



Friends of Race Street Pier

July 10, 2012

5:30 Gardening on the Pier:

Thanks to the volunteers who helped PHS weed some of the beds on the pier!

Updates:

1. July 6th First Friday – The peers felt that attendance was low. It is possible that this could have been due to the holiday weekend and hot weather. West Philadelphia Orchestra, DJ Hollywood, and Trinadelophia provided great music; Ploome, an acro-yoga group that added some fun; Keep Philadelphia Beautiful brought their litter campaign to the pier; and Rival Brothers Coffee offered terrific beverages.
 - Thanks to Emma who worked incredibly hard to bring Ploome, a Northern Liberties based movement arts studio, to the pier. Also, thanks to Emma for volunteering her time on Friday night and distributing flyers along 2nd Street and to attendees of the First Friday event.
 - Thanks to Christine who designed a terrific “evergreen” flyer that provides important information about the Friends of Race Street Pier.
 - Thanks to Brian and Andrew who helped to book entertainment.
 - Thanks to the communications group that reached out to a long list of organizations and individuals to spread the word about the First Friday event.
 - Thanks to the DRWC and PHS for their financial support.

2. Suggestions to the DRWC: One role that the Friends have assumed is to serve as an advocate for the pier. The Friends feel that the following topics should be addressed further:
 - **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. On 7/10/12, the group sent another email to DRWC staff reiterating the importance of this amenity and also asking the DRWC to provide some feedback on how the Friends might advocate for this feature.

The DRWC responded that they like the idea of the bulletin board and have been talking with Field Operations to get a few recommendations for bulletin boards that are

affordable while still in keeping with the aesthetic of the pier. The DRWC has indicated that they will be in touch as more information becomes available.

The group will keep this on our agenda.

- **Connector Project:** Is there an update on the Connector Project?
 - **Signage:** Improved signage is needed at 2nd and Race to direct people to the pier.
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:

Where should the Friends of Race Street Pier go from here? Who are we? Why are we here?

- One of the challenges that the friends group faces is that the community does not perceive the pier to be “at risk” and as a result it has been hard to generate a great deal of interest among community members to become more involved with the Friends group.
- There are two schools of thought: One that the Friends group should focus on the needs of the immediate community as this would make the group more relevant and make it more personal. Another school of thought is that many of the most active volunteers do not actually live in the community and want to be involved with the group because they feel that it is an exciting time for the waterfront and they want to be involved with the waterfront and promote the waterfront and the pier as a terrific thing / a game-changer for the city.

Action Items:

- Engage people using the pier in a survey. The Friends should figure out who the users are and what types of activities they would like to see and that would make them more excited about the pier and the waterfront.

To Do:

Andrew will prepare a small survey that we can use to gather information about the people using the pier. Essential information (for example): Zip code; Why are you here?; What else would you like to see on the pier?; What other parks do you like to visit?

Peer volunteers to conduct the survey:

- Emma (afternoon)
- Rob (early morning)
- Cathie (weekday evening)

- The Friends are considering pulling together a Memorandum of Understanding (MOU) with the DRWC in order to clarify roles and responsibilities.

Next Meeting: August 14th

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 August:

- Organize survey distribution, finalize volunteers.
- Talk more about MOU.

Ongoing Brainstorm for Possible Activities on the pier

- Contests – For building and launching floating gardens
- Contest – Jack-o-lantern carving
- Event – a night of floating lanterns on waters between Race Street Pier and Pier 9
- Event – sky lantern launch (fire hazard?)
- Event – Beer on the Pier
- Event – Theme night (music, costume, etc.)
- Movie nights
- Gardening