

---

## COMMISSION ON PARKS AND RECREATION

### SUMMARY OF COMMISSION MEETING

NOVEMBER 20, 2013

---

A meeting of the Commission on Parks and Recreation was held at the American Swedish Museum, 1900 Pattison Avenue, at 6:00PM.

**PRESENT:** Commissioner Nancy Goldenberg, Chair  
Commissioner Andrew Denison  
Commissioner Michael DiBerardinis  
Commissioner Derrick Ford  
Commissioner Debra Wolf Goldstein  
Commissioner Jeffrey Hackett  
Commissioner Matthew Perks  
Commissioner David Perri  
Commissioner Carol Rice  
Commissioner James Straw  
Commissioner Sarah Clark Stuart  
Deborah Cahill representing Commissioner Bridget Greenwald  
Jeannette Brugger representing Commissioner Gary Jastrzab  
Joanne Dahme representing Commissioner Howard Neukrug

**ABSENT:** Commissioner Leslie Anne Miller

---

Commission Chair Nancy Goldenberg called the meeting to order and thanked the staff of the American Swedish Museum for hosting the meeting. Commissioner Goldenberg welcomed everyone and spoke of upcoming events. On November 28<sup>th</sup>, the Christmas Village will open at Love Park and on December 7<sup>th</sup> and 8<sup>th</sup>, there will be a Holiday Greens Sale at Fox Chase Farm. Commissioner Goldenberg announced that comedian Kevin Hart recently donated 500 computers to the Philadelphia School District and the Parks and Recreation Department and the department will receive 200 of the computers. At FDR Park, Phase One of the Urban Youth Academy is nearing completion. On October 19<sup>th</sup>, 3,700 people took part in the Apple Festival at Fox Chase Farm, and on October 24<sup>th</sup>, the Philadelphia 76ers, Council President Darrell Clarke and First Deputy Commissioner Susan Slawson hosted NBA Cares at Martin Luther King Recreation Center. The City of Philadelphia is currently filling vacancies in the skilled trades positions in the Department. Applications are being accepted through December 15<sup>th</sup>.

Commissioner Andrew Denison presented the PaRC Star Award to Tracey Rae Beck for her many contributions to the American Swedish Museum and FDR Park. Caroline Rossi accepted the award for Tracey and also recognized Barbara Capozzi and Shawn Jasolinski for their tireless efforts in volunteering at FDR Park.

Deputy Mayor Michael DiBerardinis welcomed everyone and spoke of the need for a new look and brand for a unified Parks and Recreation Department and presented the department's newly created video. Commissioner DiBerardinis asked Ed Fagan, Director of Strategic Engagement, to speak about the branding initiative. Mr. Fagan announced that the Department is in the midst of building the campaign and will be visiting partners in the near future. The Department is also hiring interns to tell the Department's story on a broader scale. The public kick-off of the new brand is currently scheduled for mid to late June 2014.

Mr. Fagan added that the Commission will be a part of this important network and will continue to have an ongoing role.

Patrick Morgan, Chief of Staff, presented an update on Capital Projects. Mr. Morgan stated that connecting adults and children to the outdoors is tremendously exciting. He added that Mayor Nutter has called for Philadelphia to be the greenest city by 2015 and the Department is targeting sections of the City lacking green space (no green space within a ten minute walk). The Department will be greening two recreation sites starting in January 2014, one being the William Dick School playground. There are plans for a number of playgrounds to be greened with rain gardens, trees, plants, etc. Before and after pictures were shown of the William Dick School, the later pictures being artists' conceptions with multiple rain gardens and a new playground. Bartram's Mile will create better connections to the river and the neighborhood and will link Bartram's Garden to the community. Bartram's Mile will run along the river, go through Bartram's Garden and down 56<sup>th</sup> Street. There will be a raised boardwalk within Bartram's Garden to interact with the trail. Commissioner James Straw added that several hundred fruit trees have been planted at Bartram's Garden and a residential study is currently being done in that community.

Commissioner Debra Wolf Goldstein, Chair, Land Use, Planning and Design Committee, stated that there was no report from the committee this month.

Commissioner James Straw, Chair of the Revenue Enhancement Committee, stated that there was no report from the committee this month.

Commissioner Andrew Denison, Chair, Communications and Public Engagement Committee, reported that the committee is preparing a Communications Guide regarding communications, special reports, PaRC stars, etc. This will be a baseline moving forward.

Commissioner Matthew Perks, Chair, Public Safety and Maintenance Committee, stated that at the September meeting, there was a spirited discussion on amplified sound. That discussion has continued among Committee members and they will meet again shortly to discuss the issue further.

Commissioner Jeffrey Hackett, Chair, Programming Committee, reported that he and other Committee members are developing parameters in dealing with the public. He said he has received numerous calls from organizations looking for recreation centers to house their programs.

Commissioner Goldenberg asked Commissioner Perks to report on Art Commission action from their recent meeting. Commissioner Perks said that the last step for any process is going before the Art Commission for approval. The proposed addition to the Mill Creek Recreation Center was approved after it was presented to the Commission a second time. Also approved were improvements to the Vietnam Veterans Memorial. Improvements include opening up the Memorial, changing the walls and making it less inviting to graffiti artists. Also approved was \$105 million in improvements to the Art Museum. This includes enlarging ramps to the new entrance, opening streets to the traffic flow and replacing the current auditorium with one that is state-of-the-art.

Commissioner Goldenberg called for Partners Reports and asked Kathryn Ott Lovell, Executive Director, Fairmount Park Conservancy, to speak. Ms. Ott Lovell informed the audience that November 16<sup>th</sup> was Love Your Park Service Day. Over 80 parks and 1,700 volunteers participated in this event throughout the city. As part of this event, Manton Street Park was dedicated by Mayor Nutter. She also reported that Parkside Avenue Edge is a new project being developed between the Zoo and the Please Touch Museum to add recreational aspects to the area. The Conservancy is continuing their work in Hunting Park and recently dedicated new football fields. Lastly, conversations are continuing regarding the merger of the Fairmount Park Historic Trust with the Conservancy.

Lauren Bornfriend, Executive Director, Philadelphia Parks Alliance, announced that the Alliance had a very successful fundraiser at Lloyd Hall on November 17<sup>th</sup> honoring Ken Weinstein. Ms. Bornfriend then passed out the Alliance's guide to Philadelphia's Open Lands Protection Ordinance. The guide was established as a

---

useful resource for City officials, project planners and citizens of Philadelphia. Currently, the Alliance is meeting with members of City Council to advocate for the Park.

Commissioner Goldenberg then opened the meeting to comments or questions from the public. John from the Friends of Sedgeley Woods requested an update on the status of recycling in city parks and stated that children need to be educated about recycling. Commissioner DiBerardinis said that the Recycling Center currently creates compost. The Department hopes to recycle cans and bottles in the future and is currently making a major effort to reduce energy costs.

Commissioner Goldenberg thanked everyone for attending and wished everyone a happy Thanksgiving. The meeting was adjourned at 7:25PM.

The next meeting of the Commission on Parks and Recreation will be held on Wednesday, January 29<sup>th</sup> at 6:00PM at the Cecil B. Moore Recreation Center, 2551 N. 22<sup>nd</sup> Street..

Respectfully submitted,

Carol J. Roache  
Administrative Assistant