



## Friends of Race Street Pier

June 12, 2012

### **5:30 Gardening on the Pier:**

Unfortunately, this portion of the meeting was cancelled due to weather. **PHS has rescheduled the Gardening Get Together for Tuesday, June 26<sup>th</sup> at 6:30. Meet on the pier.** PHS is interested in helping to make gardening on the pier a more regular thing. Bring your friends to help us show PHS that this is something that the community would like to do!

### **Updates:**

1. AwesomeFest Saturday movie screenings. The kick-off presentation scheduled for June 9<sup>th</sup> was cancelled due to a technical difficulty with the screen. The AwesomeFest is working on getting a new screen and should be back up and running on Saturday, June 16<sup>th</sup>. The AwesomeFest screening will take place every Saturday through the summer. For more info: <http://theawesomefest.com/announcements/awesome-fest-announces-free-race-street-pier-summer-film-series-debuts-brand-new-outdo>
2. Bulletin Board on the Pier: The Friends group believes that a bulletin board located at the entrance to the pier would be a great amenity. It would tell people more about the pier and also help drive more people to the different events that are happening on the pier. On 6/13/12, the Friends of Race Street Pier Steering Committee sent an email to staff at the DRWC offering to help the corporation in any efforts to have a bulletin board installed on site. The group will keep this on our agenda.
3. Technically Philly did a lot of great work setting up a website for the Friends of Race Street Pier. Check it out here: <http://www.friendsofracestreetpier.com/>  
Are any steering committee members interested in taking on the role of maintaining the site and updating the calendar? You can also work with Technically Philly to publically launch the site.

## Agenda Items:

### 1. July First Friday Discussion:

First Friday officially begins at 7pm. As schedules allow, the Friends will likely start arriving between 6pm and 7pm to help with set up.

- Status of entertainment and food trucks:
  - o Bryan Van Lenten and Andrew Svekla have worked with the DRWC to book the West Philadelphia Orchestra, Trinadelphia, and a DJ to provide entertainment on the pier as well as at the corner of 2<sup>nd</sup> and Race Street.
  
  - o Bridget Keegan has spoken with Dave Moore, the food concession manager at DRWC, about inviting interesting food trucks to the pier on July 6<sup>th</sup>. Dave has reached out to Rival Brothers and The Smoke Truck. Both have confirmed. The Friends have also requested Lil Baby's and Zsa's Ice Cream as possible dessert trucks. Dave is contacting these vendors.
  
- Brainstorm other activities
  - o Bridget Keegan has reached out to Keep Philadelphia Beautiful to bring their anti-littering campaign to the pier for the First Friday event.
  - o Emma Fried-Cassorla will reach out to the Philadelphia Circus School to see if students might be interested in bringing their act on the road.
  - o Bridget Keegan will reach out to the Clay Studio to see if their students, fellows, etc. might be able to bring art out onto the pier.
  
- Assign friends to arrange for additional activities
  - o *Graphics*  
Christine Webb will work on putting together postcards advertising the First Friday event as well as the Friends Group
  
  - o *Communications* –  
Elizabeth Weaver, Andrew Ross, Bryan Van Lenten, Andy Sharpe, Emma Fried-Cassorla, and Bridget Keegan will work together on getting the word out to various networks about the July 6<sup>th</sup> event.
  
  - o *Attendance at First Friday* –  
If anyone is interested in getting more involved with the group, feel free to stop by on July 6<sup>th</sup> and learn more about the group at the Friends table. Many active Friends/Steering Committee members will be on hand to answer questions. The Friends will staff the table as well as walk along 2<sup>nd</sup> Street helping to encourage First Friday revelers to stop by the pier.

## 2. August First Friday –

The DRWC gave the Friends of Race Street Pier the option of organizing the August First Friday celebration on the pier. Unfortunately, because the Friends will be focusing their efforts on the July First Friday events the group decided that they will not be able to take on the tasks associated with programming and advertising back-to-back First Friday Celebrations. As a group, the Friends Steering Committee felt that they would not have the time through July to research interesting talent and advertise the event. In addition, it seemed as though most people already had plans for the weekend of 8/3 and would be unable to commit to staffing a Friends table.

## 3. Numan/For Use

The City of Philadelphia Office of Arts, Culture, and the Creative Economy received \$200,000 to kick-start activity on the Waterfront through the Croatian-Austrian design collective Numen/For Use, who will create an interactive exhibit at the Race Street Pier. The installation of nets, that people can climb around /on, will be Numen/For Use's first project in the United States. Andrew Svekla has reached out to Margot Berg and Theresa Rose in the Office of Arts, Culture, and the Creative Economy to see how/if the Friends Group can help with the project. We will keep everyone up to date.

For more information on Numan/For Use: <http://www.archdaily.com/218341/public-art-installations-from-numen-for-use-design-collective/>

## Next Meeting: July 10<sup>th</sup>

The Friends of Race Street Pier meet on the second Tuesday of every month at 6:30pm. Through the summer we will take advantage of the warm weather and meet at Morgan's Pier located just north of the Race Street Pier at 221 N. Columbus Boulevard. All are welcome to attend.

### Tentative Agenda for July:

- Recap the July First Friday – think about lessons learned and highlight things that we can improve on for future events.
- Rob Kettel will look into inviting representatives from the Live Arts/Philly Fringe. The Friends are interested in establishing a good working relationship with the Fringe as the Fringe gets closer to moving into their new headquarters across the street from the pier.
- Emma Fried-Cassorla will reach out to the Arden Theater to see about getting the Friends and the Arden to work together to bring more performance art-based events to the pier.
- The Friends will begin to outline ideas for moving forward, planning future events, and formalizing the group.