:24: you go from a two person picnic to now, it's

01:02:24 --> 01:02:27: a 150 person picnic. Now you need to think about

01:02:27 --> 01:02:30: where people don't wash their hands where people going to

01:02:30 --> 01:02:33: use the bathroom. What, how many? How going to see

01:02:33 --> 01:02:34: all these people? Where am I?

01:02:35 --> 01:02:37: Whether I set up my food, what happens when the

01:02:38 --> 01:02:41: bees come all those different things? So you want to

01:02:41 --> 01:02:45: think about what are the supporting physical amenities. To do

01:02:45 --> 01:02:47: that we need, we want you to prioritize.

01:02:47 --> 01:02:51: That culture I know in neighborhoods, especially when you

01:02:51 --> 01:02:55: know

01:02:51 --> 01:02:55: you don't always want all these people in your house.

01:02:55 --> 01:02:58: Our public amenities really are important for us to be

01:02:58 --> 01:03:02: able to have that community continue. Family, have

01:03:02 --> 01:03:07: conversation. So

01:03:02 --> 01:03:07: that's pavilions bathrooms. Bathrooms don't have to be like

01:03:07 --> 01:03:10: actually

01:03:07 --> 01:03:10: dug in the brown, but they can be better than

01:03:10 --> 01:03:13: Porta Potties. And so in programming we talked about sets

01:03:13 --> 01:03:18: of bathroom trailers, right? Making those easily available

01:03:18 --> 01:03:21: rentable?

01:03:18 --> 01:03:21: Thinking about where they grow, go pads for them and

01:03:21 --> 01:03:24: and how the spaces work. Work with one another. How

01:03:24 --> 01:03:27: do 22150 people gather? How do 20 people gather? What

01:03:27 --> 01:03:31: are the appropriate spaces for them? Where do they park

01:03:31 --> 01:03:34: to think about that from the very beginning and then

01:03:34 --> 01:03:36: implementing a public art strategy?

01:03:37 --> 01:03:42: It's important all these spaces, people's spaces for people to
01:03:42 --> 01:03:46: play games, take a bus, gather big and small. We
01:03:46 --> 01:03:49: want to consider those first, OK?
01:03:50 --> 01:03:54: Next, infrastructure and stormwater. Again, these are the
things that
01:03:54 --> 01:03:57: are hiding under the ground, but they're also secret kind
01:03:57 --> 01:04:01: of money attractors. Right now. The infrastructure bill
passed. There
01:04:01 --> 01:04:04: are a number of things we've learned that the way
01:04:04 --> 01:04:08: that we've been handling stormwater for generations isn't
going to
01:04:08 --> 01:04:12: continue to work, so municipalities are doing separate
systems, you
01:04:12 --> 01:04:15: know, get the get the sewer water and the rainwater.
01:04:15 --> 01:04:18: There are a lot of funding out there. We have
01:04:18 --> 01:04:20: outdated systems in this park.
01:04:20 --> 01:04:23: No doubt, as we do throughout the country, how can
01:04:23 --> 01:04:26: we use that to help push forward those public realm
01:04:26 --> 01:04:29: improvements? So when you dig out and replace a pipe
01:04:29 --> 01:04:32: or add some system, how does it help to create
01:04:32 --> 01:04:36: safe edges, beautify the park and define spaces for people
01:04:36 --> 01:04:38: to gather? We layer these things together.
01:04:40 --> 01:04:43: So we want we think that the Conservancy can take
01:04:43 --> 01:04:46: a lead role in this and helping to think about
01:04:46 --> 01:04:50: that public realm and then one key project area is
01:04:50 --> 01:04:53: to think about parking right? We don't want parking to
01:04:53 --> 01:04:56: be such a negative impact on the park. I'll let
01:04:56 --> 01:04:59: you know this when you drive your car over the
01:04:59 --> 01:05:03: trail, you're lessening the life of the trail, right? And
01:05:03 --> 01:05:06: so we want to push people into the areas that
01:05:06 --> 01:05:09: we want by clearly defining edges. And we can define
01:05:09 --> 01:05:11: edges with things like.
01:05:11 --> 01:05:14: Trail swells that help collect the water and move the
01:05:14 --> 01:05:17: water where we want, and then they also can be
01:05:17 --> 01:05:20: beautiful. You've seen them in cities now a lot of
01:05:20 --> 01:05:23: times they're concrete and in boxes and you feel like
01:05:23 --> 01:05:25: you might fall off the edge into it in a
01:05:26 --> 01:05:28: park. It doesn't have to be as intrusive, but it's
01:05:29 --> 01:05:32: a nice way to help you define what people crossing
01:05:32 --> 01:05:35: to the green space and create create areas for gathering
01:05:35 --> 01:05:36: identity and comfort.
01:05:38 --> 01:05:42: So in our recommendation, we really want to define those
01:05:42 --> 01:05:46: key roles. Roads I and identify those areas or gathering

01:05:46 --> 01:05:50: or activities around and think about the edges as areas
01:05:50 --> 01:05:54: for improvement in the public room, and then the next
01:05:54 --> 01:05:56: layer is really this.
01:05:56 --> 01:05:59: This is the sexy stuff, right? This is where the
01:05:59 --> 01:06:02: fundraisers come in. People want to put their names on
01:06:02 --> 01:06:06: something it's identifying these recreational amenities, but we
think this
01:06:06 --> 01:06:09: is a also a second phase activity because it requires
01:06:09 --> 01:06:12: a lot of consensus building and long range planning. The
01:06:12 --> 01:06:16: recreational amenities really need to be strengthened here,
including the
01:06:16 --> 01:06:19: fields, the courts, and the playgrounds. You need more of
01:06:19 --> 01:06:21: them, and one of the reasons you need more of
01:06:21 --> 01:06:24: them is if you look at the planning. Documents are
01:06:24 --> 01:06:26: probably like living your neighborhoods.
01:06:26 --> 01:06:30: Know that the parks you like. Philadelphia has a lot
01:06:30 --> 01:06:34: of park space. Our neighborhood doesn't have as much right
01:06:34 --> 01:06:37: and then the stuff that you have is older and
01:06:37 --> 01:06:40: a lot of cases in worse shape, right? And so
01:06:40 --> 01:06:44: this park has an opportunity because of its national and
01:06:44 --> 01:06:47: regional draw to bring in monies that can build new
01:06:48 --> 01:06:53: playgrounds, build new courts, improve fields that service this
neighborhood.
01:06:53 --> 01:06:56: But you have to be very strategic about where you
01:06:56 --> 01:06:57: place.
01:06:57 --> 01:07:00: Those funds and because of the deficits, we think you
01:07:00 --> 01:07:04: should place them at places that prioritize the existing
Community
01:07:04 --> 01:07:07: and the existing kids, right? So if you're if you're
01:07:07 --> 01:07:10: building a playground, how can it be located? You know,
01:07:11 --> 01:07:14: maybe near the Kelly pool. People using the police touch
01:07:14 --> 01:07:17: would also use that, but it's a great opportunity for
01:07:17 --> 01:07:21: neighborhood kids. So think about how you locate those and
01:07:21 --> 01:07:25: do multiple playgrounds, multiple play areas that improve the
community.
01:07:27 --> 01:07:30: We think the great work that the Conservancy is doing
01:07:30 --> 01:07:33: or has planned for around the Welsh fountain needs to
01:07:33 --> 01:07:37: be encouraged, elevated and funded. We think that's a great
01:07:37 --> 01:07:41: place to continue development and we think there's an
opportunity
01:07:41 --> 01:07:44: also for water play there that should be explored. That
01:07:44 --> 01:07:48: will be awesome for the residents and for visitors. And
01:07:48 --> 01:07:51: then we also feel it's important to partner with the

01:07:51 --> 01:07:54: city to make sure that the fields are upgraded to
01:07:54 --> 01:07:57: a level that they're ready for game play, right?
01:07:58 --> 01:08:01: We don't need people traveling everywhere when you have
field
01:08:01 --> 01:08:04: resources here, they just need to be at a level
01:08:04 --> 01:08:07: that people can stay longer and and have high quality
01:08:07 --> 01:08:10: and be ready for lex level opportunities.
01:08:11 --> 01:08:13: And then lastly.
01:08:14 --> 01:08:18: Conservation natural and cultural resource management.
01:08:19 --> 01:08:24: Is an important component because it supports the overall
ecosystem,
01:08:24 --> 01:08:24: the.
01:08:26 --> 01:08:30: They're rare and endangered species. There's protection of
our waterways
01:08:30 --> 01:08:34: that are extremely critical, and then it also their cultural
01:08:34 --> 01:08:38: elements that we want to protect, like the historic buildings
01:08:38 --> 01:08:41: in our view, shed to the from the Beaumont Plateau
01:08:41 --> 01:08:45: in the Mann Center. We want to help curate these
01:08:45 --> 01:08:49: historic resources. As tailor mentioned, making sure that they
reflect
01:08:49 --> 01:08:52: the lens of the user. I've heard a couple of
01:08:52 --> 01:08:56: times this week a great statement that brown loved leather.
01:08:56 --> 01:08:59: Furniture is not a vogue right now, but I also
01:08:59 --> 01:09:02: heard about the rich music history here. How can the
01:09:02 --> 01:09:06: buildings be for more than just weddings, right? Weddings
are
01:09:06 --> 01:09:09: good revenue, but we need that other layer where we're
01:09:10 --> 01:09:13: thinking about not just the some of the staunchly things
01:09:13 --> 01:09:16: that may have happened inside, but how we can tell
01:09:16 --> 01:09:19: the story and use them to connect to the people
01:09:19 --> 01:09:23: here and and bring some excitement to visitors and then
01:09:23 --> 01:09:26: just to just a second that overall assessment.
01:09:26 --> 01:09:29: You have to know what you have your inventory of,
01:09:29 --> 01:09:35: both recreational resources and historic resources will
provide that foundation.
01:09:35 --> 01:09:38: I think that along with an overall assessment of your
01:09:38 --> 01:09:42: previous planning efforts will help elevate a series of real
01:09:42 --> 01:09:46: really well thought about investments in your resources.
01:09:47 --> 01:09:49: I'm going to pass this all the way down the
01:09:49 --> 01:09:51: line to Mike and let him fight.
01:09:51 --> 01:09:53: On to that I don't want to see it again.
01:09:56 --> 01:09:56: She did away.
01:09:56 --> 01:09:57: From me, she'll keep it.

01:09:58 --> 01:10:01: So you can hold it Taylor for me, I'm not,
 01:10:01 --> 01:10:04: I'm not doing it again. Quick question. I'm going to
 01:10:04 --> 01:10:07: be quick because we're I we want to leave plenty
 01:10:07 --> 01:10:11: of time for comments and Q&A. But you look at
 01:10:11 --> 01:10:15: this panel doesn't look like a friendly, agreeable panel to
 01:10:15 --> 01:10:18: you. Just nod your head. OK, it's not. You know
 01:10:18 --> 01:10:23: this slide deck. These recommendations were extremely
 difficult to come
 01:10:23 --> 01:10:25: to agreement on. We spit. We spat.
 01:10:25 --> 01:10:26: We fought.
 01:10:27 --> 01:10:29: But we had a process and we knew what our
 01:10:29 --> 01:10:32: mission was. We knew what our finish line was and
 01:10:32 --> 01:10:35: we worked together to come to a consensus on what
 01:10:35 --> 01:10:39: we would recommend. It's exactly what the community has to
 01:10:39 --> 01:10:39: do.
 01:10:40 --> 01:10:41: It's not always pretty.
 01:10:42 --> 01:10:44: But you have to be in the room and you
 01:10:44 --> 01:10:47: have to know what you're trying to accomplish, and then
 01:10:47 --> 01:10:49: you roll up the sleeves and you get busy.
 01:10:50 --> 01:10:54: So process is everything. The other piece of emphasis that
 01:10:54 --> 01:10:58: I don't want to, or emphasis we have that you
 01:10:58 --> 01:11:01: know, we could have started with fancy plans.
 01:11:02 --> 01:11:05: You have 22 plans or more that have affected this
 01:11:05 --> 01:11:08: park, but if you don't have the organization and the
 01:11:08 --> 01:11:10: funds to do anything.
 01:11:11 --> 01:11:12: Doesn't matter.
 01:11:12 --> 01:11:14: So we started with organization.
 01:11:15 --> 01:11:21: Organized get the funding may happen incrementally, but
 make progress.
 01:11:23 --> 01:11:25: And then you can take really good plans and some
 01:11:25 --> 01:11:28: really good recommendations. Make sure that the community
 supports it.
 01:11:29 --> 01:11:30: And get to work.
 01:11:31 --> 01:11:33: So you're setting the table.
 01:11:33 --> 01:11:37: To actually make concrete things happen, so if you don't
 01:11:37 --> 01:11:38: mind advancing the slide.
 01:11:39 --> 01:11:43: Excellent, really good job. So we have left and we're
 01:11:43 --> 01:11:46: not going to go through a great deal of detail
 01:11:46 --> 01:11:49: on this timetable, but we have. We've kind of identified
 01:11:49 --> 01:11:53: an initial, and I emphasize initial work program. What do
 01:11:53 --> 01:11:55: you do over the next 90 days? The next 18
 01:11:56 --> 01:11:58: months? The next two years as you get ready for
 01:11:59 --> 01:12:00: 2026, the 250 year celebration?

01:12:02 --> 01:12:03: Of this country in this park.

01:12:04 --> 01:12:06: And we think you start with parks and Rec and

01:12:07 --> 01:12:10: the Fairmount Park Conservancy district getting together and saying can

01:12:10 --> 01:12:13: we live with these recommendations? Do we think we can

01:12:13 --> 01:12:16: act on them and then can we engage the Community

01:12:16 --> 01:12:17: to make sure that they buy into these?

01:12:19 --> 01:12:22: And we think that ought to happen maybe right after

01:12:22 --> 01:12:24: the meeting we could convene the meeting, get to work

01:12:24 --> 01:12:28: right away, but make sure that these recommendations make sense

01:12:28 --> 01:12:30: to you. And if you have to modify some places,

01:12:30 --> 01:12:32: do it. Then if you like the idea of this

01:12:32 --> 01:12:36: new organization, the West Fairmont Park funding district.

01:12:36 --> 01:12:39: That is going to be responsible for making sure you

01:12:39 --> 01:12:42: have the funds to maintain and operate the park at

01:12:42 --> 01:12:43: a higher level.

01:12:44 --> 01:12:47: And that you can find the capital resources to make

01:12:47 --> 01:12:49: the improvements not overnight, but.

01:12:50 --> 01:12:53: Start to make that progress if you like that idea,

01:12:53 --> 01:12:56: let's get that organization set up and really start to

01:12:56 --> 01:12:58: work on that over the next 90 days.

01:12:58 --> 01:13:02: Make sure the community understands it, supports it, and is

01:13:02 --> 01:13:06: a partner with it. They're included in that process. They're

01:13:06 --> 01:13:09: a partner and they're the new institution on the site.

01:13:11 --> 01:13:14: That center is kind of their home. It's the new

01:13:14 --> 01:13:15: institution on par.

01:13:16 --> 01:13:17: With the touch museum.

01:13:18 --> 01:13:21: The Mann Center and all the other the zoo. All

01:13:21 --> 01:13:26: the other institutions that have a voice. The community now

01:13:26 --> 01:13:29: has an institutional voice with this part.

01:13:30 --> 01:13:31: Get the organization set up.

01:13:32 --> 01:13:37: Identify the capital improvement priorities that you would like to

01:13:37 --> 01:13:40: get accomplished between now and 2026, and then after that

01:13:41 --> 01:13:44: beyond put together a 2023 operations and maintenance budget.

01:13:45 --> 01:13:50: That starts to stretch towards those financial resources that Rachel

01:13:50 --> 01:13:54: mentioned somewhere in that 2 1/2 to \$5 million range,

01:13:54 --> 01:13:57: which would be two to three to four times more

01:13:57 --> 01:14:02: than is being spent right now on maintenance and operations.

01:14:04 --> 01:14:06: So get that in place and that that those know

01:14:06 --> 01:14:09: those where those dollars are, and they're dedicated to this

01:14:09 --> 01:14:09: park.

01:14:10 --> 01:14:14: And then start to look at parking management, stormwater improvements.

01:14:14 --> 01:14:16: A number of items that we have listed up here.

01:14:16 --> 01:14:18: So there is a little bit of a work program

01:14:19 --> 01:14:21: for you to look at, modify and then to act

01:14:21 --> 01:14:21: upon.

01:14:25 --> 01:14:29: Next slide, I think we've covered most of this, but

01:14:29 --> 01:14:31: you know, incredible asset.

01:14:31 --> 01:14:35: Great potential it is all about kind of coming together,

01:14:35 --> 01:14:39: forming the partnerships and raising the funds and getting after

01:14:39 --> 01:14:39: it.

01:14:41 --> 01:14:44: Remember the guiding principles, which I believe is our next

01:14:44 --> 01:14:48: slide slide. These guiding principles just click right through them

01:14:48 --> 01:14:48: on Taylor.

01:14:49 --> 01:14:51: They need to guide everything you do.

01:14:52 --> 01:14:56: When you take an action, pull these up and say.

01:14:56 --> 01:14:59: Is this action consistent with these principles?

01:15:01 --> 01:15:03: Really easy to call up and look at every time

01:15:03 --> 01:15:06: you take a major action and make sure that you're

01:15:06 --> 01:15:09: consistent with those. I want to tell you it's been

01:15:09 --> 01:15:12: a privilege to be on this panel with the great

01:15:12 --> 01:15:14: members that are on it. And really I think we

01:15:14 --> 01:15:18: all have enjoyed rolling up the sleeves with you getting

01:15:18 --> 01:15:21: to work on this this week and actually before and

01:15:21 --> 01:15:24: hopefully these recommendations are something that you can work with

01:15:25 --> 01:15:26: and act upon. Thank you very much.

01:15:35 --> 01:15:38: So, Barb, I think it's time for questions and answers

01:15:38 --> 01:15:40: and comments and Barbara's good to go around. If you

01:15:40 --> 01:15:43: could speak into the microphone, this is being recorded and

01:15:43 --> 01:15:45: we're hoping those that could not have done today will

01:15:45 --> 01:15:46: be able to pull this up so far.

01:15:48 --> 01:15:49: First comment or question.

01:15:50 --> 01:15:51: Great.

01:15:55 --> 01:15:58: I don't wanna take up a lot of time. My

01:15:58 --> 01:16:01: name is Joe Manco. I was born in Logan which

01:16:01 --> 01:16:04: is in North Philadelphia and the Oasis for me as

01:16:04 --> 01:16:07: a child was being able to come here. I think

01:16:07 --> 01:16:10: it's spring water to go to Woodside Park to go
01:16:10 --> 01:16:14: to Crystal pool and things of that nature. It's area
01:16:14 --> 01:16:18: history is very interesting. I'm sure one of the things
01:16:18 --> 01:16:20: you've read is Jews in Fairmount Park.
01:16:22 --> 01:16:24: I worked on that as a member of the Board
01:16:24 --> 01:16:27: of Fairmount Park. It's trying to see where the children,
01:16:28 --> 01:16:31: grandchildren and great grandchildren of the people who
were in
01:16:31 --> 01:16:34: Parkside who were in Strawberry mansion to go the other
01:16:34 --> 01:16:37: side. Where are they now and how can I get
01:16:37 --> 01:16:40: their interest back together? I also looked at Black Jewish
01:16:40 --> 01:16:43: dialogue as one of the reasons to be able to
01:16:43 --> 01:16:44: do that.
01:16:44 --> 01:16:47: Very, very little interest. I mean it's like well, that
01:16:47 --> 01:16:50: was for my grandfather. I mean I don't live there.
01:16:50 --> 01:16:52: I live in Lower Merion. I live in Cheltenham.
01:16:52 --> 01:16:53: Etcetera.
01:16:53 --> 01:16:57: So the history is an interesting history. It's one of
01:16:57 --> 01:16:59: of of changing compositions.
01:17:00 --> 01:17:02: Next thing is and I don't wanna put Kathy on
01:17:02 --> 01:17:05: the spot because she's here for the man, but they
01:17:05 --> 01:17:07: have their own fundraising needs.
01:17:08 --> 01:17:11: To be able to organize people who are raising money
01:17:11 --> 01:17:14: to be able to keep their institution going to look
01:17:14 --> 01:17:17: at the broader and they do, they do we inform
01:17:17 --> 01:17:21: the district within we're working with at Fairmount Park is
01:17:21 --> 01:17:25: is basically coordinating and convening zoo. The please
touch and
01:17:25 --> 01:17:29: and the man among others. And that's our hope and
01:17:29 --> 01:17:32: whether or not they could put it get the city
01:17:32 --> 01:17:35: to allow them put a tax on their tickets. Etcetera,
01:17:35 --> 01:17:38: that's going to eat into their marketing.
01:17:38 --> 01:17:40: Etcetera etcetera so. These are things that need in the
01:17:40 --> 01:17:42: real world to be to be looked at.
01:17:43 --> 01:17:46: We have a wonderful mural arts program in this city
01:17:46 --> 01:17:50: with Jane Golden. They're anxious to get anywhere they can,
01:17:50 --> 01:17:53: and I I know there are programs that we've done
01:17:53 --> 01:17:57: from the Fairmount Park Conservancy with the mural arts
people
01:17:58 --> 01:18:01: and putting things together in the in the parks.
01:18:03 --> 01:18:04: I'm almost finished.
01:18:06 --> 01:18:09: Memorandum of understanding. When I first got on the
board,

01:18:09 --> 01:18:11: I said what's our deal with the city?
 01:18:12 --> 01:18:15: And the answer is, well, we don't really have to
 01:18:15 --> 01:18:18: deal with the city. Sometimes we, we bankroll for them.
 01:18:18 --> 01:18:20: We do what we bankroll for them because we get
 01:18:20 --> 01:18:22: paid after we spend the money, we have to go
 01:18:22 --> 01:18:25: get the money and borrow it etcetera etcetera.
 01:18:26 --> 01:18:30: And you therefore have a change in the culture of
 01:18:30 --> 01:18:35: the leadership. When you change mayors, the last mayor
 grew
 01:18:35 --> 01:18:36: up in Parkside.
 01:18:37 --> 01:18:39: And I was a big fan of his and I
 01:18:39 --> 01:18:41: worked to raise a lot of money to get him
 01:18:41 --> 01:18:44: elected, but I don't know that that was a big
 01:18:44 --> 01:18:47: help and now we have a mayor from South Philadelphia
 01:18:47 --> 01:18:49: who's looking mostly at FDR Park, and I know that
 01:18:49 --> 01:18:53: he's now gotten some contribution for West Fairmount Park
 because
 01:18:53 --> 01:18:56: my first thing was what about West Fairmount Park? Why
 01:18:56 --> 01:18:59: are we going down in South Philadelphia? We've got
 neighbors
 01:18:59 --> 01:19:02: here who need all these things, so we have to
 01:19:02 --> 01:19:05: deal with the leadership as it changes and it changes.
 01:19:05 --> 01:19:07: People are now saying, well, who's going to be the
 01:19:07 --> 01:19:08: next mayor?
 01:19:08 --> 01:19:09: OK.
 01:19:10 --> 01:19:12: And we're sort of stuck with it. We thought we
 01:19:12 --> 01:19:16: had it solved when Catherine, our executive director, got
 hired
 01:19:16 --> 01:19:19: by the mayor to be ahead of Parks and Rec.
 01:19:19 --> 01:19:22: That was great, except you just showed what the budget
 01:19:22 --> 01:19:26: is. You're getting killed on their budget, so it's a
 01:19:26 --> 01:19:29: question of raising the money and working with the city.
 01:19:29 --> 01:19:33: Working with the access, making people feel safe and
 crossing
 01:19:33 --> 01:19:36: the street and coming here. There's a lot of work
 01:19:36 --> 01:19:39: to do and you identify the pockets that need to
 01:19:39 --> 01:19:40: be addressed.
 01:19:40 --> 01:19:43: And and I, as a member of the Board of
 01:19:43 --> 01:19:47: the Fairmount Park Conservancy, welcome the challenge, we
 are the
 01:19:47 --> 01:19:50: ideal convener. By the same token, we also have other
 01:19:50 --> 01:19:53: projects and we have to raise money just to pay
 01:19:53 --> 01:19:57: everybody, etcetera etcetera. So I don't know how these
 other

01:19:57 --> 01:20:00: cities have handled that. I know that it. It's our

01:20:00 --> 01:20:03: challenge and I also happen to be the chairman of

01:20:03 --> 01:20:05: the Development Committee for.

01:20:06 --> 01:20:09: Thank you Joe and just real quickly. You know, hopefully

01:20:09 --> 01:20:10: this package.

01:20:10 --> 01:20:13: Allows the community to start to control its destiny a

01:20:14 --> 01:20:16: little more than it does now. With the park and

01:20:16 --> 01:20:19: the what is needed by the park. And so it

01:20:19 --> 01:20:22: the capital the city will never have enough resources so

01:20:22 --> 01:20:24: there has to be kind of a sea change in

01:20:24 --> 01:20:28: order for you to really have the resources necessary to

01:20:28 --> 01:20:30: do what you'd like to do and have the city

01:20:30 --> 01:20:33: as a really meaningful partner. They do a lot, but

01:20:33 --> 01:20:35: they can't do it all. So if we, if we

01:20:35 --> 01:20:39: really create some mechanisms that allow you to control your

01:20:39 --> 01:20:41: destiny, that will make a big difference.

01:20:42 --> 01:20:42: Somebody.

01:20:43 --> 01:20:45: I would like to jump in on the MU and

01:20:45 --> 01:20:47: and I believe the MU if it is really

01:20:48 --> 01:20:52: clearly articulated and laid out, it will live beyond

administrations,

01:20:52 --> 01:20:57: right? So this becomes something that's institutionalized

within parks and

01:20:57 --> 01:21:00: REC regardless of who's in charge. But this is the

01:21:00 --> 01:21:04: memorandum of understanding of how you will act as

partners

01:21:04 --> 01:21:08: moving forward. I think it's vitally important to not connect

01:21:08 --> 01:21:10: this to who's in power?

01:21:13 --> 01:21:15: Love that that's right, that's.

01:21:15 --> 01:21:15: Right?

01:21:16 --> 01:21:19: That's right, and you know what Dion said is absolutely

01:21:19 --> 01:21:22: correct and also why we have designated the timeline and

01:21:22 --> 01:21:26: action steps towards the end of the presentation. Because,

you

01:21:26 --> 01:21:30: know, take this momentum that we've created here today.

Make

01:21:30 --> 01:21:33: meaningful action in the next 90 days, but then also

01:21:33 --> 01:21:36: that 18 months lines up roughly when your political leaders

01:21:36 --> 01:21:39: may be changing in this city. So we all know

01:21:39 --> 01:21:42: that when that happens there's an adjustment.

01:21:42 --> 01:21:45: It's harder to get things done. Take advantage of the

01:21:45 --> 01:21:48: time before that set up this district. Make those changes.

01:21:48 --> 01:21:50: Maybe sign that M OU and then move forward with

01:21:50 --> 01:21:53: the later processes. That may involve you know getting to
01:21:53 --> 01:21:57: know this new administration and working out those kinks that
01:21:57 --> 01:21:59: may take a little bit longer to get things through
01:21:59 --> 01:22:00: the process.
01:22:00 --> 01:22:01: Barbara looks like we have another.
01:22:03 --> 01:22:06: Catherine, I'm the Parks and Rec commissioner. Hi everybody, I
01:22:06 --> 01:22:08: want to start by saying that I worship at the
01:22:08 --> 01:22:11: Church of Joe Manco and I would literally follow him
01:22:11 --> 01:22:12: into the gates of hell.
01:22:15 --> 01:22:18: Close, close, you you you're. You've talked to the Catholic
01:22:18 --> 01:22:21: Church lately. Anyway, I digress. That said, two points of
01:22:21 --> 01:22:24: clarification in no way shape or form does the Fairmount
01:22:24 --> 01:22:28: Park Conservancy bankroll the Department of Parks and Recreation. So
01:22:28 --> 01:22:31: point of clarification. We fund the Fairmount Park Conservancy to
01:22:32 --> 01:22:34: be clear. We fund them through contracts to support the
01:22:34 --> 01:22:38: work they do in historic preservation. We fund them through
01:22:38 --> 01:22:42: concessions revenue which supports their general operating funding. I know
01:22:42 --> 01:22:44: this because I ran the family parking services.
01:22:44 --> 01:22:46: For six years and now I run the Department of
01:22:46 --> 01:22:49: Recreation and every grant that goes to the to the
01:22:49 --> 01:22:52: Fairmount Park Conservancy that supports our work. Because that is,
01:22:53 --> 01:22:55: I think what Joe means by bankrolling. We use them
01:22:55 --> 01:22:57: as a fiscal sponsor from any work we do. They
01:22:57 --> 01:23:01: take an administrative cut, sometimes 10 times, sometimes 12, sometimes
01:23:01 --> 01:23:03: 15%. I don't know what that number is of all
01:23:03 --> 01:23:06: the administrative cuts that they take off of operating and
01:23:06 --> 01:23:10: capital dollars, but I think it's probably pretty significant. So
01:23:10 --> 01:23:13: to be clear, the city very much supports the Fairmount
01:23:13 --> 01:23:14: Park Conservancy does the Fairmont.
01:23:14 --> 01:23:19: Our Conservancy support. The Department of Parks and Recreation, absolutely,
01:23:19 --> 01:23:22: but I would never ever want anyone out there to
01:23:22 --> 01:23:25: think that that they bankroll us. That's just not. It's
01:23:25 --> 01:23:27: not true. On on a second point.
01:23:28 --> 01:23:29: You know, I think.
01:23:31 --> 01:23:34: I struggle with the MCU concept right. As someone who

01:23:34 --> 01:23:37: has been on both sides right and MU is great

01:23:37 --> 01:23:39: in a lot of ways because it does, it would

01:23:40 --> 01:23:45: transition. It would codify a relationship. It would transition administrations.

01:23:45 --> 01:23:48: But an MOU I am I am and everyone who's worked

01:23:48 --> 01:23:51: with me knows this. I'm not a process driven person

01:23:52 --> 01:23:55: right? I surround myself with people who are process driven,

01:23:55 --> 01:23:59: but I'm more emotionally driven. I'm more of an entrepreneur,

01:23:59 --> 01:24:02: right? And an MO U locks you in too right?

01:24:02 --> 01:24:05: And it to me it prevents some nimbleness, right that

01:24:05 --> 01:24:08: I don't know if nimbleness is a word but nimble

01:24:08 --> 01:24:11: ability. I have no idea where, but it it

01:24:11 --> 01:24:14: you know to me it's it's. It's just has to

01:24:14 --> 01:24:16: be very carefully constructed.

01:24:16 --> 01:24:18: I have been I'm on the City side now and

01:24:18 --> 01:24:21: I will tell you that you know MO MO's. Also

01:24:21 --> 01:24:24: don't you know they don't. They're not a silver bullet

01:24:24 --> 01:24:27: that solves everything you know to me the most important

01:24:27 --> 01:24:31: thing is that relationship and making sure that that

01:24:31 --> 01:24:34: relationship

01:24:31 --> 01:24:34: is solid and collaborative and mutually respectful. And I think

01:24:35 --> 01:24:38: we certainly have that with the Fairmount Park Conservancy

01:24:38 --> 01:24:42: and

01:24:38 --> 01:24:42: certainly it's extraordinary board members like Joe Manco.

01:24:42 --> 01:24:45: So you

01:24:42 --> 01:24:45: know, those are sort of two points of clarification that

01:24:45 --> 01:24:46: I want to make.

01:24:46 --> 01:24:49: I think some of the ideas coming it out out

01:24:49 --> 01:24:52: of this are really wonderful. I think the idea of

01:24:52 --> 01:24:55: a funding district is important. I think we need a

01:24:55 --> 01:24:58: funding district for the whole park system, right? I think

01:24:58 --> 01:25:02: you know it's long overdue to think about what Seattle

01:25:02 --> 01:25:04: has done and to to think about a model based

01:25:04 --> 01:25:07: on what Seattle has done, which is to has created

01:25:07 --> 01:25:10: a park district which is a funding district right for

01:25:10 --> 01:25:13: Seattle, which is based on a levy and you know.

01:25:13 --> 01:25:16: But starting so because I. I agree with Joe too

01:25:16 --> 01:25:17: in that.

01:25:17 --> 01:25:17: You know?

01:25:19 --> 01:25:23: Well, I desperately desperately want a dedicated funding

01:25:23 --> 01:25:26: stream for

01:25:23 --> 01:25:26: Parks and Recreation. I bristle at the idea of that

01:25:26 --> 01:25:29: coming from the institutions that are working. So in this

01:25:29 --> 01:25:32: district that are working so hard to raise their own
01:25:32 --> 01:25:35: nannies, right? Do I think that Kath and Vic and
01:25:35 --> 01:25:38: and Trish would give the skin off their butt their
01:25:38 --> 01:25:40: backs to help this? Yes they do and I think
01:25:40 --> 01:25:43: they would, but I don't I I just I think
01:25:43 --> 01:25:46: we have to explore that a little bit more because
01:25:46 --> 01:25:48: you know we don't want to put a burden on.
01:25:49 --> 01:25:52: Nonprofits right who were already doing so much to lift
01:25:52 --> 01:25:55: up the space. One more point of clarification which is.
01:25:56 --> 01:25:58: The numbers aren't good, right? In terms of the city
01:25:59 --> 01:26:01: support for parks and Rec. They're even worse if you
01:26:01 --> 01:26:04: look at the trust for public lands. Latest park score,
01:26:04 --> 01:26:07: which came out this week, which shows that we dropped
01:26:07 --> 01:26:09: to 32nd in terms of city spending on parks in
01:26:09 --> 01:26:12: the country right now, that's really due to an accounting
01:26:12 --> 01:26:15: issue that I don't agree with and counting volunteer hours,
01:26:15 --> 01:26:17: which I also don't agree with. I'm not going to
01:26:17 --> 01:26:20: get into the weeds of that. As someone who's been
01:26:20 --> 01:26:23: on both sides, absolutely our city and region needs to
01:26:23 --> 01:26:25: support our parks and public space better. And if we
01:26:25 --> 01:26:26: haven't.
01:26:26 --> 01:26:28: Made the case for that over the last two years
01:26:28 --> 01:26:31: of a global pandemic. I'm not sure we ever will
01:26:31 --> 01:26:33: but but to say that the city hasn't done enough
01:26:33 --> 01:26:36: out here in West Park, I don't think it's fair
01:26:36 --> 01:26:39: either. The city is investing 22 million American dollars in
01:26:39 --> 01:26:42: Carousel House and that is because of Mayor Kenny's
01:26:42 --> 01:26:46: rebuild
01:26:46 --> 01:26:49: initiatives, which is the largest investment in civic
01:26:49 --> 01:26:51: infrastructure in
01:26:51 --> 01:26:54: the history of our city? And that's going directly to
01:26:54 --> 01:26:57: Parks and Recreation and to some of the most underserved
01:26:57 --> 01:27:00: communities in our city, right? So that that \$20 million
01:27:00 --> 01:27:03: investment in Carousel House is unprecedented.
01:27:03 --> 01:27:07: We haven't seen that you know in West Park in
01:27:07 --> 01:27:10: in ages, so the the city also supports the man
01:27:10 --> 01:27:13: supports the police touch and supports the zoo with capital
01:27:13 --> 01:27:16: allocations as well. So I don't. I don't. While I
01:27:16 --> 01:27:19: of course want more, I will always want more. I
01:27:19 --> 01:27:19: don't want it to be said that the city has
01:27:19 --> 01:27:19: done nothing for West Park, it just you know we
01:27:19 --> 01:27:19: we are.

01:27:20 --> 01:27:22: We are a the poorest big city in the city
 01:27:22 --> 01:27:25: of Philadelphia. And now that I've been on both sides,
 01:27:25 --> 01:27:29: I can tell you that the decisions that this administration
 01:27:29 --> 01:27:32: has to make about where those very limited tax dollars
 01:27:32 --> 01:27:34: go is horrible, right? And, you know, we just have
 01:27:34 --> 01:27:36: to consider that we need new revenue.
 01:27:37 --> 01:27:39: Kathy, I'm going to turn it over to Sonia, but
 01:27:39 --> 01:27:42: real quickly. City is doing a lot. It's great partner,
 01:27:42 --> 01:27:44: but he can't do it all and so I think
 01:27:44 --> 01:27:46: that's the purpose of kind of the some of the
 01:27:46 --> 01:27:50: recommendations we need more stewards and more people
 vested in
 01:27:50 --> 01:27:51: that park. If it's going to.
 01:27:51 --> 01:27:53: Get to the level that we would like it to
 01:27:53 --> 01:27:55: sign in. Do you want to make A and then
 01:27:55 --> 01:27:57: as we go around? I'd like to make sure everybody
 01:27:57 --> 01:27:59: gets a chance, so let's let's try to make short
 01:27:59 --> 01:28:02: comments and a lot of questions and dialogue. Thank you,
 01:28:02 --> 01:28:02: Sanya.
 01:28:02 --> 01:28:05: Sure, just to under score a couple of things. I
 01:28:05 --> 01:28:08: think it is really important to acknowledge the work of
 01:28:08 --> 01:28:12: this administration and the efforts that are being made and
 01:28:12 --> 01:28:16: and the and the work of the Conservancy, especially
 recently.
 01:28:16 --> 01:28:20: But we also are pointing out some systemic underinvestment
 over
 01:28:20 --> 01:28:22: time, right? And so unless you shift.
 01:28:22 --> 01:28:25: Their paths you will not be able to keep up
 01:28:25 --> 01:28:28: with the waves that are coming, and so those are
 01:28:28 --> 01:28:32: very, very important points that I want to talk about.
 01:28:32 --> 01:28:35: And then my team handles these MSU's in our department
 01:28:35 --> 01:28:38: and I'm going to do this brag thing. Six time
 01:28:38 --> 01:28:42: gold medal winner, one of the few agencies in the
 01:28:42 --> 01:28:46: country that has that designation and the thing about these
 01:28:46 --> 01:28:49: MU's, they are extremely tough, right? And I think our
 01:28:49 --> 01:28:52: big lessons learn is clearly defining.
 01:28:52 --> 01:28:56: Partnerships and clearly defining wins now for the man for
 01:28:56 --> 01:28:59: please touch the zoo to come to the table with
 01:28:59 --> 01:29:03: funds they have to have wins, right? They have to
 01:29:03 --> 01:29:07: come in and see that there's a competitive advantage for
 01:29:07 --> 01:29:11: them as institutions to coming to the table with resources
 01:29:11 --> 01:29:15: and that they're going to get return on that investment.
 01:29:15 --> 01:29:20: That predictability, reliability and accountability are the things

01:29:20 --> 01:29:22: that we

01:29:22 --> 01:29:25: heard most are needed, and we.

01:29:25 --> 01:29:29: We know this is tough. Frameworks are really good to

01:29:29 --> 01:29:34: help hold things along administrations, but yes, you do need

01:29:34 --> 01:29:37: to have that flexibility because we want flexibility and

01:29:37 --> 01:29:40: adaptability

01:29:40 --> 01:29:42: to change. Again to be that high quality park. So

01:29:42 --> 01:29:46: it's a both end thing and we know it's tough.

01:29:46 --> 01:29:48: But as a panel we really want to leave you

01:29:48 --> 01:29:52: with that idea because this is the work that needs

01:29:52 --> 01:29:53: to be done for people to know who's at the

01:29:53 --> 01:29:54: table with what and what their expectations are. And that

01:29:54 --> 01:29:55: seems to be a big place.

01:29:55 --> 01:29:56: Have need for West Vermont part.

01:29:56 --> 01:29:58: You want to get some more comments or questions.

01:29:58 --> 01:30:00: We also want to make sure that we're getting questions

01:30:00 --> 01:30:02: from zoom. If there are any.

01:30:02 --> 01:30:03: We got that.

01:30:03 --> 01:30:05: Hello, my name is Catherine Valverde. I'm a student at

01:30:05 --> 01:30:09: the University of Philadelphia, PA, Wow and associate of ULI

01:30:09 --> 01:30:15: Philadelphia and my question is is in the 22 proposals

01:30:15 --> 01:30:19: that have been made in the past for the Fairmount

01:30:19 --> 01:30:23: Park Conservancy. Did you see that they made proposals for

01:30:23 --> 01:30:28: like a funding structure similar to Seattle and with that?

01:30:28 --> 01:30:33: My question is, is like.

01:30:33 --> 01:30:36: If they did, what do you think is was the

01:30:36 --> 01:30:37: largest prevention into being able to get fundraising for the

01:30:37 --> 01:30:40: park separate from the city in the past? And what

01:30:40 --> 01:30:45: are the biggest things that we could do to attract

01:30:45 --> 01:30:48: larger funders? A diverse set of funders to being able

01:30:48 --> 01:30:52: to do the the proposals that are being suggested?

01:30:52 --> 01:30:56: We'll take a first shot and then briefly, if anybody

01:30:56 --> 01:31:00: else has some other comments we we don't think that

01:31:00 --> 01:31:04: the fundraising and the organizational piece were highlighted

01:31:04 --> 01:31:07: and many

01:31:07 --> 01:31:11: of the plants, not that they weren't addressed or mentioned,

01:31:11 --> 01:31:12: but they certainly weren't kind of prioritized in the plan.

01:31:12 --> 01:31:15: It was more physical planning and and ways to improve

01:31:15 --> 01:31:19: the park. We think that he put two things that

01:31:19 --> 01:31:22: will drive fundraising. We believe a clear vision, a unified

01:31:22 --> 01:31:25: vision with a where are you headed and?

01:31:25 --> 01:31:28: Can you get there and then having a board with

01:31:28 --> 01:31:31:

01:31:31 --> 01:31:34:

01:31:34 --> 01:31:38: the West Fairmont Park funding district that is respected and
01:31:38 --> 01:31:40: credible and that can do that? Do that. Ask in
01:31:40 --> 01:31:43: a way that the fund funder sees that if I
01:31:43 --> 01:31:46: invest here, I'm going to get a good return. Being
01:31:46 --> 01:31:50: on capital or be it on enhanced maintenance and operations
01:31:50 --> 01:31:53: or programs. So we think those are two critical pieces
01:31:53 --> 01:31:56: that are not fully in place right now. There's a
01:31:56 --> 01:31:59: lot to start with, but those are not. Those elements
01:31:59 --> 01:32:01: are not in place right now. Anybody else?
01:32:03 --> 01:32:03: OK.
01:32:04 --> 01:32:06: Please state your name and affiliation.
01:32:08 --> 01:32:11: Hi good morning D Dukes. I'm the President of the
01:32:11 --> 01:32:17: Winfield Community Neighborhood Association. I'm a
01:32:17 --> 01:32:20: grassroots organization, nonprofit 501C3
01:32:20 --> 01:32:24: so thank you for convening all of this is very
01:32:24 --> 01:32:28: encouraging for everything that we've heard I grew up in
01:32:28 --> 01:32:33: Winfield, and I felt as being interviewed that our community
01:32:33 --> 01:32:36: just haven't been connected. We haven't been outreach to
01:32:36 --> 01:32:37: you.
01:32:33 --> 01:32:36: Guys know the whole story. I'm so I'm encouraged by
01:32:36 --> 01:32:37: what I'm hearing.
01:32:38 --> 01:32:41: But as a grassroots organization, what can we do? How
01:32:41 --> 01:32:44: can we connect to the funding source that's being created
01:32:44 --> 01:32:47: now so that we are able to outreach our community
01:32:47 --> 01:32:50: right now does not even have a rec center? We
01:32:50 --> 01:32:53: don't have a place for our for our children to
01:32:53 --> 01:32:55: go, so how can we be involved in that process
01:32:55 --> 01:32:58: and get the funding that we need to be able
01:32:58 --> 01:33:01: to do those things for our Community? Thank you.
01:33:02 --> 01:33:05: So Miss Dukes, I really feel that there should be
01:33:05 --> 01:33:09: a seat at the board for the neighborhood associations that
01:33:09 --> 01:33:13: are surrounding the community to be able to express those
01:33:13 --> 01:33:16: concerns about not being at the table about not hearing
01:33:16 --> 01:33:19: your voices about not having a Recreation Center. If we
01:33:19 --> 01:33:23: are proposing this funding structure, you need to vote on
01:33:23 --> 01:33:26: it and vote and approve on the projects and the
01:33:26 --> 01:33:30: priority projects that are coming out of this funding structure.
01:33:30 --> 01:33:32: That is what we're proposing here.
01:33:33 --> 01:33:33: You're welcome.
01:33:35 --> 01:33:38: Hello everyone, my name is Jihad Ali and I'm a
01:33:38 --> 01:33:41: citizen and I'm a resident of East Parkside and Mike.
01:33:41 --> 01:33:42: I wanted to thank.

01:33:42 --> 01:33:43: You for accurately.

01:33:44 --> 01:33:47: Giving our feedback to you to your committee, and I

01:33:48 --> 01:33:51: want to thank this committee. I mean you all travel

01:33:51 --> 01:33:55: some great distances California and Chicago and Maryland. I

01:33:55 --> 01:33:58: wanted to say I think the big thing that I'm

01:33:58 --> 01:34:01: that offends me is the name. I don't think you

01:34:01 --> 01:34:04: should name this West Park because you know you have

01:34:04 --> 01:34:05: to remember.

01:34:05 --> 01:34:09: This presentation didn't even cover the Strawberry Mansion

01:34:09 --> 01:34:12: party at

01:34:12 --> 01:34:14: the park, right? And I can tell you they're advocates

01:34:14 --> 01:34:17: over there just like I am, and they're more fierce

01:34:17 --> 01:34:20: advocates, and that would just let them feel left out.

01:34:20 --> 01:34:22: I don't, I think for 100 years it's been Fairmount

01:34:22 --> 01:34:25: Park. I think the districts are a good idea. I

01:34:25 --> 01:34:29: think you can clearly keep the name Fairmount Parks and

01:34:29 --> 01:34:32: clearly have the districts and include Strawberry Mansion

01:34:32 --> 01:34:35: district include

01:34:35 --> 01:34:35: the Art Museum district and that was left out. That's

01:34:36 --> 01:34:39: one of the most important parts around here.

01:34:39 --> 01:34:41: Is the art.

01:34:41 --> 01:34:44: The entranceway behind the Art Museum and all that park

01:34:44 --> 01:34:48: over there. So I I thought those were the big

01:34:48 --> 01:34:51: things, and I also think that if you you left

01:34:51 --> 01:34:55: out both boathouse row, that's a tremendous opportunity to

01:34:55 --> 01:34:58: work

01:34:58 --> 01:35:02: with all the universities. I thought Miss Taylor's point about

01:35:02 --> 01:35:05: the Health Center, that's outstanding. We have at Health

01:35:05 --> 01:35:09: Center

01:35:09 --> 01:35:12: with the University of Penn. They're at the first African

01:35:12 --> 01:35:16: African Methodist Church right on Gerard Ave. They can't

01:35:16 --> 01:35:19: even

01:35:19 --> 01:35:23: be there now because the church is being renovated. The

01:35:23 --> 01:35:26: Fairmont.

01:35:26 --> 01:35:29: Our conservative could have stepped in them and asked

01:35:29 --> 01:35:32: them

01:35:32 --> 01:35:35: to come out into the park because that's an excellent

01:35:35 --> 01:35:38: opportunity and I'm disappointed in the Fairmont Parking

01:35:38 --> 01:35:41: service. You

01:35:41 --> 01:35:44: know, I think that you know, as the other speaker

01:35:44 --> 01:35:47: just represent it, they just overlooked some things. They just

01:35:47 --> 01:35:50: took some things for granted and there's no way on

01:35:50 --> 01:35:53: God's earth that I would agree to letting them be

01:35:29 --> 01:35:32: the the central part of this plan that you're putting.

01:35:32 --> 01:35:36: I think our city leaders have throughout history City Council.

01:35:36 --> 01:35:39: Has LED this part and been in position of authority.

01:35:39 --> 01:35:42: We have all the monuments here. We have the Water

01:35:42 --> 01:35:45: Works that were dedicated by City Council. We have the

01:35:45 --> 01:35:48: the, the the the what's the center with the woman

01:35:48 --> 01:35:50: on top Memorial Hall, right? That's one of the most

01:35:51 --> 01:35:54: significant parts and the thing about Memorial Hall is the

01:35:54 --> 01:35:57: most significant is the statue on top. It's a symbol

01:35:57 --> 01:36:00: of liberty. It's a symbol of America and that statue

01:36:00 --> 01:36:03: should be lit all the time because of freedom is

01:36:03 --> 01:36:06: for everybody all these parts, but I think you guys

01:36:06 --> 01:36:07: did a great job.

01:36:07 --> 01:36:08: I think this is a great draft. I think we

01:36:08 --> 01:36:11: can build on it, but this just needs some improvement,

01:36:11 --> 01:36:13: and Fairmount Park Conservancy no disrespect and you just

01:36:14 --> 01:36:16: need

01:36:16 --> 01:36:17: to get it together because right now there's no way

01:36:17 --> 01:36:20: we're gonna vote for that.

01:36:20 --> 01:36:23: To your point, you know this is the beginning and

01:36:23 --> 01:36:27: it it should be modified by the community and by

01:36:27 --> 01:36:30: those stakeholders that are involved. We had quite an

01:36:30 --> 01:36:33: argument

01:36:33 --> 01:36:36: about whether we were too ambitious with looking at West

01:36:36 --> 01:36:37: Fairmont Park with its forty 1400 acres. You have to

01:36:37 --> 01:36:40: begin someplace. Maybe you do decide to include East Park

01:36:40 --> 01:36:44: as well.

01:36:44 --> 01:36:47: That's a discussion that you all need to have. Hopefully

01:36:47 --> 01:36:50: we've created a framework for that discussion with some

01:36:50 --> 01:36:52: ideas.

01:36:52 --> 01:36:55: One thing we're clear on and and Sonia mentioned that

01:36:55 --> 01:36:56: is, there has to be a different framework than what

01:36:56 --> 01:37:01: you have right now. It's it's not a bad framework,

01:37:01 --> 01:37:05: it's just not good enough and so you have to

01:37:05 --> 01:37:08: make some changes. Yes.

01:37:08 --> 01:37:11: Hi everybody, I'm Chris sparr. I'm the executive director of

01:37:11 --> 01:37:14: the Centennial Parkside, CDC, right here in East Parkside. I

01:37:14 --> 01:37:17: want to second with Jihad said and thanking you for

01:37:17 --> 01:37:20: the great work that you did and for really centering

01:37:20 --> 01:37:23: the community and the Community concerns and your

01:37:23 --> 01:37:26: presentation. I

01:37:26 --> 01:37:29: think you from the my participation. A lot of what

01:37:29 --> 01:37:32: was spoken about from the community. You really did a

01:37:20 --> 01:37:22: great job of reflecting on that.

01:37:24 --> 01:37:26: One question I do have is and and this may

01:37:26 --> 01:37:28: be for a lack of me being fully engaged and

01:37:28 --> 01:37:32: understanding how this is working, but the 250th anniversary is

01:37:32 --> 01:37:35: coming up and from my understanding there's a lot of.

01:37:35 --> 01:37:40: Talk of resources coming to this area in support of

01:37:40 --> 01:37:41: that and.

01:37:42 --> 01:37:45: You know your timeline talks about kind of being ripped.

01:37:45 --> 01:37:49: From what I understood being ready for 2026 in terms

01:37:49 --> 01:37:52: of like starting to make real meaningful investments.

01:37:53 --> 01:37:55: But from what I'm hearing, there's going to be a

01:37:55 --> 01:37:58: lot of other resources coming in, like rushing to get

01:37:58 --> 01:38:01: it out before 2026 for the 250th anniversary, so maybe

01:38:01 --> 01:38:03: someone else in this room can answer this better than

01:38:03 --> 01:38:06: I can, because I haven't again fully engaged myself to

01:38:06 --> 01:38:09: fully understand how that those resources are working. But how

01:38:09 --> 01:38:12: do those all figure into this? Because I think they

01:38:12 --> 01:38:13: could, in a way, sort of derail.

01:38:14 --> 01:38:17: A long term plan, if they're not sort of integrated

01:38:17 --> 01:38:20: into this as it is, and so that's that's really

01:38:20 --> 01:38:22: where my question comes from.

01:38:23 --> 01:38:25: Really good question. I have to first say that you

01:38:25 --> 01:38:27: all look a lot different in person than you do

01:38:27 --> 01:38:27: on zoom.

01:38:27 --> 01:38:31: Yes, it's good to see you all in person.

01:38:32 --> 01:38:34: Rachel, do you want to jump in on that?

01:38:34 --> 01:38:34: 1.

01:38:35 --> 01:38:38: I so we we dug into the 2050 plans. It

01:38:38 --> 01:38:41: sounds like they're still coming together a little bit. I

01:38:41 --> 01:38:45: mean, I think that the broad frameworks that we're suggesting

01:38:45 --> 01:38:48: in terms of the intentionality and the goals should be

01:38:48 --> 01:38:51: applied. And you know, of course, subject to revision by

01:38:51 --> 01:38:55: the community. And you know, reflection. But you know the

01:38:55 --> 01:38:58: the kinds of investments that Sonia talked about in terms

01:38:58 --> 01:39:01: of crossing and bioswales and all of that. I mean,

01:39:01 --> 01:39:05: those could be done incrementally over time, and they could

01:39:05 --> 01:39:05: also be done.

01:39:06 --> 01:39:09: With an infusion of resources from, you know various

01:39:09 --> 01:39:09: sources,

01:39:09 --> 01:39:13: including you know mayoral allocations or or other things. I

01:39:13 --> 01:39:16: mean, I think one of the things that we wanted
01:39:16 --> 01:39:18: to stress was that.
01:39:19 --> 01:39:23: Incremental investment makes a lot of sense for this area
01:39:23 --> 01:39:26: in a lot of ways. It can happen gradually. It
01:39:26 --> 01:39:30: can be responsive to Community priorities and it can
gradually
01:39:30 --> 01:39:33: improve the conditions that we saw here, so I don't
01:39:33 --> 01:39:36: know if Sonia wants to weigh in, but a lot
01:39:36 --> 01:39:40: of the stuff that we recommend you know could happen
01:39:40 --> 01:39:43: quickly or they could happen more gradually.
01:39:43 --> 01:39:46: As because she really wanted to emphasize Centennial of
the
01:39:46 --> 01:39:49: Centennial District and and that is consistent.
01:39:49 --> 01:39:50: Some of the 2026
01:39:50 --> 01:39:54: objectives. Actually, yeah it was just going to say when
01:39:54 --> 01:39:57: we put the last chart together we have a debate
01:39:57 --> 01:40:00: among the among the panels here. So what are the
01:40:00 --> 01:40:04: priorities? If it's just it's Mike mentioned earlier, just the
01:40:04 --> 01:40:08: West Park itself. It's already four 1400 acres and how?
01:40:08 --> 01:40:11: How is possible if we want to do everything like
01:40:11 --> 01:40:15: everyone have a different need, but that's why we put
01:40:15 --> 01:40:18: this table up as the the new district. Bring all
01:40:18 --> 01:40:19: the parties.
01:40:19 --> 01:40:22: On the table and we all discussed together, we need
01:40:22 --> 01:40:26: to have priorities the same thing for the action plan.
01:40:26 --> 01:40:28: While we only kept it to 2026 because we we
01:40:28 --> 01:40:32: are, we all discussed whether we should add another column
01:40:32 --> 01:40:35: called beyond 2026 and then we found out that our
01:40:35 --> 01:40:39: list will go beyond this page and for probably another
01:40:39 --> 01:40:41: week here to discuss the futures.
01:40:43 --> 01:40:48: Yeah, so we as yeah as Rachel just mentioned incremental.
01:40:48 --> 01:40:50: That's exactly what we see.
01:40:51 --> 01:40:55: It's just should happen here. It also build up trust,
01:40:55 --> 01:40:59: bringing back the trust when people see things happening,
even
01:40:59 --> 01:41:02: small changes, it brings up a trust. It can make
01:41:02 --> 01:41:05: things happen much easier for the bigger steps next.
01:41:05 --> 01:41:09: And also that's part of the development of the different
01:41:09 --> 01:41:12: zones that we outlined in one of the graphics. So
01:41:12 --> 01:41:16: if you know that you have funding opportunities because of
01:41:16 --> 01:41:19: the 250th anniversary, you know and that date is coming
01:41:19 --> 01:41:22: up sooner. You know construction projects.
01:41:22 --> 01:41:25: Big time, maybe you focus that funding on the Centennial

01:41:25 --> 01:41:29: zone and the entertainment zone, which includes a lot of
01:41:29 --> 01:41:32: the picnicking area. In addition to the man you have,
01:41:33 --> 01:41:36: those more formal spaces with the you know the entry
01:41:36 --> 01:41:40: columns like the Please Touch Museum, the Welsh Fountain. Those
01:41:40 --> 01:41:43: are high profile areas that will likely be used during
01:41:43 --> 01:41:47: this 250th anniversary. Bring in visitors and use that momentum
01:41:47 --> 01:41:51: to then continue with other phases. Moving into the park
01:41:51 --> 01:41:53: incrementally but focusing.
01:41:53 --> 01:41:56: On certain like smaller zones, building trust of the community
01:41:56 --> 01:42:00: and then developing, you know deciding what sports field do
01:42:00 --> 01:42:03: you want and programming that takes a lot of community
01:42:03 --> 01:42:06: engagement. That's not something that we can decide for you
01:42:06 --> 01:42:08: after a week, but we can look at some of
01:42:08 --> 01:42:11: those areas you know, listen to the feedback, and we
01:42:11 --> 01:42:14: know that there are projects that you can move forward
01:42:14 --> 01:42:16: with today that everyone would agree on.
01:42:17 --> 01:42:18: I'm just going to say.
01:42:18 --> 01:42:24: Identity building, human scale, highly visible, high impact near term
01:42:24 --> 01:42:29: funding opportunities so we know if 250 year anniversary meets
01:42:29 --> 01:42:34: those criteria right funding identity opportunity I mean funding near
01:42:34 --> 01:42:39: term. Opportunity to build identity in the park. The impact
01:42:39 --> 01:42:41: will be big on the park.
01:42:41 --> 01:42:44: That's something you should prioritize now, so we didn't kind
01:42:45 --> 01:42:47: of try to go into the details, but try to
01:42:47 --> 01:42:49: provide frameworks for you to decision make.
01:42:50 --> 01:42:52: Looks like we have another comment or question.
01:42:54 --> 01:42:58: My name is Lucinda Hudson. I'm the President of the
01:42:58 --> 01:43:03: Parkside Association of West Philadelphia of Philadelphia we've been in.
01:43:04 --> 01:43:07: Organized since 1977.
01:43:09 --> 01:43:13: Our organization started from a dispute in the park.
01:43:14 --> 01:43:18: We don't have to go into details. No disrespect to
01:43:18 --> 01:43:22: my partners now, which is all the entities that you
01:43:22 --> 01:43:24: just named in Fairmount Park.
01:43:25 --> 01:43:30: But they work here. They don't live here. I have
01:43:30 --> 01:43:33: been in this community since 1973.
01:43:35 --> 01:43:37: How this panel?
01:43:37 --> 01:43:42: Did not know that and did not interview myself.

01:43:43 --> 01:43:46: Who have been responsible for millions of dollars worth of
01:43:46 --> 01:43:50: development across from Fairmount Park in the West
Parkside?

01:43:51 --> 01:43:54: I do not have faith in this organization.

01:43:55 --> 01:44:00: I do not have faith in Fairmount Park Conservancy because
01:44:00 --> 01:44:02: anytime you can overlook.

01:44:03 --> 01:44:06: Someone who have dedicated their life all volunteer.

01:44:07 --> 01:44:10: Doing all these things that have helped.

01:44:11 --> 01:44:12: Fairmount Park

01:44:13 --> 01:44:16: and across the street from Fairmount Park.

01:44:18 --> 01:44:21: Is beyond me. I sit on the man board.

01:44:22 --> 01:44:25: I sit on the Please touch museum coalition. I was
01:44:25 --> 01:44:28: instrumental in helping the school of the Future.

01:44:29 --> 01:44:31: I testify publicly.

01:44:31 --> 01:44:36: Work with City Council for so many entities in this
01:44:36 --> 01:44:39: community that I have a real problem.

01:44:40 --> 01:44:43: With all of this happening and I was not intervened.

01:44:44 --> 01:44:44: Thank you.

01:44:46 --> 01:44:49: Like do you mind? I just want to say.

01:44:50 --> 01:44:54: This is evidence, I think, of what we heard that
01:44:54 --> 01:44:58: we wanted to reflect by saying center the community. I
01:44:58 --> 01:45:04: think everybody here would immediately say thank you. We
acknowledge
01:45:04 --> 01:45:09: that, and we think that that's like the important underscoring
01:45:09 --> 01:45:11: that when you set a table.

01:45:12 --> 01:45:15: I you have to first of all be make sure
01:45:15 --> 01:45:19: you were invited. This is people's neighborhood. Like she
said,
01:45:19 --> 01:45:23: she's lived here. She's not going somewhere else. This is
01:45:23 --> 01:45:27: her neighborhood. So you, you're invited as a first step,
01:45:27 --> 01:45:31: right? And when you and when you're given the responsibility
01:45:31 --> 01:45:35: of convening, we are clearly saying that it is of
01:45:35 --> 01:45:39: the ultimate importance that you do everything you can to
01:45:39 --> 01:45:42: make sure that the voices that are most important are
01:45:42 --> 01:45:43: heard.

01:45:43 --> 01:45:47: And center and prioritize. And it's tough. And so please
01:45:47 --> 01:45:50: do not take anything that we have put forward as
01:45:50 --> 01:45:54: like contrary to the work that you've done. I mean,
01:45:54 --> 01:45:58: we've heard so many results of that work, and we
01:45:58 --> 01:46:02: know that just just like the Commissioner said, the city
01:46:02 --> 01:46:06: is trying. People are working hard and we really hope
01:46:06 --> 01:46:09: that what we are leaving is a framework for a
01:46:09 --> 01:46:13: shifting of discussion, a shifting of paradigm, and.

01:46:13 --> 01:46:16: You know, I thank you for bringing that forward to

01:46:16 --> 01:46:19: us and and would love to continue to talk to

01:46:19 --> 01:46:22: you more. And if there's more that you need us

01:46:22 --> 01:46:25: to do as panelists like that's one of the things

01:46:25 --> 01:46:29: when we drop in somebody's neighborhood, we do not know

01:46:29 --> 01:46:32: everybody, right? And that is a huge oversight, but we

01:46:32 --> 01:46:35: do hope that the content and the intent.

01:46:36 --> 01:46:39: Is clearly communicated in that we are we represented. You

01:46:39 --> 01:46:41: know that sentiment well.

01:46:41 --> 01:46:44: And I might add you expressed this to me before

01:46:44 --> 01:46:46: the meeting started and and you were on the list,

01:46:46 --> 01:46:48: so that's the good news. The bad news is we

01:46:48 --> 01:46:51: didn't connect for some reason, so we need to figure

01:46:51 --> 01:46:54: out where, where, what happened and get that corrected

01:46:54 --> 01:46:57: because

01:46:57 --> 01:46:58: that should not have happened. And we apologize for that.

01:46:58 --> 01:46:59: We have a question in the back.

01:47:00 --> 01:47:02: Hi I'm my name is Jim Burnett. I'm have a

01:47:02 --> 01:47:05: couple of rolls here so I'm I'm the chair of

01:47:05 --> 01:47:09: the Philadelphia Parks Alliance and I'm also executive

01:47:09 --> 01:47:14: director for

01:47:14 --> 01:47:17: vested in, which is a community development financial

01:47:17 --> 01:47:20: institution. And

01:47:20 --> 01:47:23: then with my partner from Goldenberg, we own the shopping

01:47:23 --> 01:47:26: center that happens to be located here.

01:47:26 --> 01:47:29: And I just love this community. It's just been amazing.

01:47:29 --> 01:47:32: I spent 20 years of my life working here. I

01:47:32 --> 01:47:34: think one of the challenges and I'm kind of turned

01:47:34 --> 01:47:35: off. While your statement of you inviting.

01:47:35 --> 01:47:36: Us

01:47:36 --> 01:47:38: it's actually the other way we're inviting you.

01:47:38 --> 01:47:41: That's it, I'm sorry, right? That misstated that cause that

01:47:41 --> 01:47:42: is exactly saying we're.

01:47:42 --> 01:47:43: Saying

01:47:43 --> 01:47:46: in order for the conversation to be started, the community

01:47:46 --> 01:47:48: has to invite the conversation to.

01:47:48 --> 01:47:49: Home.

01:47:49 --> 01:47:53: And I just want to make sure that that's clear

01:47:53 --> 01:47:58: for most folks in this room who come into communities

01:47:58 --> 01:48:03: and assume that they understand without being invited. And

01:48:03 --> 01:48:06: then

01:48:06 --> 01:48:07: in a lot of cases feel like that is their

01:48:07 --> 01:48:08: role.

01:48:07 --> 01:48:09: To define who the party should be.

01:48:11 --> 01:48:12: It's not.

01:48:13 --> 01:48:15: The conservancies role to define who the.

01:48:15 --> 01:48:16: Party should be.

01:48:18 --> 01:48:22: It's this communities role to define who this party should

01:48:22 --> 01:48:24: be, and if you want to be help in terms

01:48:24 --> 01:48:29: of facilitation of what the communities expectation should be, that's

01:48:29 --> 01:48:32: where we should move the direction but not the other

01:48:33 --> 01:48:33: way.

01:48:34 --> 01:48:37: And so regardless of whether that's UL, because I'm also

01:48:37 --> 01:48:38: an advisor to UL, I.

01:48:39 --> 01:48:42: We have to really make sure that we are not.

01:48:43 --> 01:48:45: Putting someone like Lucinda.

01:48:46 --> 01:48:48: In a position where she can come to a meeting

01:48:48 --> 01:48:51: like this and this honestly, you make me feel worse

01:48:51 --> 01:48:53: that she was on the list and you didn't connect

01:48:53 --> 01:48:54: with her.

01:48:56 --> 01:48:59: So I just want to make sure that we really

01:48:59 --> 01:49:01: as as folks as the developer.

01:49:02 --> 01:49:05: And and folks that are really trying to engage with

01:49:05 --> 01:49:06: community that we.

01:49:06 --> 01:49:06: Start.

01:49:07 --> 01:49:09: Not from the opposite direction.

01:49:11 --> 01:49:14: And that we really focus on community and it's engagement

01:49:14 --> 01:49:17: to put on, you know, to kind of really help

01:49:17 --> 01:49:20: each other because we all got goals and stuff that

01:49:20 --> 01:49:23: we want to try to acquire and and the other

01:49:23 --> 01:49:26: component is as a member of the Parks Alliance.

01:49:28 --> 01:49:32: I don't know whether Alex was connected with this or

01:49:32 --> 01:49:35: part of the conversation, so we just want to make

01:49:35 --> 01:49:38: sure that we are kind of shifting that around.

01:49:40 --> 01:49:43: Well, I would like to respond to that and I

01:49:43 --> 01:49:46: completely agree that this needs to be led by the

01:49:46 --> 01:49:48: Community we're proposing.

01:49:49 --> 01:49:49: Who?

01:49:49 --> 01:49:54: The roles are who the partners are, but everyone should

01:49:54 --> 01:49:57: be at the table and again, I'm from Chicago. She's

01:49:57 --> 01:50:02: from DC, California, Ashford. We're not 100% sure about who

01:50:02 --> 01:50:05: are all of the stakeholders, but if you ask me

01:50:05 --> 01:50:09: about what's happening in Chicago, I never go into a

01:50:09 --> 01:50:14: community assuming I know. Although I am born and raised
01:50:14 --> 01:50:18: from Chicago, I have to start with the individuals on
01:50:18 --> 01:50:18: the ground.
01:50:19 --> 01:50:22: It's a grassroots approach to engagement and that is how
01:50:22 --> 01:50:27: you build trust. I completely agree with that and
wholeheartedly
01:50:27 --> 01:50:30: agree with that and I'm very disheartened that we were
01:50:30 --> 01:50:34: unable to connect with Miss Lucinda. When I heard that
01:50:34 --> 01:50:37: we didn't connect with her today, I was like Oh
01:50:37 --> 01:50:38: my God.
01:50:39 --> 01:50:42: What misstep that we take as the outsiders coming in?
01:50:42 --> 01:50:46: So again, we know we're outsiders, but we're trying. And
01:50:46 --> 01:50:50: and to Sonia's point, we're trying to put together a
01:50:50 --> 01:50:54: framework, and our intent is to change what has continued
01:50:54 --> 01:50:57: to go on and leave the community members out of
01:50:57 --> 01:51:01: the conversation. That is our intent here and to really
01:51:01 --> 01:51:05: give you a framework if we offended you with the
01:51:05 --> 01:51:07: naming of the fund, we are sorry.
01:51:08 --> 01:51:11: The fun name the board members has to all be
01:51:11 --> 01:51:15: developed by you. We leave we go home and I'll
01:51:15 --> 01:51:18: do the work that I'm doing locally or across the
01:51:18 --> 01:51:21: nation. But at the end of the day, this is
01:51:21 --> 01:51:25: your part and your community, and that's the sentiment that
01:51:25 --> 01:51:28: we want to leave today before we leave and go
01:51:28 --> 01:51:32: back to our respective places. This is your home and
01:51:32 --> 01:51:34: place and we want to respect that.
01:51:35 --> 01:51:38: I want to emphasize we have about another 10 minutes.
01:51:38 --> 01:51:40: I'd like to make sure we get through a number
01:51:40 --> 01:51:42: of questions, but we're some of us are going to
01:51:42 --> 01:51:44: be able to stay afterwards to talk Allison.
01:51:45 --> 01:51:49: First of all, just want to share with this group
01:51:49 --> 01:51:50: with D with.
01:51:50 --> 01:51:51: Jihad with miss.
01:51:51 --> 01:51:54: Lucinda Jim with you that the list of members and
01:51:54 --> 01:51:58: partners and folks to interview was the first step of
01:51:58 --> 01:52:02: the Conservancy to a much, much longer conversation that
we
01:52:03 --> 01:52:05: look forward to having with you all.
01:52:05 --> 01:52:08: And I know that we are working together in partnership
01:52:08 --> 01:52:11: on some projects over at Parkside Evans over at the
01:52:11 --> 01:52:14: some. The other rec centers in East Parkside and we
01:52:15 --> 01:52:18: look forward to continue to doing that work together. So
01:52:18 --> 01:52:18: this.

01:52:19 --> 01:52:22: I want to make sure that everyone understands today as
 01:52:22 --> 01:52:25: a first step, it's the beginning of something that we
 01:52:25 --> 01:52:28: hope goes for much longer and much more in depth
 01:52:28 --> 01:52:32: and shared conversation. And I also want to recognize that
 01:52:32 --> 01:52:35: the folks in front of you are volunteers who really
 01:52:35 --> 01:52:38: generously came in and talked to the folks that we
 01:52:38 --> 01:52:42: said, hey, these are the people. These are the connections.
 01:52:42 --> 01:52:45: These are the relationships. So I'm asking everybody here
 today
 01:52:45 --> 01:52:49: to once again give the Conservancy another chance. And
 let's
 01:52:49 --> 01:52:50: continue this.
 01:52:50 --> 01:52:51: Conversation.
 01:52:51 --> 01:52:52: We have a question here.
 01:52:58 --> 01:53:02: Good morning and thank you. Thank you very much for
 01:53:02 --> 01:53:06: coming. I'm Derek Howie. I'm the vice president of the
 01:53:06 --> 01:53:11: Winfield Community Neighborhood Association and bear with
 me so much
 01:53:11 --> 01:53:14: information has gone through my head since I first put
 01:53:14 --> 01:53:17: up my hand on Joe. Thank you. I want to
 01:53:17 --> 01:53:21: stay connected. Joe mentioned the history of West Park at
 01:53:21 --> 01:53:25: the other event and the excitement. The impact that that
 01:53:25 --> 01:53:28: gave me was just it was it was. It was
 01:53:28 --> 01:53:29: really big.
 01:53:29 --> 01:53:33: And I know most of my community. My friend Tasha
 01:53:33 --> 01:53:37: knew nothing about West Park and and in the history
 01:53:37 --> 01:53:40: of it. So there is great impact in that. I
 01:53:40 --> 01:53:44: can't thank you guys enough for getting all of us
 01:53:44 --> 01:53:46: in the same room finally.
 01:53:47 --> 01:53:51: This is what's important. Whatever was missed or whatever
 the
 01:53:51 --> 01:53:55: sendeth I take responsibility as I always do for for
 01:53:55 --> 01:53:59: being short, I've reached out to Dennis. I've reached out
 01:53:59 --> 01:54:01: to Greg, I knew you were on the list, but
 01:54:02 --> 01:54:05: I still should have reached out to you. But my
 01:54:05 --> 01:54:10: point is, it's community, we're community. We're all
 community stakeholders.
 01:54:10 --> 01:54:13: My interests and coming to the event Monday was to
 01:54:13 --> 01:54:16: see who you guys were that were coming into my
 01:54:16 --> 01:54:18: community. But I had to step out.
 01:54:18 --> 01:54:21: And come and see who you guys were cause as
 01:54:21 --> 01:54:24: far as I was concerned you were just investors trying
 01:54:24 --> 01:54:27: to take more from our community. I'm still not convinced,

01:54:27 --> 01:54:30: but you're helping us anyway. You got us into this
01:54:30 --> 01:54:32: room and that's important. So my my point.
01:54:32 --> 01:54:33: Is it does?
01:54:33 --> 01:54:38: Start here, you know, and you're correct. About Strawberry
mansion
01:54:38 --> 01:54:39: and all that it's.
01:54:39 --> 01:54:40: All.
01:54:41 --> 01:54:44: The park it's all the park on each side of
01:54:44 --> 01:54:48: the bridges and we have wonderful civic associations that are
01:54:49 --> 01:54:49: here.
01:54:49 --> 01:54:53: That are here that are here and we have never
01:54:53 --> 01:54:56: ever ever been in the same room until today, and
01:54:57 --> 01:55:00: it has to continue. It has to continue.
01:55:01 --> 01:55:02: Thank.
01:55:02 --> 01:55:02: You
01:55:04 --> 01:55:06: if I if I may respond to that first, thank
01:55:06 --> 01:55:09: you. But also you know we talked to as many
01:55:09 --> 01:55:12: community members as we could in our short time here,
01:55:12 --> 01:55:15: and one of the things that really stuck out to
01:55:15 --> 01:55:17: me was a woman who said if you don't have
01:55:17 --> 01:55:20: a seat at the table, it's because you're on the
01:55:20 --> 01:55:23: menu. If you want to be mad at anybody for
01:55:23 --> 01:55:26: you know the details in here that you don't agree
01:55:26 --> 01:55:28: with. Be mad at us or be mad at me
01:55:28 --> 01:55:30: because I get to go home. Don't be mad at
01:55:30 --> 01:55:34: each other. Continue to communicate. You know there's so
many
01:55:34 --> 01:55:35: people here.
01:55:35 --> 01:55:38: They feel like they haven't been heard from. There's also
01:55:38 --> 01:55:40: a lot of people who feel like they've done their
01:55:41 --> 01:55:44: best with community engagement. That may not necessarily
be the
01:55:44 --> 01:55:45: case, so you know.
01:55:46 --> 01:55:48: Thank you to all of you who have been patient
01:55:48 --> 01:55:51: enough to continue to speak out over and over, even
01:55:51 --> 01:55:53: when you feel like it's fallen on deaf ears and
01:55:53 --> 01:55:56: I just would like to encourage you all to continue
01:55:56 --> 01:55:59: the conversation because it's so important and it's also the
01:55:59 --> 01:56:01: only way that you guys are going to be able
01:56:01 --> 01:56:05: to uplift West Fairmount Park in the near right communities.
01:56:05 --> 01:56:06: Any other?
01:56:10 --> 01:56:11: So.
01:56:13 --> 01:56:16: So thank you sorry so I have been in the

01:56:16 --> 01:56:20: parks world for a little over 10 years, maybe almost
01:56:20 --> 01:56:21: 15 years and.
01:56:23 --> 01:56:25: What this?
01:56:25 --> 01:56:26: Is and I'm not just saying this.
01:56:26 --> 01:56:29: Because you all right, this is literally my my favorite
01:56:29 --> 01:56:31: community and I and I tell you guys that I
01:56:31 --> 01:56:34: have this great gift now of being able to work
01:56:34 --> 01:56:36: all over the city. And it's tremendous, it's like a
01:56:36 --> 01:56:39: blessing for me. But this is by far my favorite
01:56:39 --> 01:56:41: place and and. And the reason is, is because the
01:56:41 --> 01:56:44: park is beautiful, but it's. But it's the people, right?
01:56:44 --> 01:56:45: And.
01:56:46 --> 01:56:49: I feel it's very special connection since the very first
01:56:49 --> 01:56:52: day I sat with Miller, Marjorie and they asked me
01:56:52 --> 01:56:55: to join this board. The Business Association of West
Parkside.
01:56:55 --> 01:56:57: I don't know what it was but they were like
01:56:57 --> 01:57:00: we're across the street from the park. You know, we
01:57:00 --> 01:57:02: deal with a lot of people and you should come
01:57:02 --> 01:57:05: to me. It became my my single favorite board meeting
01:57:05 --> 01:57:08: that I attended because of these people and there's the
01:57:08 --> 01:57:11: show parks and rec right and there's this woman on
01:57:11 --> 01:57:13: that TV show named Leslie Knope, and in this one
01:57:13 --> 01:57:14: scene.
01:57:30 --> 01:57:34: But I think everyone's just caring loudly and and that
01:57:34 --> 01:57:38: is exactly how I feel about about East and West
01:57:38 --> 01:57:40: Parkside is that I will take people.
01:57:41 --> 01:57:42: Upset
01:57:43 --> 01:57:46: over people not upset any day of the week. 365
01:57:46 --> 01:57:49: a year, right? Because if you're upset you care and
01:57:49 --> 01:57:52: if you're not upset you don't care. And what we
01:57:52 --> 01:57:56: have in this community is people who care. We also
01:57:56 --> 01:57:59: to be clear, have a nonprofit organization that cares the
01:57:59 --> 01:58:04: Fairmount Park Conservancy can work anywhere. They're
the Fairmount Park
01:58:04 --> 01:58:09: Conservancy. There's 10,000 acres, Parkland and quite
frankly I need
01:58:09 --> 01:58:11: them to work in a lot of places, but they
01:58:11 --> 01:58:13: have, like me, a very special.
01:58:13 --> 01:58:16: Affinity for this place and for this side of the
01:58:16 --> 01:58:18: park, right, and other sites that are doing a great
01:58:18 --> 01:58:20: job at FDR. Thank you for that. But you know,
01:58:21 --> 01:58:23: we have to. I appreciate what Taylor said. I really

01:58:23 --> 01:58:25: hate what Eric said. We have to get past this
 01:58:25 --> 01:58:27: right. We have to get past this and I know
 01:58:27 --> 01:58:30: we will because I've been I've been down this.
 01:58:30 --> 01:58:31: Road with you folks.
 01:58:31 --> 01:58:35: For a long time, because we we there, this is
 01:58:35 --> 01:58:38: a means to an end right? And the end is
 01:58:38 --> 01:58:42: a park system that doesn't help us, but helps the
 01:58:42 --> 01:58:44: generations beyond us.
 01:58:44 --> 01:58:47: Right and lifts up our city and lifts up this
 01:58:47 --> 01:58:51: section of the city and really creates that legacy. So
 01:58:51 --> 01:58:55: so the Conservancy. When I was there, we made mistakes.
 01:58:55 --> 01:58:58: Every day I make mistakes every single day. In this
 01:58:59 --> 01:59:01: role every single day I I wake up at
 01:59:01 --> 01:59:03: every day and put my head on the pillow and
 01:59:03 --> 01:59:04: say, you know.
 01:59:06 --> 01:59:07: I I get paid a lot of money in this
 01:59:07 --> 01:59:10: role right to to have hard conversations and make hard
 01:59:10 --> 01:59:13: decisions. That's that's really what this role is distilled into.
 01:59:13 --> 01:59:16: But I have to recommit myself to this work every
 01:59:16 --> 01:59:18: single day you got to wake up and recommit, and
 01:59:18 --> 01:59:20: every single one of you you do not need to
 01:59:20 --> 01:59:22: be here today, but you woke up today and you
 01:59:22 --> 01:59:25: recommitted yourself to this work, and the Conservancy does
 the
 01:59:25 --> 01:59:28: same thing. I think the Conservancy play an incredible role.
 01:59:28 --> 01:59:31: I think they have played an incredible role. I think
 01:59:31 --> 01:59:33: they need to continue to play an incredible role, and
 01:59:33 --> 01:59:35: I think you all in this room need to help
 01:59:35 --> 01:59:36: them.
 01:59:36 --> 01:59:38: To do that, we don't want them to go away,
 01:59:38 --> 01:59:40: because if they go away, you all have 97 other
 01:59:40 --> 01:59:42: million things that you need to worry about on a
 01:59:43 --> 01:59:45: day to day basis, and the park is not going
 01:59:45 --> 01:59:47: to be your number one concern because it can't be.
 01:59:47 --> 01:59:50: You all have other missions. This is their mission, so
 01:59:50 --> 01:59:52: we need to leverage them and that mission to move
 01:59:52 --> 01:59:53: this work forward.
 01:59:54 --> 01:59:56: But with you all at the table, right? So I
 01:59:56 --> 01:59:58: and I also want to say thank you to each
 01:59:58 --> 02:00:01: and everyone of you. This is not easy work. You
 02:00:01 --> 02:00:03: don't need to be here. It has been a gift
 02:00:03 --> 02:00:05: to us to have you here. And you know, I

02:00:05 --> 02:00:08: just appreciate it. I appreciate it from the bottom of
02:00:08 --> 02:00:09: my heart and I thank you all.
02:00:10 --> 02:00:11: Thank you, Kelly.
02:00:15 --> 02:00:18: We take we take two more very brief questions or
02:00:18 --> 02:00:22: comments. Anybody else that did not get a chance to
02:00:22 --> 02:00:23: speak anybody on zoom?
02:00:26 --> 02:00:29: The one question on Zoom, I think is largely been
02:00:29 --> 02:00:32: covered, but it was just going back to that question
02:00:32 --> 02:00:35: of the park being the tension potentially or opportunity of
02:00:36 --> 02:00:39: the park being both a regional and local asset and
02:00:39 --> 02:00:42: how you're defining the panel considers what is the
community
02:00:42 --> 02:00:46: and the neighborhoods that are impacted by the proposals
that
02:00:46 --> 02:00:49: were made well again, is has been pointedly the point
02:00:49 --> 02:00:52: has been made and it's a good point, and that's
02:00:52 --> 02:00:55: going to be up to the Community to decide.
02:00:55 --> 02:00:57: Yeah, I know as we looked at it, if a
02:00:57 --> 02:00:59: neighborhood abuts the park you think we we think you
02:01:00 --> 02:01:02: start there and there are a number of neighborhoods that
02:01:02 --> 02:01:06: do, but it certainly has impact on some other neighborhoods
02:01:06 --> 02:01:08: that might not be adjacent to the park. So again,
02:01:08 --> 02:01:11: we think you think that through and determine what that
02:01:11 --> 02:01:14: impact area looks like and who should be included, whether
02:01:14 --> 02:01:17: you include East Park or not and the neighborhoods around
02:01:17 --> 02:01:20: that. So that's a discussion going forward. You certainly want
02:01:20 --> 02:01:23: to make sure that whatever you do, it's manageable and
02:01:23 --> 02:01:25: that you can get something done.
02:01:25 --> 02:01:29: Because it the organization has to be effective, it it
02:01:29 --> 02:01:32: it is not a platform for coming together and airing
02:01:32 --> 02:01:35: all the laundry in the world out there about what's
02:01:35 --> 02:01:38: not working and what is working. It's got to have
02:01:38 --> 02:01:41: that unified vision and it's got to be organized so
02:01:41 --> 02:01:44: we can get something done. But it's got to be
02:01:44 --> 02:01:48: inclusive and it's got to be equitable. You have 6,000,000
02:01:48 --> 02:01:48: / 6 million.
02:01:50 --> 02:01:51: Population within the region.
02:01:52 --> 02:01:55: And this park is able to accommodate.
02:01:56 --> 02:01:59: Activities that support that region, so it needs to be
02:01:59 --> 02:02:03: both first and foremost, a Community asset. Secondly, a
regional
02:02:03 --> 02:02:06: asset, so we're hoping that as this the Fairmount Park
02:02:06 --> 02:02:11: Conservancy, the Parks and Rec organization and this new

organization.

02:02:11 --> 02:02:14: If if you should establish it, it will be focused

02:02:14 --> 02:02:17: on those markets that those that that size market creates.

02:02:17 --> 02:02:21: Real opportunity for assets in this community. So you want

02:02:21 --> 02:02:24: to, you want to leverage those as much as possible.

02:02:28 --> 02:02:31: So once the report is fully written and produced about

02:02:31 --> 02:02:33: two to three months from now.

02:02:34 --> 02:02:36: Sounded about right. Matt, two to three months.

02:02:37 --> 02:02:41: We'll be sharing that report with everyone. Ohh the PowerPoint.

02:02:41 --> 02:02:43: Yeah I think so yeah. So as we close this

02:02:43 --> 02:02:46: out, I know some of our panelists have to run

02:02:46 --> 02:02:50: to flights. Everyone's coming from somewhere else and every Friday,

02:02:50 --> 02:02:54: everyone's got a busy week and weekend ahead of them.

02:02:54 --> 02:02:56: I think the most important thing I want to do

02:02:57 --> 02:03:00: is to thank you all for showing up for volunteering

02:03:00 --> 02:03:03: and for caring about public space in a place that

02:03:03 --> 02:03:06: isn't even your city. So thank you very much.

02:03:14 --> 02:03:17: And your efforts and your volunteering today has done a

02:03:17 --> 02:03:20: really important thing, and it's brought us all together in

02:03:20 --> 02:03:23: the same room to restart a conversation that we hope

02:03:23 --> 02:03:27: can bring together both stronger neighborhoods and stronger Philadelphians. So

02:03:27 --> 02:03:30: thank you all for caring. I know this isn't anyone's

02:03:30 --> 02:03:33: first job. It's not the first thing anyone has to

02:03:33 --> 02:03:35: do when they get up in the morning, but at

02:03:35 --> 02:03:37: the Fairmount Park Conservancy.

02:03:37 --> 02:03:40: We're incredibly grateful that you do it, so thank you

02:03:40 --> 02:03:42: again. We look forward to the conversation.

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