

# 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

00:03:18 --> 00:03:21: this and

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

neighbors

**00:09:58 --> 00:10:02:** to the park and then finally mobility 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 --> 00:39:07: has a lot of parks, and people can get to  
00:39:07 --> 00:39:10: them, but they're under resourced.  
00:39:10 --> 00:39:13: This just looks at these numbers from a different perspective.  
00:39:13 --> 00:39:16: So Park score ranks cities on a on a against  
00:39:16 --> 00:39:19: benchmarks of the 100 most populated cities in the country.  
00:39:19 --> 00:39:22: Philadelphia ranks 30 second out of 100. It's access  
00:39:22 --> 00:39:25: numbers.  
00:39:25 --> 00:39:28: Is it 93? It's it's towards the top, but it  
00:39:28 --> 00:39:31: it's investment numbers is it's ranked at 31, so it's  
00:39:31 --> 00:39:34: sort of towards the bottom of that overall ranking so  
00:39:34 --> 00:39:37: that you know reinforces what we know.  
00:39:37 --> 00:39:40: About what's happening in Philadelphia parks and in West  
00:39:40 --> 00:39:43: Fairmount  
00:39:43 --> 00:39:46: Park in particular.  
00:39:46 --> 00:39:49: So you can look at maybe what what could be  
00:39:49 --> 00:39:52: spent in the park or what should be spent in  
00:39:52 --> 00:39:55: the park and match it with what is being spent  
00:39:55 --> 00:39:58: in the park now. So one way to benchmark operating  
00:39:58 --> 00:40:01: cost per acre or once? One way to benchmark budgets  
00:40:01 --> 00:40:04: is to look at cost per acre at 1400 acres.  
00:40:04 --> 00:40:07: The benchmark is about 4000 to \$10,000 per acre. So  
00:40:07 --> 00:40:10: that would mean that the budget for the park should  
00:40:10 --> 00:40:13: be anywhere from 3.6 million to \$9 million.  
00:40:13 --> 00:40:16: It's quite a lot of money if you're looking at  
00:40:16 --> 00:40:19: it on a per population basis. It could be 2.8  
00:40:19 --> 00:40:22: million to 6 million, and it's hard to know exactly  
00:40:22 --> 00:40:25: how much is getting spent on the park currently, but  
00:40:25 --> 00:40:28: we know that the numbers are a magnitude lower than  
00:40:28 --> 00:40:31: that, so the park may. The city may invest about  
00:40:31 --> 00:40:34: \$1,000,000 a year. The Fairmount Park Conservancy about  
00:40:34 --> 00:40:37: \$100,000. Clearly  
00:40:37 --> 00:40:40: there's a huge spending gap between what is needed and  
00:40:40 --> 00:40:43: what is being spent now.  
00:40:43 --> 00:40:46: So what should be done about that? We think that

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

00:42:37 --> 00:42:42: 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

00:42:46 --> 00:42:50: 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

00:42:54 --> 00:42:58: 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

00:43:23 --> 00:43:29: parking, solar powered

00:43:23 --> 00:43:29: electric vehicle charging stations, ongoing stormwater

00:43:29 --> 00:43:33: funding, transportation via the

00:43:29 --> 00:43:33: City Streets Department, PennDOT and TIFIA, which is a

00:43:33 --> 00:43:38: federal

00:43:33 --> 00:43:38: long term low interest loan program that state Keystone

00:43:38 --> 00:43:43: Opportunity

00:43:38 --> 00:43:43: Zone program and the Federal Opportunity Zone programs

00:43:43 --> 00:43:45: 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

00:44:02 --> 00:44:07: Parks

00:44:02 --> 00:44:07: Association, which informed our budget ranges and our key

00:44:07 --> 00:44:11: assumptions

00:44:07 --> 00:44:11: were that the park operations and maintenance budget are

00:44:11 --> 00:44:17: are

00:44:11 --> 00:44:17: substantially under resourced. Additional revenue sources

00:44:17 --> 00:44:20: 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

00:44:26 --> 00:44:28: 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.

So as far in regards to programming, we've developed 4 pillars for programmatic success in West Fairmount Park along with another of a list of recommendations. But these pillars should be returned to when there are new proposed programming efforts to guide. You know that choice of yes or no whether or not to include those programs within the park. The first part of the process should be improving communication both within the park and between visitors and relevant stakeholders.

Allowing history to guide the park narrative. Creating transitional areas for engagement between the public spaces and those restricted institutional park spaces and prioritizing special events that serve the community. The park brand identity and the historic narrative. So that first programming pillar improving communication that begins with fostering a cohesive identity for West Fairmount Park. Using signage, branding and communications. This should include information about public restrooms, water fountains, concessions, picnic areas, etcetera. Developing an annual programming calendar and then sharing those events and General Park information through a publicly available website that has a public forum to share other events that may not that other communities. Members may be organizing so that those become more available and as an opportunity to Crowdfsource maintenance, repairs, and complaints, so that if you know you're on your walk, you see a tree down. You're able to report that, then maintenance can hopefully get that fixed sooner.

The second is allowing history to guide the narrative, uplifting the local history of women in black Americans through signage



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

00:55:22 --> 00:55:26: take place here in the horticulture center that also serves  
00:55:26 --> 00:55:30: as workforce training and skill building. Special event space  
and  
00:55:30 --> 00:55:31: or a bunkhouse.  
00:55:31 --> 00:55:34: Were used by educational and youth overnight programs.  
Could be  
00:55:34 --> 00:55:37: really great in this space. You could also use structures  
00:55:37 --> 00:55:40: to fill missing health services such as you know, offering  
00:55:40 --> 00:55:43: a office space for a dentist, Women's Health, etcetera.  
00:55:44 --> 00:55:45: And I will turn.  
00:55:46 --> 00:55:47: The mic over.  
00:55:48 --> 00:55:52: OK, so hopefully all this information I can try to  
00:55:52 --> 00:55:55: wrap up with the physical responses to hold all of  
00:55:55 --> 00:55:59: this excitement and a number of the ideas you're hear.  
00:55:59 --> 00:56:03: Hear me repeat, but specifically about how we react  
physically  
00:56:03 --> 00:56:06: to do those things we would like to start the  
00:56:06 --> 00:56:10: conversation with the review of what the Urban Land Institute  
00:56:10 --> 00:56:14: has put forward as characteristics of a high quality part,  
00:56:14 --> 00:56:17: so a high quality park needs to be an excellent  
00:56:17 --> 00:56:20: condition, needs to be accessible to all.  
00:56:20 --> 00:56:24: Users needs to provide positive experiences for those users.  
People  
00:56:24 --> 00:56:27: need to want to be here. Heard a gentleman say  
00:56:27 --> 00:56:29: as a kid. They stay here all day. Those are  
00:56:29 --> 00:56:33: the types of experience that we really want to support  
00:56:33 --> 00:56:36: not only for the neighbors, but people coming in to  
00:56:36 --> 00:56:39: visit and hopefully spend money in the park and in  
00:56:39 --> 00:56:42: the area. They need to be relevant to the community  
00:56:42 --> 00:56:46: that they serve. Hopefully you've heard us clearly say as  
00:56:46 --> 00:56:49: a panel, this park needs the center. The people who  
00:56:49 --> 00:56:52: are here and the people who have been here.  
00:56:52 --> 00:56:55: Can tell their story as a unique hook that makes  
00:56:55 --> 00:57:00: this a different place than anywhere else in Philadelphia or  
00:57:00 --> 00:57:03: anywhere else in the world, and it also needs to  
00:57:03 --> 00:57:08: be flexible and adaptable to changing circumstances. Be it  
budget,  
00:57:08 --> 00:57:12: climate change, or just needs. People want to play differently  
00:57:13 --> 00:57:16: sometimes I don't know if you guys have heard about  
00:57:16 --> 00:57:20: pickleball, but it's changing our system. OK, so our big  
00:57:20 --> 00:57:23: first move for physical investments.  
00:57:23 --> 00:57:26: We think needs to be a focus on the public  
00:57:26 --> 00:57:29: realm. I've been talking about this all week, but I

00:57:29 --> 00:57:32: said I probably need to break this down so a  
 00:57:32 --> 00:57:35: focus on the public room really is your house and  
 00:57:35 --> 00:57:38: your yard. That's your private space. The public room kind  
 00:57:38 --> 00:57:42: of starts from the sidewalk, sometimes in Akron. We called  
 00:57:42 --> 00:57:45: it the devil strip. That piece of grass right out  
 00:57:45 --> 00:57:48: in front. You take care of it, but it's really  
 00:57:48 --> 00:57:51: the city, the curb, the street and all that hidden  
 00:57:51 --> 00:57:53: stuff up under it. In a well designed.  
 00:57:53 --> 00:57:57: Place their signage and other things, maybe 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  
 00:58:18 --> 00:58:22: experience  
 00:58:18 --> 00:58:22: infrastructure and stormwater management. And then we feel  
 00:58:22 --> 00:58:24: 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  
 00:58:24 --> 00:58:29: conservation, natural  
 00:58:30 --> 00:58:34: and cultural resources. Those things are really sometimes  
 00:58:30 --> 00:58:34: 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?  
 00:58:38 --> 00:58:43: They're not your  
 00:58:43 --> 00:58:48: day-to-day maintenance. You might handle some deferred  
 00:58:43 --> 00:58:48: things. You might  
 00:58:48 --> 00:58:52: handle those pipes under the ground and other systems, but  
 00:58:48 --> 00:58:52: it really is your huge investments in the part.  
 00:58:52 --> 00:58:55:  
 00:58:55 --> 00:59:02: I'm going forwards and backwards and backwards and  
 00:58:55 --> 00:59:02: forwards all  
 00:59:02 --> 00:59:05: right, so access and connectivity. I'm sorry. Focus on the  
 00:59:02 --> 00:59:05: public realm. The criteria for project selection for this first  
 00:59:05 --> 00:59:10: group of items. The public realm. We think they should  
 00:59:05 --> 00:59:10: be identity building so that signage system we talked about  
 00:59:10 --> 00:59:13: who and where is Westmount Park. What's the Centennial  
 00:59:10 --> 00:59:13: District  
 00:59:13 --> 00:59:17: and needs to be a cohesive thing? And you represent  
 00:59:13 --> 00:59:17: that physically?  
 00:59:17 --> 00:59:21: Through signage and other iconography, it needs to be  
 00:59:17 --> 00:59:21: human  
 00:59:21 --> 00:59:25: scale, so we're not talking about that gigantic monument we  
 00:59:21 --> 00:59:25: want to. We're talking about the things that are close  
 00:59:25 --> 00:59:26:  
 00:59:26 --> 00:59:29:  
 00:59:26 --> 00:59:29:  
 00:59:29 --> 00:59:33:  
 00:59:29 --> 00:59:33:  
 00:59:33 --> 00:59:36:

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 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 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  
01:27:19 --> 01:27:19: done nothing for West Park, it just you know we  
01:27:19 --> 01:27:19: we are.

01:27:20 --> 01:27:22: We are a the poorest big city in the city  
 01:27:22 --> 01:27:25: of Philadelphia. And now that I've been on both sides,  
 01:27:25 --> 01:27:29: I can tell you that the decisions that this administration  
 01:27:29 --> 01:27:32: has to make about where those very limited tax dollars  
 01:27:32 --> 01:27:34: go is horrible, right? And, you know, we just have  
 01:27:34 --> 01:27:36: to consider that we need new revenue.  
 01:27:37 --> 01:27:39: Kathy, I'm going to turn it over to Sonia, but  
 01:27:39 --> 01:27:42: real quickly. City is doing a lot. It's great partner,  
 01:27:42 --> 01:27:44: but he can't do it all and so I think  
 01:27:44 --> 01:27:46: that's the purpose of kind of the some of the  
 01:27:46 --> 01:27:50: recommendations we need more stewards and more people  
 vested in  
 01:27:50 --> 01:27:51: that park. If it's going to.  
 01:27:51 --> 01:27:53: Get to the level that we would like it to  
 01:27:53 --> 01:27:55: sign in. Do you want to make A and then  
 01:27:55 --> 01:27:57: as we go around? I'd like to make sure everybody  
 01:27:57 --> 01:27:59: gets a chance, so let's let's try to make short  
 01:27:59 --> 01:28:02: comments and a lot of questions and dialogue. Thank you,  
 01:28:02 --> 01:28:02: Sanya.  
 01:28:02 --> 01:28:05: Sure, just to under score a couple of things. I  
 01:28:05 --> 01:28:08: think it is really important to acknowledge the work of  
 01:28:08 --> 01:28:12: this administration and the efforts that are being made and  
 01:28:12 --> 01:28:16: and the and the work of the Conservancy, especially  
 recently.  
 01:28:16 --> 01:28:20: But we also are pointing out some systemic underinvestment  
 over  
 01:28:20 --> 01:28:22: time, right? And so unless you shift.  
 01:28:22 --> 01:28:25: Their paths you will not be able to keep up  
 01:28:25 --> 01:28:28: with the waves that are coming, and so those are  
 01:28:28 --> 01:28:32: very, very important points that I want to talk about.  
 01:28:32 --> 01:28:35: And then my team handles these MSU's in our department  
 01:28:35 --> 01:28:38: and I'm going to do this brag thing. Six time  
 01:28:38 --> 01:28:42: gold medal winner, one of the few agencies in the  
 01:28:42 --> 01:28:46: country that has that designation and the thing about these  
 01:28:46 --> 01:28:49: MU's, they are extremely tough, right? And I think our  
 01:28:49 --> 01:28:52: big lessons learn is clearly defining.  
 01:28:52 --> 01:28:56: Partnerships and clearly defining wins now for the man for  
 01:28:56 --> 01:28:59: please touch the zoo to come to the table with  
 01:28:59 --> 01:29:03: funds they have to have wins, right? They have to  
 01:29:03 --> 01:29:07: come in and see that there's a competitive advantage for  
 01:29:07 --> 01:29:11: them as institutions to coming to the table with resources  
 01:29:11 --> 01:29:15: and that they're going to get return on that investment.  
 01:29:15 --> 01:29:20: That predictability, reliability and accountability are the things

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

01:33:55 --> 01:33:58: wanted to say I think the big thing that I'm

01:33:58 --> 01:34:01: that offends me is the name. I don't think you

01:34:01 --> 01:34:04: should name this West Park because you know you have

01:34:04 --> 01:34:05: to remember.

01:34:05 --> 01:34:09: This presentation didn't even cover the Strawberry Mansion

01:34:09 --> 01:34:12: party at

01:34:12 --> 01:34:14: the park, right? And I can tell you they're advocates

01:34:14 --> 01:34:17: over there just like I am, and they're more fierce

01:34:17 --> 01:34:20: advocates, and that would just let them feel left out.

01:34:20 --> 01:34:22: I don't, I think for 100 years it's been Fairmount

01:34:22 --> 01:34:25: Park. I think the districts are a good idea. I

01:34:25 --> 01:34:29: think you can clearly keep the name Fairmount Parks and

01:34:29 --> 01:34:32: clearly have the districts and include Strawberry Mansion

01:34:32 --> 01:34:35: district include

01:34:35 --> 01:34:35: the Art Museum district and that was left out. That's

01:34:36 --> 01:34:39: one of the most important parts around here.

01:34:39 --> 01:34:41: Is the art.

01:34:41 --> 01:34:44: The entranceway behind the Art Museum and all that park

01:34:44 --> 01:34:48: over there. So I I thought those were the big

01:34:48 --> 01:34:51: things, and I also think that if you you left

01:34:51 --> 01:34:55: out both boathouse row, that's a tremendous opportunity to

01:34:55 --> 01:34:58: work

01:34:58 --> 01:35:02: with all the universities. I thought Miss Taylor's point about

01:35:02 --> 01:35:05: the Health Center, that's outstanding. We have at Health

01:35:05 --> 01:35:09: Center

01:35:09 --> 01:35:12: with the University of Penn. They're at the first African

01:35:12 --> 01:35:16: African Methodist Church right on Gerard Ave. They can't

01:35:16 --> 01:35:19: even

01:35:19 --> 01:35:23: be there now because the church is being renovated. The

01:35:23 --> 01:35:26: Fairmont.

01:35:26 --> 01:35:29: Our conservative could have stepped in them and asked

01:35:29 --> 01:35:32: them

01:35:32 --> 01:35:35: to come out into the park because that's an excellent

01:35:35 --> 01:35:38: opportunity and I'm disappointed in the Fairmont Parking

01:35:38 --> 01:35:41: service. You

01:35:41 --> 01:35:44: know, I think that you know, as the other speaker

01:35:44 --> 01:35:47: just represent it, they just overlooked some things. They just

01:35:47 --> 01:35:50: took some things for granted and there's no way on

01:35:50 --> 01:35:53: God's earth that I would agree to letting them be

01:35:29 --> 01:35:32: the the central part of this plan that you're putting.

01:35:32 --> 01:35:36: I think our city leaders have throughout history City Council.

01:35:36 --> 01:35:39: Has LED this part and been in position of authority.

01:35:39 --> 01:35:42: We have all the monuments here. We have the Water

01:35:42 --> 01:35:45: Works that were dedicated by City Council. We have the

01:35:45 --> 01:35:48: the, the the the what's the center with the woman

01:35:48 --> 01:35:50: on top Memorial Hall, right? That's one of the most

01:35:51 --> 01:35:54: significant parts and the thing about Memorial Hall is the

01:35:54 --> 01:35:57: most significant is the statue on top. It's a symbol

01:35:57 --> 01:36:00: of liberty. It's a symbol of America and that statue

01:36:00 --> 01:36:03: should be lit all the time because of freedom is

01:36:03 --> 01:36:06: for everybody all these parts, but I think you guys

01:36:06 --> 01:36:07: did a great job.

01:36:07 --> 01:36:08: I think this is a great draft. I think we

01:36:08 --> 01:36:11: can build on it, but this just needs some improvement,

01:36:11 --> 01:36:13: and Fairmount Park Conservancy no disrespect and you just

01:36:14 --> 01:36:16: need

01:36:14 --> 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 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 at  
01:59:01 --> 01:59:03: every day and put my head on the pillow and  
01:59:03 --> 01:59:04: say, you know.  
01:59:06 --> 01:59:07: I I get paid a lot of money in this  
01:59:07 --> 01:59:10: role right to to have hard conversations and make hard  
01:59:10 --> 01:59:13: decisions. That's that's really what this role is distilled into.  
01:59:13 --> 01:59:16: But I have to recommit myself to this work every  
01:59:16 --> 01:59:18: single day you got to wake up and recommit, and  
01:59:18 --> 01:59:20: every single one of you you do not need to  
01:59:20 --> 01:59:22: be here today, but you woke up today and you  
01:59:22 --> 01:59:25: recommitted yourself to this work, and the Conservancy does  
the  
01:59:25 --> 01:59:28: same thing. I think the Conservancy play an incredible role.  
01:59:28 --> 01:59:31: I think they have played an incredible role. I think  
01:59:31 --> 01:59:33: they need to continue to play an incredible role, and  
01:59:33 --> 01:59:35: I think you all in this room need to help  
01:59:35 --> 01:59:36: them.  
01:59:36 --> 01:59:38: To do that, we don't want them to go away,  
01:59:38 --> 01:59:40: because if they go away, you all have 97 other  
01:59:40 --> 01:59:42: million things that you need to worry about on a  
01:59:43 --> 01:59:45: day to day basis, and the park is not going  
01:59:45 --> 01:59:47: to be your number one concern because it can't be.  
01:59:47 --> 01:59:50: You all have other missions. This is their mission, so  
01:59:50 --> 01:59:52: we need to leverage them and that mission to move  
01:59:52 --> 01:59:53: this work forward.  
01:59:54 --> 01:59:56: But with you all at the table, right? So I  
01:59:56 --> 01:59:58: and I also want to say thank you to each  
01:59:58 --> 02:00:01: and everyone of you. This is not easy work. You  
02:00:01 --> 02:00:03: don't need to be here. It has been a gift  
02:00:03 --> 02:00:05: to us to have you here. And you know, I

02:00:05 --> 02:00:08: just appreciate it. I appreciate it from the bottom of  
02:00:08 --> 02:00:09: my heart and I thank you all.  
02:00:10 --> 02:00:11: Thank you, Kelly.  
02:00:15 --> 02:00:18: We take we take two more very brief questions or  
02:00:18 --> 02:00:22: comments. Anybody else that did not get a chance to  
02:00:22 --> 02:00:23: speak anybody on zoom?  
02:00:26 --> 02:00:29: The one question on Zoom, I think is largely been  
02:00:29 --> 02:00:32: covered, but it was just going back to that question  
02:00:32 --> 02:00:35: of the park being the tension potentially or opportunity of  
02:00:36 --> 02:00:39: the park being both a regional and local asset and  
02:00:39 --> 02:00:42: how you're defining the panel considers what is the  
community  
02:00:42 --> 02:00:46: and the neighborhoods that are impacted by the proposals  
that  
02:00:46 --> 02:00:49: were made well again, is has been pointedly the point  
02:00:49 --> 02:00:52: has been made and it's a good point, and that's  
02:00:52 --> 02:00:55: going to be up to the Community to decide.  
02:00:55 --> 02:00:57: Yeah, I know as we looked at it, if a  
02:00:57 --> 02:00:59: neighborhood abuts the park you think we we think you  
02:01:00 --> 02:01:02: start there and there are a number of neighborhoods that  
02:01:02 --> 02:01:06: do, but it certainly has impact on some other neighborhoods  
02:01:06 --> 02:01:08: that might not be adjacent to the park. So again,  
02:01:08 --> 02:01:11: we think you think that through and determine what that  
02:01:11 --> 02:01:14: impact area looks like and who should be included, whether  
02:01:14 --> 02:01:17: you include East Park or not and the neighborhoods around  
02:01:17 --> 02:01:20: that. So that's a discussion going forward. You certainly want  
02:01:20 --> 02:01:23: to make sure that whatever you do, it's manageable and  
02:01:23 --> 02:01:25: that you can get something done.  
02:01:25 --> 02:01:29: Because it the organization has to be effective, it it  
02:01:29 --> 02:01:32: it is not a platform for coming together and airing  
02:01:32 --> 02:01:35: all the laundry in the world out there about what's  
02:01:35 --> 02:01:38: not working and what is working. It's got to have  
02:01:38 --> 02:01:41: that unified vision and it's got to be organized so  
02:01:41 --> 02:01:44: we can get something done. But it's got to be  
02:01:44 --> 02:01:48: inclusive and it's got to be equitable. You have 6,000,000  
02:01:48 --> 02:01:48: / 6 million.  
02:01:50 --> 02:01:51: Population within the region.  
02:01:52 --> 02:01:55: And this park is able to accommodate.  
02:01:56 --> 02:01:59: Activities that support that region, so it needs to be  
02:01:59 --> 02:02:03: both first and foremost, a Community asset. Secondly, a  
regional  
02:02:03 --> 02:02:06: asset, so we're hoping that as this the Fairmount Park  
02:02:06 --> 02:02:11: Conservancy, the Parks and Rec organization and this new

organization.

**02:02:11 --> 02:02:14:** If if you should establish it, it will be focused  
**02:02:14 --> 02:02:17:** on those markets that those that that size market creates.  
**02:02:17 --> 02:02:21:** Real opportunity for assets in this community. So you want  
**02:02:21 --> 02:02:24:** to, you want to leverage those as much as possible.  
**02:02:28 --> 02:02:31:** So once the report is fully written and produced about  
**02:02:31 --> 02:02:33:** two to three months from now.  
**02:02:34 --> 02:02:36:** Sounded about right. Matt, two to three months.  
**02:02:37 --> 02:02:41:** We'll be sharing that report with everyone. Ohh the  
PowerPoint.  
**02:02:41 --> 02:02:43:** Yeah I think so yeah. So as we close this  
**02:02:43 --> 02:02:46:** out, I know some of our panelists have to run  
**02:02:46 --> 02:02:50:** to flights. Everyone's coming from somewhere else and  
every Friday,  
**02:02:50 --> 02:02:54:** everyone's got a busy week and weekend ahead of them.  
**02:02:54 --> 02:02:56:** I think the most important thing I want to do  
**02:02:57 --> 02:03:00:** is to thank you all for showing up for volunteering  
**02:03:00 --> 02:03:03:** and for caring about public space in a place that  
**02:03:03 --> 02:03:06:** isn't even your city. So thank you very much.  
**02:03:14 --> 02:03:17:** And your efforts and your volunteering today has done a  
**02:03:17 --> 02:03:20:** really important thing, and it's brought us all together in  
**02:03:20 --> 02:03:23:** the same room to restart a conversation that we hope  
**02:03:23 --> 02:03:27:** can bring together both stronger neighborhoods and stronger  
Philadelphians. So  
**02:03:27 --> 02:03:30:** thank you all for caring. I know this isn't anyone's  
**02:03:30 --> 02:03:33:** first job. It's not the first thing anyone has to  
**02:03:33 --> 02:03:35:** do when they get up in the morning, but at  
**02:03:35 --> 02:03:37:** the Fairmount Park Conservancy.  
**02:03:37 --> 02:03:40:** We're incredibly grateful that you do it, so thank you  
**02:03:40 --> 02:03:42:** again. We look forward to the conversation.

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