

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

00:02:19 --> 00:02:23: 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

00:02:57 --> 00:03:02: international

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

00:03:03 --> 00:03:07: 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

00:03:14 --> 00:03:18: 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
00:05:59 --> 00:06:02: analysts often make up a comprise the membership of the
00:06:03 --> 00:06:06: panel. We have a very skilled panel group here today
00:06:06 --> 00:06:10: and I'd like to have them briefly introduce themselves. I
00:06:10 --> 00:06:13: am my kidby. I'm from Indianapolis. My career has been
00:06:14 --> 00:06:17: in taking on challenging a real estate mainly at the
00:06:17 --> 00:06:20: neighborhood level, sometimes at the city level.
00:06:20 --> 00:06:23: And looking at ways to repurpose it to respond to
00:06:23 --> 00:06:25: market need and market demand.
00:06:27 --> 00:06:30: My name is Wei Huang. I'm the founder of Nova's
00:06:30 --> 00:06:35: real estate from the Sanders. We are real estate developer
00:06:35 --> 00:06:39: in California. Mainly focused on large scale mixed use and
00:06:39 --> 00:06:43: the land development and another reason why I am here
00:06:43 --> 00:06:46: for the Fairmont Park panel is also because I have
00:06:46 --> 00:06:51: a landscape architecture educational background. Thank
you.
00:06:51 --> 00:06:54: Thank you way. Hello everyone, I'm Deon Bo vice president
00:06:54 --> 00:06:57: of Urban Development with Main Street America.
00:06:57 --> 00:07:01: My background is really based in neighborhood, commercial,
neighborhood, economic
00:07:01 --> 00:07:05: development, and commercial districts. So really focused and
working with
00:07:05 --> 00:07:08: those commercial corridors and ensuring that those corridors
are equitable
00:07:08 --> 00:07:10: and inclusive for all.
00:07:11 --> 00:07:14: Hi everybody, I'm Rachel mcclary. I'm a senior vice
president
00:07:14 --> 00:07:17: at the Urban Land Institute and I manage our building
00:07:17 --> 00:07:20: healthy Places program which is focused on helping
members understand
00:07:20 --> 00:07:24: opportunities to promote health and social equity in their
professional
00:07:24 --> 00:07:28: practice and in their leadership and communities. It's so great
00:07:28 --> 00:07:28: to be here.
00:07:29 --> 00:07:33: Hi everyone, I'm Taylor Schenker analyst at Urban 3 which
00:07:33 --> 00:07:36: is a land use economics and data visualization firm based
00:07:36 --> 00:07:39: in Asheville, NC and my work focuses on both land
00:07:39 --> 00:07:41: use economics and urban design.
00:07:42 --> 00:07:45: Good morning, my name is Sonya Ewing. I work with
00:07:45 --> 00:07:49: the Prince Georges County Department of Parks and
Recreation, Maryland
00:07:49 --> 00:07:53: National Capital Park and Planning Commission. Have to say
all
00:07:53 --> 00:07:56: 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 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

00:14:35 --> 00:14:38: built a lack of trust. In many cases, the community

00:14:38 --> 00:14:41: is the last one to know whether or not an

00:14:41 --> 00:14:45: event is being held and how how it might relate

00:14:45 --> 00:14:48: to the greater community. Local engagement.

00:14:48 --> 00:14:51: Is lacking and certainly it feels like the park is

00:14:51 --> 00:14:54: more set up for the regional visitor and not the

00:14:54 --> 00:14:55: neighborhood visitor.

00:14:59 --> 00:15:03: Park is disconnected internally and externally. I'm not going

to

00:15:03 --> 00:15:05: spend much time on the slide. You're going to hear

00:15:05 --> 00:15:08: much more about it, but getting into the park is

00:15:08 --> 00:15:12: difficult. Moving around the park is difficult. It's not intuitive

00:15:12 --> 00:15:15: about how you move around to 1 venue or another.

00:15:15 --> 00:15:18: A wayfinding and understanding how the park is laid out.

00:15:18 --> 00:15:21: There's a significant opportunity to improve that that that that

00:15:21 --> 00:15:24: experience in the park, and knowing where you are at

00:15:24 --> 00:15:27: any one point in time and how, how to engage

00:15:27 --> 00:15:28: with the different venues.

00:15:34 --> 00:15:35: Yeah.

00:15:37 --> 00:15:39: Are ready to turn this over to somebody else.

00:15:41 --> 00:15:44: New structures and approaches can help the neighborhood

and the

00:15:44 --> 00:15:45: park.

00:15:45 --> 00:15:48: Thrive and that really is a key term. How do

00:15:48 --> 00:15:51: we make sure that this park is a real asset

00:15:51 --> 00:15:54: that is a value add to the community and because

00:15:54 --> 00:15:56: of that the park is thriving as well as the

00:15:56 --> 00:16:00: neighborhood. So that's certainly an objective that we

focused on

00:16:00 --> 00:16:04: as we started to talk about some of our recommendations.

00:16:05 --> 00:16:07: We have some guiding and grounding principles that we'd

like

00:16:07 --> 00:16:08: to talk about quickly.

00:16:10 --> 00:16:14: 1st at the commute we center with the community. The

00:16:14 --> 00:16:18: community is valued as a partner. It's engaged included and

00:16:18 --> 00:16:22: there's equitable engagement. So it really has a voice in

00:16:22 --> 00:16:25: the future of the park and how the park can

00:16:25 --> 00:16:29: serve the many communities that surrounded again over

70,000 folks.

00:16:34 --> 00:16:37: But keep those two up there. I'm not gonna push

00:16:37 --> 00:16:40: 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

Park and
00:32:24 --> 00:32:27: the surrounding communities to make this fun work, you have
00:32:27 --> 00:32:32: to clearly articulate the expectations of each partner. That
should
00:32:32 --> 00:32:36: be underscored and underlined. Enter into a formal
agreement with
00:32:36 --> 00:32:39: the city. Now the agreement that you see here and
00:32:39 --> 00:32:42: it's in draft form and and then and the agreement
00:32:42 --> 00:32:45: itself will be provided as a part of the appendix
00:32:45 --> 00:32:48: of our report is an agreement between the City of
00:32:48 --> 00:32:50: Portland, ME and the Portland Parks.
00:32:50 --> 00:32:54: Conservancy, the reason that I pulled out this agreement is
00:32:54 --> 00:32:57: that it it really begins to highlight some of the
00:32:57 --> 00:33:01: components that you've heard. What are the guiding
principles? What
00:33:01 --> 00:33:06: are the expectations? Who's responsible for what? Who's
responsible for
00:33:06 --> 00:33:10: fundraising? So I, this is really great. I think example
00:33:10 --> 00:33:13: to start from. Of course, nothing should be like completely
00:33:13 --> 00:33:17: replicated. It needs to be adapted to fit the unique
00:33:17 --> 00:33:20: needs of this part, but it's a good starting place.
00:33:22 --> 00:33:25: When crafting the M OU, be sure to consider who
00:33:25 --> 00:33:29: the stakeholders are and how much say they will have
00:33:29 --> 00:33:33: in planning and implementing the agreement. As both Mike
and
00:33:33 --> 00:33:36: way have let us know, there are over 2,000,000 visitors
00:33:36 --> 00:33:40: that are coming to the park but 70,000 residents that
00:33:40 --> 00:33:44: are surrounding the park. There are various different groups
we
00:33:44 --> 00:33:47: need to ensure that they are at the table and
00:33:47 --> 00:33:49: that their voices feel heard.
00:33:50 --> 00:33:53: Which partner will handle bidding and management and
manage the
00:33:54 --> 00:33:58: construction of capital projects? How maintenance will be
divided between
00:33:58 --> 00:34:02: the partners? How to protect private dollars from being
misspent?
00:34:02 --> 00:34:05: And finally, how will those donors be recognized?
00:34:08 --> 00:34:10: So I'm gonna go into a little bit of some
00:34:10 --> 00:34:13: of the proposed roles that we have begun to identify
00:34:13 --> 00:34:16: for each of the partners from our perspective. So we
00:34:16 --> 00:34:20: see the Conservancy as the convener. They've been able to
00:34:20 --> 00:34:22: get so many of you in the room today.
00:34:23 --> 00:34:26: 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

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

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

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

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

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

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 --> 00:39:06: has a lot of parks, and people can get to
00:39:06 --> 00:39:11: them, but they're under resourced.
00:39:11 --> 00:39:14: This just looks at these numbers from a different perspective.
00:39:14 --> 00:39:18: So Park score ranks cities on a on a against
00:39:18 --> 00:39:23: benchmarks of the 100 most populated cities in the country.
00:39:23 --> 00:39:26: Philadelphia ranks 30 second out of 100. It's access
00:39:26 --> 00:39:30: numbers.
00:39:30 --> 00:39:34: Is it 93? It's it's towards the top, but it
00:39:34 --> 00:39:36: it's investment numbers is it's ranked at 31, so it's
00:39:36 --> 00:39:41: sort of towards the bottom of that overall ranking so
00:39:41 --> 00:39:42: that you know reinforces what we know.
00:39:42 --> 00:39:45: About what's happening in Philadelphia parks and in West
00:39:45 --> 00:39:48: Fairmount
00:39:48 --> 00:39:51: Park in particular.
00:39:51 --> 00:39:54: So you can look at maybe what what could be
00:39:54 --> 00:39:58: spent in the park or what should be spent in
00:39:58 --> 00:40:01: the park and match it with what is being spent
00:40:01 --> 00:40:04: in the park now. So one way to benchmark operating
00:40:04 --> 00:40:08: cost per acre or once? One way to benchmark budgets
00:40:08 --> 00:40:11: is to look at cost per acre at 1400 acres.
00:40:11 --> 00:40:14: The benchmark is about 4000 to \$10,000 per acre. So
00:40:14 --> 00:40:18: that would mean that the budget for the park should
00:40:18 --> 00:40:21: be anywhere from 3.6 million to \$9 million.
00:40:21 --> 00:40:24: It's quite a lot of money if you're looking at
00:40:24 --> 00:40:28: it on a per population basis. It could be 2.8
00:40:28 --> 00:40:31: million to 6 million, and it's hard to know exactly
00:40:31 --> 00:40:34: how much is getting spent on the park currently, but
00:40:34 --> 00:40:39: we know that the numbers are a magnitude lower than
00:40:39 --> 00:40:43: that, so the park may. The city may invest about
00:40:43 --> 00:40:45: \$1,000,000 a year. The Fairmount Park Conservancy about
00:40:45 --> 00:40:47: \$100,000. Clearly
00:40:47 --> 00:40:50: there's a huge spending gap between what is needed and
00:40:50 --> 00:40:53: what is being spent now.
00:40:53 --> 00:40:56: 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

00:42:12 --> 00:42:16: 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

00:42:21 --> 00:42:26: 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

00:42:42 --> 00:42:45: 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

00:42:50 --> 00:42:54: 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

00:42:58 --> 00:43:03: events that

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

vending and
other uses.

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

Like Rachel mentioned
00:47:19 --> 00:47:22: that is predictable that meets both regional and local needs.
00:47:26 --> 00:47:26: Oh
00:47:28 --> 00:47:31: all right, we also need to be proactive in preparing
00:47:31 --> 00:47:36: 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.

00:49:33 --> 00:49:37: So as far in regards to programming, we've developed 4
00:49:37 --> 00:49:42: pillars for programmatic success in West Fairmount Park
00:49:44 --> 00:49:45: along with
00:49:49 --> 00:49:52: another of a list of recommendations. But these pillars should
00:49:52 --> 00:49:56: be returned to when there are new proposed programming
00:49:56 --> 00:50:00: efforts
00:50:00 --> 00:50:04: to guide. You know that choice of yes or no
00:50:04 --> 00:50:07: whether or not to include those programs within the park.
00:50:07 --> 00:50:11: The first part of the process should be improving
00:50:11 --> 00:50:15: communication
00:50:15 --> 00:50:19: both within the park and between visitors and relevant
00:50:19 --> 00:50:24: stakeholders.
00:50:19 --> 00:50:24: Allowing history to guide the park narrative. Creating
00:50:24 --> 00:50:29: transitional areas
00:50:24 --> 00:50:29: for engagement between the public spaces and those
00:50:29 --> 00:50:34: restricted institutional
00:50:29 --> 00:50:34: park spaces and prioritizing special events that serve the
00:50:34 --> 00:50:37: community.
00:50:34 --> 00:50:37: The park brand identity and the historic narrative.
00:50:40 --> 00:50:44: So that first programming pillar improving communication that
00:50:45 --> 00:50:49: begins with
00:50:45 --> 00:50:49: fostering a cohesive identity for West Fairmount Park. Using
00:50:49 --> 00:50:54: signage,
00:50:49 --> 00:50:54: branding and communications. This should include
00:50:54 --> 00:50:59: information about public restrooms,
00:50:54 --> 00:50:59: water fountains, concessions, picnic areas, etcetera.
00:50:59 --> 00:51:03: Developing an annual programming
00:50:59 --> 00:51:03: calendar and then sharing those events and General Park
00:51:03 --> 00:51:06: information
00:51:03 --> 00:51:06: through a publicly available website that has a public forum
00:51:07 --> 00:51:10: to share other events that may not that other communities.
00:51:10 --> 00:51:13: Members may be organizing so that those become more
00:51:10 --> 00:51:13: available
00:51:13 --> 00:51:17: and as an opportunity to Crowdfund maintenance, repairs,
00:51:13 --> 00:51:17: and complaints,
00:51:17 --> 00:51:20: so that if you know you're on your walk, you
00:51:20 --> 00:51:22: see a tree down. You're able to report that, then
00:51:22 --> 00:51:25: maintenance can hopefully get that fixed sooner.
00:51:28 --> 00:51:31: The second is allowing history to guide the narrative, uplifting
00:51:31 --> 00:51:35: the local history of women in black Americans through
00:51:31 --> 00:51:35: 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 benches 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
experience
00:58:18 --> 00:58:22: infrastructure and stormwater management. And then we feel
like there's
00:58:22 --> 00:58:24: a second phase of investment.
00:58:24 --> 00:58:29: That are those recreational amenities, and then that
conservation, natural
00:58:30 --> 00:58:34: and cultural resources. Those things are really sometimes
like the
00:58:34 --> 00:58:38: visible big ticket items and will require a lot more
00:58:38 --> 00:58:43: consensus. Building these are capital improvements, right?
They're not your
00:58:43 --> 00:58:48: day-to-day maintenance. You might handle some deferred
things. You might
00:58:48 --> 00:58:52: handle those pipes under the ground and other systems, but
00:58:52 --> 00:58:55: it really is your huge investments in the part.
00:58:55 --> 00:59:02: I'm going forwards and backwards and backwards and
forwards all
00:59:02 --> 00:59:05: right, so access and connectivity. I'm sorry. Focus on the
00:59:06 --> 00:59:10: public realm. The criteria for project selection for this first
00:59:10 --> 00:59:13: group of items. The public realm. We think they should
00:59:13 --> 00:59:17: be identity building so that signage system we talked about
00:59:17 --> 00:59:21: who and where is Westmount Park. What's the Centennial
District
00:59:21 --> 00:59:25: and needs to be a cohesive thing? And you represent
00:59:25 --> 00:59:26: that physically?
00:59:26 --> 00:59:29: Through signage and other iconography, it needs to be
human
00:59:29 --> 00:59:33: scale, so we're not talking about that gigantic monument we
00:59:33 --> 00:59:36: 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
in my jurisdiction the number one amenity people are asking
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 Fairmont 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
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
and
01:24:38 --> 01:24:42: certainly it's extraordinary board members like Joe Manco.
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
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
done nothing for West Park, it just you know we
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

that we
01:29:20 --> 01:29:22: heard most are needed, and we.
01:29:22 --> 01:29:25: We know this is tough. Frameworks are really good to
01:29:25 --> 01:29:29: help hold things along administrations, but yes, you do need
01:29:29 --> 01:29:34: to have that flexibility because we want flexibility and
adaptability
01:29:34 --> 01:29:37: to change. Again to be that high quality park. So
01:29:37 --> 01:29:40: it's a both end thing and we know it's tough.
01:29:40 --> 01:29:42: But as a panel we really want to leave you
01:29:42 --> 01:29:46: with that idea because this is the work that needs
01:29:46 --> 01:29:48: to be done for people to know who's at the
01:29:48 --> 01:29:52: table with what and what their expectations are. And that
01:29:52 --> 01:29:53: seems to be a big place.
01:29:54 --> 01:29:55: 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.
01:30:03 --> 01:30:03: We got that.
01:30:05 --> 01:30:09: Hello, my name is Catherine Valverde. I'm a student at
01:30:09 --> 01:30:15: the University of Philadelphia, PA, Wow and associate of ULI
01:30:15 --> 01:30:19: Philadelphia and my question is is in the 22 proposals
01:30:19 --> 01:30:23: that have been made in the past for the Fairmount
01:30:23 --> 01:30:28: Park Conservancy. Did you see that they made proposals for
01:30:28 --> 01:30:33: like a funding structure similar to Seattle and with that?
01:30:34 --> 01:30:36: My question is, is like.
01:30:37 --> 01:30:40: If they did, what do you think is was the
01:30:40 --> 01:30:45: largest prevention into being able to get fundraising for the
01:30:45 --> 01:30:48: park separate from the city in the past? And what
01:30:48 --> 01:30:52: are the biggest things that we could do to attract
01:30:52 --> 01:30:56: larger funders? A diverse set of funders to being able
01:30:56 --> 01:31:00: to do the the proposals that are being suggested?
01:31:01 --> 01:31:04: We'll take a first shot and then briefly, if anybody
01:31:04 --> 01:31:07: else has some other comments we we don't think that
01:31:07 --> 01:31:11: the fundraising and the organizational piece were highlighted
and many
01:31:12 --> 01:31:15: of the plants, not that they weren't addressed or mentioned,
01:31:15 --> 01:31:19: but they certainly weren't kind of prioritized in the plan.
01:31:19 --> 01:31:22: It was more physical planning and and ways to improve
01:31:22 --> 01:31:25: the park. We think that he put two things that
01:31:25 --> 01:31:28: will drive fundraising. We believe a clear vision, a unified
01:31:28 --> 01:31:31: vision with a where are you headed and?
01:31:31 --> 01:31:34: Can you get there and then having a board with

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
 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
 party at
 01:34:09 --> 01:34:12: the park, right? And I can tell you they're advocates
 01:34:12 --> 01:34:14: over there just like I am, and they're more fierce
 01:34:14 --> 01:34:17: advocates, and that would just let them feel left out.
 01:34:17 --> 01:34:20: I don't, I think for 100 years it's been Fairmount
 01:34:20 --> 01:34:22: Park. I think the districts are a good idea. I
 01:34:22 --> 01:34:25: think you can clearly keep the name Fairmount Parks and
 01:34:25 --> 01:34:29: clearly have the districts and include Strawberry Mansion
 district include
 01:34:29 --> 01:34:32: the Art Museum district and that was left out. That's
 01:34:32 --> 01:34:35: one of the most important parts around here.
 01:34:35 --> 01:34:35: Is the art.
 01:34:36 --> 01:34:39: The entranceway behind the Art Museum and all that park
 01:34:39 --> 01:34:41: over there. So I I thought those were the big
 01:34:41 --> 01:34:44: things, and I also think that if you you left
 01:34:44 --> 01:34:48: out both boathouse row, that's a tremendous opportunity to
 work
 01:34:48 --> 01:34:51: with all the universities. I thought Miss Taylor's point about
 01:34:51 --> 01:34:55: the Health Center, that's outstanding. We have at Health
 Center
 01:34:55 --> 01:34:58: with the University of Penn. They're at the first African
 01:34:58 --> 01:35:02: African Methodist Church right on Gerard Ave. They can't
 even
 01:35:02 --> 01:35:05: be there now because the church is being renovated. The
 01:35:05 --> 01:35:05: Fairmont.
 01:35:05 --> 01:35:09: Our conservative could have stepped in them and asked
 them
 01:35:09 --> 01:35:12: to come out into the park because that's an excellent
 01:35:12 --> 01:35:16: opportunity and I'm disappointed in the Fairmont Parking
 service. You
 01:35:16 --> 01:35:19: know, I think that you know, as the other speaker
 01:35:19 --> 01:35:23: just represent it, they just overlooked some things. They just
 01:35:23 --> 01:35:26: took some things for granted and there's no way on
 01:35:26 --> 01:35:29: 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

01:36:14 --> 01:36:16: to get it together because right now there's no way

01:36:16 --> 01:36:17: we're gonna vote for that.

01:36:17 --> 01:36:20: To your point, you know this is the beginning and

01:36:20 --> 01:36:23: it it should be modified by the community and by

01:36:23 --> 01:36:27: those stakeholders that are involved. We had quite an

01:36:27 --> 01:36:30: argument

01:36:27 --> 01:36:30: about whether we were too ambitious with looking at West

01:36:30 --> 01:36:33: Fairmont Park with its forty 1400 acres. You have to

01:36:33 --> 01:36:36: begin someplace. Maybe you do decide to include East Park

01:36:36 --> 01:36:37: as well.

01:36:37 --> 01:36:40: That's a discussion that you all need to have. Hopefully

01:36:40 --> 01:36:44: we've created a framework for that discussion with some

01:36:44 --> 01:36:47: ideas.

01:36:44 --> 01:36:47: One thing we're clear on and and Sonia mentioned that

01:36:47 --> 01:36:50: is, there has to be a different framework than what

01:36:50 --> 01:36:52: you have right now. It's it's not a bad framework,

01:36:52 --> 01:36:55: it's just not good enough and so you have to

01:36:55 --> 01:36:56: make some changes. Yes.

01:36:58 --> 01:37:01: Hi everybody, I'm Chris sparr. I'm the executive director of

01:37:01 --> 01:37:05: the Centennial Parkside, CDC, right here in East Parkside. I

01:37:05 --> 01:37:08: want to second with Jihad said and thanking you for

01:37:08 --> 01:37:11: the great work that you did and for really centering

01:37:11 --> 01:37:14: the community and the Community concerns and your

01:37:14 --> 01:37:17: presentation. I

01:37:14 --> 01:37:17: think you from the my participation. A lot of what

01:37:17 --> 01:37:20: 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
because
01:46:54 --> 01:46:57: that should not have happened. And we apologize for that.
01:46:57 --> 01:46:58: 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
director for
01:47:09 --> 01:47:14: vested in, which is a community development financial
institution. And
01:47:14 --> 01:47:17: then with my partner from Goldenberg, we own the shopping
01:47:17 --> 01:47:20: center that happens to be located here.
01:47:23 --> 01:47:26: And I just love this community. It's just been amazing.
01:47:26 --> 01:47:29: I spent 20 years of my life working here. I
01:47:29 --> 01:47:32: think one of the challenges and I'm kind of turned
01:47:32 --> 01:47:34: off. While your statement of you inviting.
01:47:34 --> 01:47:35: 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
then
01:48:03 --> 01:48:06: in a lot of cases feel like that is their
01:48:06 --> 01:48:07: 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
02:00:42 --> 02:00:46: community
02:00:42 --> 02:00:46: and the neighborhoods that are impacted by the proposals
02:00:46 --> 02:00:49: 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
02:02:03 --> 02:02:06: 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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