

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON RULES

Room 400, City Hall
Philadelphia, Pennsylvania
Wednesday, October 23, 2019
10:16 a.m.

PRESENT:

COUNCILMAN WILLIAM K. GREENLEE, CHAIR
COUNCILWOMAN JANNIE L. BLACKWELL
COUNCILMAN DEREK S. GREEN
COUNCILMAN DAVID OH
COUNCILWOMAN MARIA D. QUINONES-SANCHEZ
COUNCILMAN MARK SQUILLA

BILLS 190553, 190704, and 190717

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1 10/23/19 - RULES - BILLS 190704 & 190717

2 COUNCILMAN GREENLEE: Good
3 morning, everybody. This is the Rules
4 Committee. We have attained a quorum
5 with Vice Chair Councilman Squilla,
6 Councilwoman Sanchez, and appointees to
7 the Committee today, Councilwoman
8 Blackwell and Councilman Oh.

9 Ms. Marconi, will you please
10 read the title of the first bill.

11 THE CLERK: Bill No. 190704, an
12 ordinance to amend the Philadelphia
13 Zoning Maps by changing the zoning
14 designations of certain areas of land
15 located within an area bounded by
16 Chestnut Street, 30th Street, Walnut
17 Street, and 31st Lower Level Street.

18 (Witness approached witness
19 table.)

20 COUNCILMAN GREENLEE: And,
21 Mr. Gregorski, before you start, let me
22 announce that Bill No. 190553 will be
23 held to the call of the Chair at the
24 request of the sponsor.

25 Mr. Gregorski, good morning.

1 10/23/19 - RULES - BILLS 190704 & 190717

2 MR. GREGORSKI: Good morning.

3 Good morning, Chairperson

4 Greenlee and members of the Rules

5 Committee. I'm Marty Gregorski. I'm a

6 Division Director with the Development

7 Division of the Philadelphia City

8 Planning Commission. I'm here to testify

9 on Bill No. 190704, which was introduced

10 into City Council on September 19th of

11 this year by Councilmember Blackwell.

12 This bill rezones the entire

13 block from "I-2" Medium Industrial to

14 "CMX-5" Center City Commercial Mixed-Use.

15 This zoning change is supported not only

16 in the Philadelphia2035 Citywide Vision,

17 but also via a direct rezoning

18 recommendation of the University

19 Southwest District Plan. The location of

20 this parcel in University City and

21 adjacent to the multimodal transportation

22 hub of 30th Street Station area is in

23 alignment with the proposed zoning

24 change.

25 The Philadelphia City Planning

1 10/23/19 - RULES - BILLS 190704 & 190717

2 Commission considered Bill No. 190704 at
3 its meeting of October 15th of this year
4 and recommended it for approval.

5 And I'd be happy to answer any
6 questions.

7 COUNCILMAN GREENLEE:
8 Councilwoman Blackwell.

9 COUNCILWOMAN BLACKWELL: Thank
10 you very much. This is an area, a
11 project, Horizon House, most people know
12 them because of the work that they do,
13 Horizon House, and this whole area would
14 be rezoned to allow other things that
15 happen in the area. Most of you will
16 know it because it starts at 30th Street
17 where the bank is. Penn owns everything.
18 Then it goes all the way around the
19 corner to District Council, Pete
20 Matthews, District Council 33, and then
21 it does the Penn Radio WK -- I call
22 everything WKRP, but it goes there. So
23 everything in that area would be rezoned.

24 So we may end up doing a few
25 things to tighten it up next Thursday

1 10/23/19 - RULES - BILLS 190704 & 190717

2 when it comes up. We may do a few
3 amendments, but for the most part,
4 they've been -- we've worked with Horizon
5 House for many years since they came
6 there and we know the players, and we're
7 looking forward to working everything out
8 so it can move forward for new
9 development in that area that's
10 continuing to change and move up.

11 COUNCILMAN GREENLEE: And it
12 seems from what Mr. Gregorski said, that
13 making it Center City Commercial
14 Mixed-Use meets really what is needed
15 there more than the industrial that it's
16 zoned now.

17 Is that basically it?

18 MR. GREGORSKI: That's correct,
19 yes.

20 COUNCILMAN GREENLEE: Okay.

21 COUNCILWOMAN BLACKWELL: Thank
22 you, Mr. Chairman. I should have just
23 let you say it. You called on me and you
24 said it in two sentences better than I
25 did.

1 10/23/19 - RULES - BILLS 190704 & 190717

2 Thank you.

3 COUNCILMAN GREENLEE: All
4 right. Thank you, Councilwoman.

5 And at the meeting, there will
6 be an amendment, which is the Equal
7 Opportunity Plan, and as the Councilwoman
8 said, that still may be adjusted some,
9 but we have a signed EOP, which will be
10 presented at the committee meeting.

11 Any other questions for
12 Mr. Gregorski?

13 (No response.)

14 COUNCILMAN GREENLEE: Anyone
15 else here to testify on Bill No. 190704?

16 (No response.)

17 COUNCILMAN GREENLEE: Seeing
18 none, Ms. Marconi, our second bill today.

19 THE CLERK: Bill No. 190717, an
20 ordinance continuing the Philadelphia
21 Hospitality Improvement Levy District
22 (the "District"), a business improvement
23 district encompassing certain existing
24 and future hotel properties within the
25 boundaries of the City of Philadelphia

1 10/23/19 - RULES - BILLS 190704 & 190717
2 (the "City"), and continuing the
3 Philadelphia Hospitality Improvement Levy
4 District Corporation ("PHiL DC") to serve
5 as the neighborhood improvement district
6 management association for the District;
7 approving a new plan for the District,
8 including a list of proposed programs and
9 services related to the development and
10 promotion of the hotel and tourism
11 industry in the City and County of
12 Philadelphia and their estimated cost;
13 providing for special assessment fees to
14 be levied on eligible hotel property
15 owners within the District to fund such
16 programs and services; authorizing the
17 Director of Commerce, on behalf of the
18 City, to execute an agreement with PHiL
19 DC relating to the District; and
20 reauthorizing PHiL DC to assess eligible
21 property owners within the District and
22 collect or cause to be collected special
23 assessment fees to be used in accordance
24 with the approved plan; all in accordance
25 with the provisions of the Community and

1 10/23/19 - RULES - BILLS 190704 & 190717
2 Economic Improvement Act, and under
3 certain terms and conditions.

4 COUNCILMAN GREENLEE: Thank
5 you. You just want to announce the
6 witnesses, please.

7 THE CLERK: Ed Grose and Julie
8 Coker Graham.

9 (Witnesses approached witness
10 table.)

11 COUNCILMAN GREENLEE: And we
12 also have written testimony from Sylvie
13 Gallier Howard from the Commerce
14 Department in support of the bill. That
15 will be made part of the record.

16 Whoever would like to go first.

17 MS. COKER GRAHAM: Good
18 morning. My name is Julie Coker Graham
19 and I'm President and CEO of the
20 Philadelphia Convention and Visitors
21 Bureau. I'm here today to testify
22 regarding Bill No. 190717, the proposed
23 legislation to extend the Philadelphia
24 Hospitality Investment Levy, also known
25 as the PHiL.

1 10/23/19 - RULES - BILLS 190704 & 190717

2 Thank you for the opportunity
3 to provide testimony on this important
4 legislation. I'm also grateful to the
5 Greater Philadelphia Hotel Association
6 for championing the inception of the PHiL
7 back in 2017.

8 Simply put, the PHiL has helped
9 our City compete nationally to win
10 meetings, conventions, and sporting
11 events. Each event the PHiL supports
12 provides yet another opportunity to
13 strengthen the Philadelphia economy and
14 generate more resources for promoting our
15 city as a top U.S. destination.

16 Since the inception of the
17 PHiL, the PHiL has helped fund and secure
18 81 events, with many others on the way.
19 These events will attract more than 1.3
20 million attendees to our city who will
21 consume more than 1.5 million hotel room
22 nights in Philadelphia County. Combined,
23 the events are expected to generate an
24 estimated 1.3 billion in economic impact
25 and 63 million in tax revenue for the

1 10/23/19 - RULES - BILLS 190704 & 190717

2 City of Philadelphia.

3 PHiL funds have been
4 instrumental in helping us secure diverse
5 meetings and events. In total, the PHiL
6 has provided 895,000 in direct support of
7 diverse-related businesses, or 8.5
8 percent of which has been totally
9 awarded. For example, the PHiL funds
10 were incredibly helpful in securing the
11 Shriners, who will be with us, 18,000
12 attendees, during the month of August in
13 2021, which is a critical need for our
14 tourism community.

15 In addition, the PHiL has
16 supported groups like Kappa Alpha Psi and
17 AKAs who will be here next summer. The
18 impact of the PHiL funding reaches far
19 into our minority businesses by bringing
20 the Kappas this past summer. We were
21 able to connect them with locally owned
22 minority businesses.

23 Another example is how we were
24 able to bring in 2026 the MLB Major
25 All-Star Game. It's a multi-day

1 10/23/19 - RULES - BILLS 190704 & 190717
2 high-profile event which is expected to
3 attract more than 100,000 fans to the
4 City and generate over 30,000 hotel
5 rooms.

6 In closing, I urge all members
7 of City Council to support Council Bill
8 190717, the extension of Philadelphia
9 Hospitality Investment Levy, so that we
10 can continue putting Philadelphians to
11 work by supporting major events and
12 conventions.

13 Thank you.

14 COUNCILMAN GREENLEE: Thank
15 you.

16 Mr. Grose.

17 MR. GROSE: Good morning,
18 Chairman Greenlee and members of the
19 Rules Committee. My name is Ed Grose and
20 I am the Executive Director of the
21 Greater Philadelphia Hotel Association
22 and the President of the Philadelphia
23 Hospitality Investment Levy, known in the
24 hospitality industry as the PHiL. The
25 PHiL is an organization consisting of

1 10/23/19 - RULES - BILLS 190704 & 190717

2 every hotel in Philadelphia with more
3 than 50 rooms.

4 I am testifying in strong
5 support of Bill No. 190717, which will
6 extend the authorization of the PHiL by
7 20 years. On behalf of the entire
8 Philadelphia hospitality industry, we
9 would like to thank Councilman Green for
10 championing the original PHiL legislation
11 as well as this extension.

12 The reason we need to extend
13 this legislation is that we would like to
14 continue to commit funds for future
15 conventions and large groups. To date,
16 we have committed over \$11.3 million to
17 future conventions. If we continue
18 giving awards at the current rate, we'll
19 be out of funds in 17 months, which will
20 result in not being able to continue to
21 secure future conventions and large
22 events. The reason we are asking for a
23 20-year extension is because we are
24 receiving applications for events that
25 take place as far out as 2037.

1 10/23/19 - RULES - BILLS 190704 & 190717

2 There are over 18,000 hotel
3 rooms in Philadelphia employing 13,000
4 people, 80 percent of whom are
5 Philadelphia residents, living in every
6 neighborhood of the City and making an
7 average living wage of nearly \$40,000.
8 Our employees look like Philadelphia, in
9 part because we work with agencies such
10 as Philadelphia OIC, Congreso de Latinos,
11 Philadelphia Academies, and Philadelphia
12 Works to ensure a diverse workforce from
13 the front-line employees to upper
14 management. These jobs are part of the
15 larger hospitality industry in the City
16 which employ over 70,000 jobs. Most of
17 our entry-level jobs are in high demand
18 amongst citizens in Philadelphia, and all
19 of these jobs are dependent on outsiders
20 choosing to visit Philadelphia and spend
21 money in our city.

22 Our room rates and occupancy
23 have reached record highs lately, thanks
24 to the hard work of our partners at Visit
25 Philadelphia, the Philadelphia Convention

1 10/23/19 - RULES - BILLS 190704 & 190717
2 and Visitors Bureau, and the Pennsylvania
3 Convention Center Authority. These
4 organizations have been working together
5 and with the hotel industry more
6 effectively and collaboratively than
7 ever, as the results show.

8 However, we are facing
9 significant challenges in the future. By
10 the summer of 2020, our room inventory
11 will have increased by 45 percent since
12 the midst of the Great Recession. Our
13 partner organizations deliver exceptional
14 value and results, and Philadelphia is
15 going to need each of them to continue to
16 execute their core missions to help fill
17 our hotels to their maximum capacity.

18 There is a core difference
19 between the hospitality industry in
20 Philadelphia and that of many of our peer
21 cities. Comparable cities such as New
22 York, Boston, Chicago, and Washington
23 have a much larger segment of their hotel
24 business that originates from
25 corporations headquartered there and the

1 10/23/19 - RULES - BILLS 190704 & 190717

2 strong demand from corporate travel that
3 they generate.

4 In Philadelphia, we depend on a
5 mix of convention, leisure, and corporate
6 business to drive demand, but our
7 corporate travel segment lags in
8 comparison to that of our peer cities,
9 meaning that we heavily rely on
10 convention and group business to drive
11 rate and hotel room revenues. In other
12 cities, booking a large convention does
13 not have a sizable impact on hotel
14 performance, but here it can mean a 10 to
15 15 percent increase in occupancy and more
16 than 50 percent increase in room
17 revenues, which is all of the difference
18 between a very good day and a very bad
19 day.

20 So it is critical for those
21 80,000 City hospitality jobs that we
22 continue to have a Convention Center that
23 is thriving and marketing campaigns both
24 nationally and internationally that will
25 attract more visitors to fill our rooms.

10/23/19 - RULES - BILLS 190704 & 190717

Prominent events like the NFL Draft, Made in America, the DNC Convention, and the Pope's visit are also a core part of the strategy of filling hotel rooms and restaurants to compensate for that lack of corporate travel.

There are over 160 funds nationally that are similar to the PHIL. In cities as different from each other as Newark, Dallas, Memphis, Tampa Bay, New Orleans, and Seattle and 12 other states are considering creating similar tourism improvement districts as well. TID funds are being used nationwide to compete for large conventions and events. It is worth noting that our fund is small compared to most of our peer cities like San Diego at 35 million, San Francisco at 25 million, Los Angeles at 23 million, New Orleans at 14 million, and Dallas at 13.5 million.

Bill No. 190717 is needed to effectively continue our successful efforts of attracting citywide

1 10/23/19 - RULES - BILLS 190704 & 190717
2 conventions and events for the benefit of
3 all hotels, their employees, and
4 thousands of other City businesses that
5 also see impact from the visitor economy.
6 Looking to the future growth of the
7 Philadelphia hospitality industry, the
8 PHiL provides a dedicated source of
9 funding that is crucial for Philadelphia
10 to remain competitive in conventions and
11 events marketplace. For these reasons,
12 the Hotel Association asks for your
13 support to extend our authorization to
14 keep Philadelphia competitive.

15 Thank you for your
16 consideration.

17 COUNCILMAN GREENLEE: Thank
18 you.

19 Councilman Squilla.

20 COUNCILMAN SQUILLA: Thank you,
21 Mr. Chairman.

22 And thank you both for
23 testifying. How long has the PHiL been
24 working?

25 MR. GROSE: We started

1 10/23/19 - RULES - BILLS 190704 & 190717
2 collecting the funds in January of 2018.

3 COUNCILMAN SQUILLA: So it's
4 basically only a year?

5 MR. GROSE: A year and ten
6 months.

7 COUNCILMAN SQUILLA: And in
8 that time, have you been able to create
9 interest in bringing additional room
10 nights to the City of Philadelphia by
11 using the PHIL?

12 MR. GROSE: Absolutely. So far
13 to date, we have done everything that we
14 have said that we -- or that we set out
15 to do and, that is, to have strict
16 guidelines that every award we get has to
17 produce room nights. For example, when I
18 testified before you in 2017, I said that
19 our goal was to get eight-to-one
20 incremental return on our investment. If
21 we calculated the incremental return on
22 our investment on the awards that we've
23 given out to date and we are at -- for
24 every dollar we have spent, we have
25 received \$59 back in hotel revenue.

1 10/23/19 - RULES - BILLS 190704 & 190717

2 COUNCILMAN SQUILLA: So it's a
3 bonus to the hotel.

4 MS. COKER GRAHAM: Absolutely.
5 And 20 percent of the events that we have
6 booked are new business to Philadelphia.
7 So they're conventions that had not been
8 here before.

9 COUNCILMAN SQUILLA: Well,
10 that's great.

11 Now, as far as the bill when it
12 passed, why do we have to extend it to 20
13 years? Was there an initial five-year
14 process?

15 MR. GROSE: Initially we did
16 five years, and we found that we have
17 really been forecasting our funds and
18 we've been keeping a close watch on it,
19 and in order to keep the continuity of
20 the funds and not have to shut the fund
21 down, we feel that if we ask for 20
22 years, that will give us a considerable
23 time to book more future conventions and
24 large events.

25 COUNCILMAN SQUILLA: And then

1 10/23/19 - RULES - BILLS 190704 & 190717

2 every 20 years it will be for renewal?

3 MR. GROSE: Yes. I think if we
4 continue to be successful with this fund,
5 it may be sooner than 20 years. But,
6 yes, we're asking for 20 just so we can
7 continue the success of the program.

8 COUNCILMAN SQUILLA: I mean,
9 that sounds great if you can get that
10 high a rate of return. I know we do a
11 lot of BIDs and you always hear the
12 concerns about the money being invested,
13 how does that benefit the people who are
14 involved in those boundaries or those
15 organizations, and for a city that's
16 growing in hotel room nights, which is
17 great and I know it's always a fear of
18 the hotels that are currently there, and
19 also the challenges that are brought on
20 by maybe Airbnb's and other things that
21 are out there, these things we as a city
22 need to really look at to try to promote
23 to keep that interest and people coming
24 to the City of Philadelphia. And
25 hopefully we can look at other

1 10/23/19 - RULES - BILLS 190704 & 190717

2 legislation too to make sure that
3 everybody is playing by the same rules
4 and doing the same thing to promote the
5 City of Philadelphia properly and fairly.

6 Thank you.

7 COUNCILMAN GREENLEE: Thank
8 you, Councilman.

9 Councilwoman Sanchez.

10 COUNCILWOMAN SANCHEZ: Thank
11 you, Ed, and I'm happy to hear that
12 future forecasting. I was very concerned
13 about the 20 years. It's like that's a
14 long time, but looking that you have
15 conventions at 2037.

16 One of the issues that I
17 brought up when we first established your
18 fund, there were two issues, but one of
19 them was the concern around diversity,
20 and I know since then, there have been
21 other folks who have come into the
22 market. Can you speak to the PHIL's
23 diversity on its Board?

24 MR. GROSE: Well, we make
25 sure -- the one thing that -- the leeway

1 10/23/19 - RULES - BILLS 190704 & 190717
2 that we have when we're discussing
3 awards, we do give special consideration
4 for diverse conventions. So we may not
5 be as strict on a convention that has a
6 diversity component to it.

7 As far as the diversity of --
8 when I look at the diversity of -- what
9 this brings to diversity in our industry
10 is the jobs that it's creating. As I was
11 reading my testimony, I was thinking to
12 myself, you know, I really should have
13 concentrated more on the jobs, because if
14 you look at our workforce, you'll see a
15 very diverse workforce. You'll see a
16 very diverse group of professionals who
17 are working in our industry, and when I
18 meet -- any time a new GM comes to the
19 City, I meet with that GM, and one of the
20 questions I ask them is what was their
21 start in the hospitality industry, and at
22 this point in time, every one of my
23 general managers started out as a
24 bellman, started out as a front-desk
25 clerk, started out as a busboy. There's

1 10/23/19 - RULES - BILLS 190704 & 190717

2 not any one person in my industry or
3 amongst our general managers that started
4 out in management.

5 And then also in the past,
6 there's been some concerns about the
7 diversity of our general managers. We
8 still have a ways to go, but there is
9 some hope in that the -- I look at the
10 most recent hires of some prominent
11 hotels. If you take the Philadelphia
12 Downtown Marriott, which is the biggest
13 or the largest hotel in the Commonwealth,
14 the general manager there is of a diverse
15 background. The gentleman who was hired
16 at the W Element, Ed Baten, is an African
17 American male.

18 So we are making progress on
19 the general managers level, but we still
20 have a ways to go. And we also don't
21 control over who the corporations hire
22 for those positions, but we do make our
23 voice heard.

24 COUNCILWOMAN SANCHEZ: But I do
25 think people should feel a responsibility

1 10/23/19 - RULES - BILLS 190704 & 190717

2 in your membership, right, around that
3 and around those goals and they just
4 can't be aspirational.

5 It would be important if you
6 could also speak to what is the living
7 wage quality of jobs in the industry in
8 total and what more work needs to be done
9 there. We have this whole poverty
10 discussion, lifting people out of
11 poverty. This is an industry that's
12 important, but we also want to make sure
13 that we're growing living wage jobs. Can
14 you speak about that?

15 MR. GROSE: Absolutely. Thank
16 you. I love that question, because when
17 we recently worked on the fair workweek
18 legislation about a year and a half ago,
19 I think, is when we started, it was a
20 learning experience for me when a hotel
21 GM of a convention hotel, he did a poll
22 of all hourly wage jobs in his hotel, and
23 he came up with, in that particular
24 hotel, the average wage, when you take
25 management out, was \$44,000 a year with

1 10/23/19 - RULES - BILLS 190704 & 190717

2 benefits and even bereavement leave,
3 which I thought was interesting. And
4 then also whenever the longevity of
5 employees is talked about in hotels, I'm
6 always personally amazed.

7 For example, when the Four
8 Seasons closed, which is now The Logan,
9 there was 25 people or 25 employees who
10 had been there since opening day in 1983.
11 I look at the friends that I met in the
12 industry. The doorman at the Hilton at
13 Penn's Landing, Lawrence, has been there
14 since opening day, several front-line
15 employees at all the large hotels. It's
16 amazing how long they've been in their
17 jobs, and they stay because they're
18 happy, they're making a good livable
19 wage, and it's the hospitality industry,
20 so we take care of our own.

21 Now, you can --

22 COUNCILWOMAN SANCHEZ: So is
23 there any work to be done? Are there
24 still folks who still need to come in
25 line around those fair wages?

1 10/23/19 - RULES - BILLS 190704 & 190717

2 MR. GROSE: I would stand by my
3 industry that we're doing a good job. I
4 think when I think about the bad players,
5 I think most of the hotels that are in
6 Center City are doing a good job. The
7 hotels that may not be doing a good job
8 are the hotels that are on the fringes
9 that -- the hotels that you or I would
10 probably not stay in, the independent
11 hotels. So any chain-type hotels in our
12 city I feel are doing a great job.

13 COUNCILWOMAN SANCHEZ: Okay.
14 And then, lastly, you and I talked about
15 this a little bit. There were
16 discussions when we first passed this
17 legislation around the need to look at
18 all of the different organizations we had
19 doing promotions and realigning them. I
20 expressed to you I have a real interest
21 in looking at how we better maximize the
22 World Heritage designation in a global
23 market. Can you speak to and put on the
24 record where you guys are around that
25 alignment?

1 10/23/19 - RULES - BILLS 190704 & 190717

2 MR. GROSE: Well, at the
3 request of the Mayor, we put together a
4 study that was published in January of
5 this year asking the two marketing
6 agencies, the CVB and Visit Philly, to
7 work closer together, and they have been
8 working hard on meeting the request in
9 that study. They are about to hire a
10 project manager who will see -- and I'll
11 let Julie speak further on this, but they
12 hired a project manager who will oversee
13 that they are working better towards
14 combining efforts. Like, for example,
15 their research departments are working
16 closer together.

17 Would you like to elaborate on
18 that?

19 MS. COKER GRAHAM: Sure.

20 So to speak specifically to the
21 World Heritage City, so we do use it. We
22 work very closely. So both Jeff and I
23 are on the Global Philadelphia Board, as
24 well as Chellie Cameron. So in all of
25 our marketing and promotion material, we

1 10/23/19 - RULES - BILLS 190704 & 190717

2 use it in our trade show booth, we use it
3 in our print material, and we consider
4 them to be a partner. So that message is
5 definitely carried out in any of the
6 global tourism efforts that both Jeff and
7 I have.

8 To speak to the GPA Chase
9 study, we're working very closely
10 together. There's a number of
11 initiatives that were already underway,
12 and certainly this is helping us work
13 more closely together.

14 COUNCILWOMAN SANCHEZ: Do
15 either of you know, when you add up all
16 those budgets, what we're investing in
17 this sector in totality between the
18 Convention and Visitors Bureau, Hotel? I
19 think it's significant, because you made
20 a point in your testimony to speak to the
21 hotel funds may be less than other
22 cities, but we really got to look at the
23 entire market and all of those budgets,
24 right, and see are we investing
25 significantly, and that's why the

1 10/23/19 - RULES - BILLS 190704 & 190717

2 alignment of those organizations, so that
3 we don't have five back offices and five
4 research departments is important and how
5 do we get there, right, was part of the
6 discussion when we first talked about
7 this.

8 MS. COKER GRAHAM: And I would
9 say that we found some great synergies
10 together in terms of efficiency, and one
11 of those, as Ed talked about, was the
12 research department. We both have
13 databases and we both are doing different
14 types of research, but there are some
15 alignments there. And so Jeff and I work
16 closely on the advocacy efforts. Also
17 too with our diversity programs, we're
18 looking at where we can cross over. So
19 that is always a topic of conversation
20 that we continue to go down.

21 In terms of budgets, in terms
22 of Philadelphia's budget versus other
23 major cities and competitive, we are very
24 competitive. In terms of the PHIL, which
25 is kind of the above and beyond, that's

1 10/23/19 - RULES - BILLS 190704 & 190717

2 where we sometimes fall a little bit
3 short in terms of other cities, but in
4 terms of our two operating budgets, we
5 are competitive.

6 COUNCILWOMAN SANCHEZ: So in
7 terms of, again, we had talked about post
8 Meryl like the alignment stuff. How is
9 that happening? Those things don't
10 happen unless we're intentional, right?
11 This is a personality-driven industry,
12 just like politics. So it's like what
13 else could we be doing to help promote
14 that so we're sending a common vision
15 about -- and I know that the sectors are
16 different, right? Filling hotel rooms is
17 different than filling the Convention
18 Center, and I get those lanes, but when
19 you look at all of these, it's sort of
20 like at some point we all got to make
21 sure, and I'm just -- what do we need to
22 do in government to help that along?

23 MS. COKER GRAHAM: So I think
24 the first thing, I think you're
25 absolutely right, it is personality, and

1 10/23/19 - RULES - BILLS 190704 & 190717

2 the great thing is that Jeff and I were
3 not just friends but respected colleagues
4 prior to him joining Visit Philadelphia.
5 And so from the onset, it was what does
6 the next five to ten years look like for
7 both organizations. And so what we did
8 is, we took a look at the study, and
9 those were some fundamental
10 recommendations that we're working
11 towards. So we've got timelines, we've
12 got goals. And one of the things that I
13 think will help us both is this project
14 manager who will help guide this, because
15 as we're working towards the future, we
16 also have to deal with today. So that
17 project manager is going to make sure
18 that we're hitting milestones, goals.
19 We're working closely with Manny and
20 Nick, our two chairs, as well as our
21 boards to outline what those next steps
22 look like, and then of course working
23 closely with the Hotel Association.

24 In terms of what you can do
25 personally is, certainly the support that

1 10/23/19 - RULES - BILLS 190704 & 190717

2 we've always received around hospitality
3 and tourism is great, but I think that we
4 all realize that Philadelphia has to win,
5 and the only way that we're going to do
6 that is that if we're all rowing in the
7 same direction. And I can tell you from
8 our organization -- I can certainly speak
9 on Jeff's behalf as well -- we want
10 Philadelphia to win, and so as long as we
11 remain focused on that goal, I know that
12 we'll be successful in creating these
13 greater efficiencies.

14 COUNCILWOMAN SANCHEZ: Well, we
15 thank you again. We value this industry,
16 the jobs, the employment. It's one of
17 the places where Philadelphians really do
18 have access, and we appreciate all your
19 work in that. Thank you.

20 MR. GROSE: Thank you.

21 MS. COKER GRAHAM: Thank you.

22 COUNCILMAN GREENLEE: Thank
23 you, Councilwoman.

24 The record will reflect
25 Councilman Green has been appointed to

1 10/23/19 - RULES - BILLS 190704 & 190717

2 the Committee today, and he's the sponsor
3 of this bill.

4 Councilman.

5 COUNCILMAN GREEN: I'll be
6 brief, because there's been a lot of
7 commentary regarding this legislation. I
8 just want to thank the leadership of both
9 Ed Grose from the Greater Philadelphia
10 Hotel Association and Julie Coker Graham,
11 the Convention and Visitors Bureau, for
12 the work you've done in this regard.
13 This is an opportunity to continue the
14 momentum of growing our hospitality
15 industry here in the City of
16 Philadelphia.

17 This legislation came about
18 because of the lack of resources that we
19 had when we tried to bring events to the
20 City of Philadelphia. Principally from
21 my recollection was the NBA All-Star Game
22 that wanted to come to Philadelphia when
23 they had the very unfortunate situation
24 with their legislation in North Carolina
25 and they wanted to come back to

1 10/23/19 - RULES - BILLS 190704 & 190717

2 Philadelphia because we did a phenomenal
3 job of hosting the all-star game some
4 years ago, but we did not have the
5 resources to do that. We could not just
6 go into our General Fund and take dollars
7 out for this type of initiative, even
8 though it was going to bring back dollars
9 into the City of Philadelphia. So having
10 the Philadelphia Hospitality Improvement
11 Levy has been a great boom, from my
12 perspective. It helps provide jobs for
13 people in the City of Philadelphia and
14 helps us to grow our hospitality
15 industry.

16 As my colleague Councilmember
17 Maria Quinones-Sanchez was talking about
18 in reference to coordination, I think we
19 are moving in that direction.

20 It's funny, Ed, you were
21 talking about rowing. I know you're a
22 rower. Mark and I were on the water this
23 morning. But I see that dynamic
24 occurring through all the various
25 agencies that try to promote

1 10/23/19 - RULES - BILLS 190704 & 190717

2 Philadelphia. As you all know, we also
3 have a global identity project
4 initiative, and there's an opportunity to
5 provide additional resources for that
6 initiative through this work, and I think
7 that will continue to move and broaden
8 the City of Philadelphia not just in the
9 region, not just throughout the
10 Commonwealth, but around the nation
11 internationally how this is a great city.
12 This is the birthplace of America. We
13 all know we have our 250th anniversary
14 for this country 2026. So the work we're
15 doing here by the passage of this
16 legislation will even move us even
17 further along, so that way, we can have a
18 great celebration and increase the
19 industry here in the City of Philadelphia
20 to increase jobs and to reduce the level
21 of poverty that we have in our city.

22 So thank you for your work
23 you've done in this regard.

24 MS. COKER GRAHAM: Thank you.

25 COUNCILMAN GREENLEE: Thank

1 10/23/19 - RULES - BILLS 190704 & 190717

2 you. Thank you, Councilman. Thank you
3 for your work on this.

4 Any other questions for this
5 panel?

6 (No response.)

7 COUNCILMAN GREENLEE: Seeing
8 none, thank you both very much.

9 (Thank you.)

10 COUNCILMAN GREENLEE: Anyone
11 else here to testify on Bill No. 190717?

12 (No response.)

13 COUNCILMAN GREENLEE: Seeing
14 none, that will conclude the hearing of
15 the Committee on Rules, and we will go
16 into our public meeting in about 30
17 seconds.

18 (Pause.)

19 COUNCILMAN GREENLEE: Okay. We
20 were slightly longer than 30 seconds, but
21 this is the meeting of the Rules
22 Committee, and the Chair recognizes
23 Councilman Squilla.

24 COUNCILMAN SQUILLA: Thank you,
25 Mr. Chairman. I move that the amendment

1 10/23/19 - RULES - BILLS 190704 & 190717

2 to Bill No. 190704 be approved.

3 (Duly seconded.)

4 COUNCILMAN GREENLEE: It's been
5 moved and seconded. And just for the
6 record, that is the Equal Opportunity
7 Plan to that bill.

8 All in favor of the amendment?

9 (Aye.)

10 COUNCILMAN GREENLEE: Opposed?

11 (No response.)

12 COUNCILMAN GREENLEE: Hearing
13 none, that bill is amended.

14 Now Councilman Squilla.

15 COUNCILMAN SQUILLA: Thank you,
16 Mr. Chairman. I move that Bill No.
17 190704, as amended, and Bill No. 190717
18 be approved with the suspension of the
19 rules to be read at the next session of
20 Council.

21 (Duly seconded.)

22 COUNCILMAN GREENLEE: It's been
23 moved and seconded.

24 All in favor?

25 (Aye.)

1 10/23/19 - RULES - BILLS 190704 & 190717

2 COUNCILMAN GREENLEE: Opposed?

3 (No response.)

4 COUNCILMAN GREENLEE: Hearing

5 none, the two bills as read by Councilman

6 Squilla with the appropriate amendment

7 will be reported out of this Committee

8 favorably with a rules suspension to

9 allow for first reading at our next

10 session of Council, which happens to be

11 tomorrow.

12 Thank you very much. That

13 concludes our business before the Rules

14 Committee.

15 Thank you all for your

16 participation.

17 (Committee on Rules concluded

18 at 10:49 a.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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Committee on Rules
October 23, 2019

Page 1

A	America 16:3 35:12 American 23:17 and/or 39:23 Angeles 16:20 anniversary 35:13 announce 2:22 8:5 answer 4:5 applications 12:24 apply 39:21 appointed 32:25 appointees 2:6 appreciate 32:18 approached 2:18 8:9 appropriate 38:6 approval 4:4 approved 7:24 37:2 37:18 approving 7:7 area 2:15 3:22 4:10 4:13,15,23 5:9 areas 2:14 asking 12:22 20:6 27:5 asks 17:12 aspirational 24:4 assess 7:20 assessment 7:13,23 association 7:6 9:5 11:21 17:12 31:23 33:10 attained 2:4 attendees 9:20 10:12 attract 9:19 11:3 15:25	attracting 16:25 August 10:12 Authority 14:3 authorization 12:6 17:13 authorizing 7:16 average 13:7 24:24 award 18:16 awarded 10:9 awards 12:18 18:22 22:3 Aye 37:9,25	B back 9:7 18:25 29:3 33:25 34:8 background 23:15 bad 15:18 26:4 bank 4:17 basically 5:17 18:4 Baten 23:16 Bay 16:11 behalf 7:17 12:7 32:9 bellman 22:24 benefit 17:2 20:13 benefits 25:2 bereavement 25:2 better 5:24 26:21 27:13 beyond 29:25 BIDs 20:11 biggest 23:12 bill 2:10,11 2:22 3:9,12 4:2 6:15,18 6:19 8:14 8:22 11:7 12:5 16:23 19:11 33:3 36:11 37:2 37:7,13,16 37:17	billion 9:24 bills 1:15 2:1 3:1 4:1 5:1 6:1 7:1 8:1 9:1 10:1 11:1 12:1 13:1 14:1 15:1 16:1 17:1 18:1 19:1 20:1 21:1 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1 30:1 31:1 32:1 33:1 34:1 35:1 36:1 37:1 38:1,5 birthplace 35:12 bit 26:15 30:2 Blackwell 1:10 2:8 3:11 4:8,9 5:21 block 3:13 Board 21:23 27:23 boards 31:21 bonus 19:3 book 19:23 booked 19:6 booking 15:12 boom 34:11 booth 28:2 Boston 14:22 boundaries 6:25 20:14 bounded 2:15 brief 33:6 bring 10:24 33:19 34:8 bringing 10:19 18:9 brings 22:9 broaden 35:7 brought 20:19 21:17 budget 29:22 budgets 28:16,23	29:21 30:4 Bureau 8:21 14:2 28:18 33:11 busboy 22:25 business 6:22 14:24 15:6 15:10 19:6 38:13 businesses 10:7,19,22 17:4	C calculated 18:21 call 2:23 4:21 called 5:23 Cameron 27:24 campaigns 15:23 capacity 14:17 care 25:20 Carolina 33:24 carried 28:5 cause 7:22 celebration 35:18 Center 3:14 5:13 14:3 15:22 26:6 30:18 CEO 8:19 certain 2:14 6:23 8:3 certainly 28:12 31:25 32:8 CERTIFIC... 39:2 certification 39:20 CERTIFY 39:3 certifying 39:24 chain-type 26:11 Chair 1:10 2:5,23 36:22	Chairman 5:22 11:18 17:21 36:25 37:16 Chairperson 3:3 chairs 31:20 challenges 14:9 20:19 championing 9:6 12:10 change 3:15 3:24 5:10 changing 2:13 Chase 28:8 Chellie 27:24 Chestnut 2:16 Chicago 14:22 choosing 13:20 cities 14:21 14:21 15:8 15:12 16:10 16:18 28:22 29:23 30:3 citizens 13:18 city 1:2,6 3:7 3:10,14,20 3:25 5:13 6:25 7:2,11 7:18 9:9,15 9:20 10:2 11:4,7 13:6 13:15,21 15:21 17:4 18:10 20:15 20:21,24 21:5 22:19 26:6,12 27:21 33:15 33:20 34:9 34:13 35:8 35:11,19,21 citywide 3:16 16:25 clerk 2:11 6:19 8:7 22:25 close 19:18 closed 25:8	closely 27:22 28:9,13 29:16 31:19 31:23 closer 27:7,16 closing 11:6 CMX-5 3:14 Coker 8:8,17 8:18 19:4 27:19 29:8 30:23 32:21 33:10 35:24 collaborativ... 14:6 colleague 34:16 colleagues 31:3 collect 7:22 collected 7:22 collecting 18:2 Combined 9:22 combining 27:14 come 21:21 25:24 33:22 33:25 comes 5:2 22:18 coming 20:23 commentary 33:7 Commerce 7:17 8:13 Commercial 3:14 5:13 Commission 3:8 4:2 commit 12:14 committed 12:16 committee 1:3 2:4,7 3:5 6:10 11:19 33:2 36:15,22 38:7,14,17 common 30:14 Commonwe... 23:13 35:10	community 7:25 10:14 Comparable 14:21 compared 16:18 comparison 15:8 compensate 16:6 compete 9:9 16:15 competitive 17:10,14 29:23,24 30:5 component 22:6 concentrated 22:13 concern 21:19 concerned 21:12 concerns 20:12 23:6 conclude 36:14 concluded 38:17 concludes 38:13 conditions 8:3 Congreso 13:10 connect 10:21 consider 28:3 considerable 19:22 consideration 17:16 22:3 considered 4:2 considering 16:13 consisting 11:25 consume 9:21 contained 39:5 continue 11:10 12:14
----------	--	---	---	---	--	---	---	---	--

Committee on Rules
October 23, 2019

Page 2

12:17,20 14:15 15:22 16:24 20:4 20:7 29:20 33:13 35:7 continuing 5:10 6:20 7:2 continuity 19:19 control 23:21 39:23 convention 8:20 13:25 14:3 15:5 15:10,12,22 16:3 22:5 24:21 28:18 30:17 33:11 conventions 9:10 11:12 12:15,17,21 16:16 17:2 17:10 19:7 19:23 21:15 22:4 conversation 29:19 coordination 34:18 core 14:16,18 16:4 corner 4:19 corporate 15:2,5,7 16:7 Corporation 7:4 corporations 14:25 23:21 correct 5:18 39:8 cost 7:12 Council 1:2 3:10 4:19 4:20 11:7,7 37:20 38:10 Councilman 1:10,11,11 1:12 2:2,5,8 2:20 4:7 5:11,20 6:3 6:14,17 8:4	8:11 11:14 12:9 17:17 17:19,20 18:3,7 19:2 19:9,25 20:8 21:7,8 32:22,25 33:4,5 35:25 36:2 36:7,10,13 36:19,23,24 37:4,10,12 37:14,15,22 38:2,4,5 Councilme... 3:11 34:16 Councilwo... 1:10,12 2:6 2:7 4:8,9 5:21 6:4,7 21:9,10 23:24 25:22 26:13 28:14 30:6 32:14 32:23 country 35:14 County 7:11 9:22 course 31:22 create 18:8 creating 16:13 22:10 32:12 critical 10:13 15:20 cross 29:18 crucial 17:9 current 12:18 currently 20:18 CVB 27:6 D D 1:12 Dallas 16:11 16:21 databases 29:13 date 12:15 18:13,23 DAVID 1:11 day 15:18,19 25:10,14	DC 7:4,19,20 de 13:10 deal 31:16 dedicated 17:8 definitely 28:5 deliver 14:13 demand 13:17 15:2 15:6 department 8:14 29:12 departments 27:15 29:4 depend 15:4 dependent 13:19 DEREK 1:11 designation 26:22 designations 2:14 destination 9:15 development 3:6 5:9 7:9 Diego 16:19 difference 14:18 15:17 different 16:10 26:18 29:13 30:16 30:17 direct 3:17 10:6 39:23 direction 32:7 34:19 Director 3:6 7:17 11:20 discussing 22:2 discussion 24:10 29:6 discussions 26:16 district 3:19 4:19,20 6:21,22,23 7:4,5,6,7,15 7:19,21 districts 16:14	diverse 10:4 13:12 22:4 22:15,16 23:14 diverse-rela... 10:7 diversity 21:19,23 22:6,7,8,9 23:7 29:17 Division 3:6,7 DNC 16:3 doing 4:24 21:4 26:3,6 26:7,12,19 29:13 30:13 35:15 dollar 18:24 dollars 34:6,8 doorman 25:12 Downtown 23:12 Draft 16:2 drive 15:6,10 Duly 37:3,21 dynamic 34:23 E economic 8:2 9:24 economy 9:13 17:5 Ed 8:7 11:19 21:11 23:16 29:11 33:9 34:20 effectively 14:6 16:24 efficiencies 32:13 efficiency 29:10 efforts 16:25 27:14 28:6 29:16 eight-to-one 18:19 either 28:15 elaborate 27:17 Element 23:16	eligible 7:14 7:20 employ 13:16 employees 13:8,13 17:3 25:5,9 25:15 employing 13:3 employment 32:16 encompassi... 6:23 ensure 13:12 entire 3:12 12:7 28:23 entry-level 13:17 EOP 6:9 Equal 6:6 37:6 established 21:17 estimated 7:12 9:24 event 9:11 11:2 events 9:11 9:18,19,23 10:5 11:11 12:22,24 16:2,16 17:2,11 19:5,24 33:19 everybody 2:3 21:3 evidence 39:4 example 10:9 10:23 18:17 25:7 27:14 exceptional 14:13 execute 7:18 14:16 Executive 11:20 existing 6:23 expected 9:23 11:2 experience 24:20 expressed	26:20 extend 8:23 12:6,12 17:13 19:12 extension 11:8 12:11 12:23 F facing 14:8 fair 24:17 25:25 fairly 21:5 fall 30:2 fans 11:3 far 10:18 12:25 18:12 19:11 22:7 favor 37:8,24 favorably 38:8 fear 20:17 feel 19:21 23:25 26:12 fees 7:13,23 fill 14:16 15:25 filling 16:5 30:16,17 first 2:10 8:16 21:17 26:16 29:6 30:24 38:9 five 19:16 29:3,3 31:6 five-year 19:13 focused 32:11 folks 21:21 25:24 forecasting 19:17 21:12 foregoing 39:7,20 forward 5:7,8 found 19:16 29:9 Four 25:7 Francisco 16:19 friends 25:11 31:3 fringes 26:8 front-desk	22:24 front-line 13:13 25:14 fully 39:5 fund 7:15 9:17 16:17 19:20 20:4 21:18 34:6 fundamental 31:9 funding 10:18 17:9 funds 10:3,9 12:14,19 16:8,14 18:2 19:17 19:20 28:21 funny 34:20 further 27:11 35:17 future 6:24 12:14,17,21 14:9 17:6 19:23 21:12 31:15 G Gallier 8:13 game 10:25 33:21 34:3 general 22:23 23:3,7,14 23:19 34:6 generate 9:14 9:23 11:4 15:3 gentleman 23:15 give 19:22 22:3 given 18:23 giving 12:18 global 26:22 27:23 28:6 35:3 GM 22:18,19 24:21 go 8:16 23:8 23:20 29:20 34:6 36:15 goal 18:19 32:11 goals 24:3 31:12,18	goes 4:18,22 going 14:15 31:17 32:5 34:8 good 2:2,25 3:2,3 8:17 11:17 15:18 25:18 26:3 26:6,7 government 30:22 GPA 28:8 Graham 8:8 8:17,18 19:4 27:19 29:8 30:23 32:21 33:10 35:24 grateful 9:4 great 14:12 19:10 20:9 20:17 26:12 29:9 31:2 32:3 34:11 35:11,18 greater 9:5 11:21 32:13 33:9 Green 1:11 12:9 32:25 33:5 Greenlee 1:10 2:2,20 3:4 4:7 5:11,20 6:3,14,17 8:4,11 11:14,18 17:17 21:7 32:22 35:25 36:7,10,13 36:19 37:4 37:10,12,22 38:2,4 Gregorski 2:21,25 3:2 3:5 5:12,18 6:12 Grose 8:7 11:16,17,19 17:25 18:5 18:12 19:15 20:3 21:24 24:15 26:2
---	--	---	---	---	--	--	--

Committee on Rules
October 23, 2019

Page 3

27:2 32:20 33:9 group 15:10 22:16 groups 10:16 12:15 grow 34:14 growing 20:16 24:13 33:14 growth 17:6 guide 31:14 guidelines 18:16 guys 26:24	Hilton 25:12 hire 23:21 27:9 hired 23:15 27:12 hires 23:10 hitting 31:18 hope 23:9 hopefully 20:25 Horizon 4:11 4:13 5:4 hospitality 6:21 7:3 8:24 11:9 11:23,24 12:8 13:15 14:19 15:21 17:7 22:21 25:19 32:2 33:14 34:10 34:14 hosting 34:3 hotel 6:24 7:10,14 9:5 9:21 11:4 11:21 12:2 13:2 14:5 14:23 15:11 15:13 16:5 17:12 18:25 19:3 20:16 23:13 24:20 24:21,22,24 28:18,21 30:16 31:23 33:10 hotels 14:17 17:3 20:18 23:11 25:5 25:15 26:5 26:7,8,9,11 26:11 hourly 24:22 House 4:11 4:13 5:5 Howard 8:13 hub 3:22	17:5 important 9:3 24:5,12 29:4 improvement 6:21,22 7:3 7:5 8:2 16:14 34:10 inception 9:6 9:16 including 7:8 increase 15:15,16 35:18,20 increased 14:11 incredibly 10:10 incremental 18:20,21 independent 26:10 industrial 3:13 5:15 industry 7:11 11:24 12:8 13:15 14:5 14:19 17:7 22:9,17,21 23:2 24:7 24:11 25:12 25:19 26:3 30:11 32:15 33:15 34:15 35:19 initial 19:13 Initially 19:15 initiative 34:7 35:4,6 initiatives 28:11 instrumental 10:4 intentional 30:10 interest 18:9 20:23 26:20 interesting 25:3 international... 15:24 35:11 introduced	3:9 inventory 14:10 invested 20:12 investing 28:16,24 investment 8:24 11:9 11:23 18:20 18:22 involved 20:14 issues 21:16 21:18	J JANNIE 1:10 January 18:2 27:4 Jeff 27:22 28:6 29:15 31:2 Jeff's 32:9 job 26:3,6,7 26:12 34:3 jobs 13:14,16 13:17,19 15:21 22:10 22:13 24:7 24:13,22 25:17 32:16 34:12 35:20 joining 31:4 Julie 8:7,18 27:11 33:10	K K 1:10 Kappa 10:16 Kappas 10:20 keep 17:14 19:19 20:23 keeping 19:18 kind 29:25 know 4:11,16 5:6 20:10 20:17 21:20 22:12 28:15 30:15 32:11 34:21 35:2 35:13	known 8:24 11:23 L L 1:10 39:14 lack 16:6 33:18 lags 15:7 land 2:14 Landing 25:13 lanes 30:18 large 12:15 12:21 15:12 16:16 19:24 25:15 larger 13:15 14:23 largest 23:13 lastly 26:14 lately 13:23 Latinos 13:10 Lawrence 25:13 leadership 33:8 learning 24:20 leave 25:2 leeway 21:25 legislation 8:23 9:4 12:10,13 21:2 24:18 26:17 33:7 33:17,24 35:16 leisure 15:5 level 2:17 23:19 35:20 levied 7:14 Levy 6:21 7:3 8:24 11:9 11:23 34:11 lifting 24:10 line 25:25 list 7:8 little 26:15 30:2 livable 25:18 living 13:5,7 24:6,13 locally 10:21 located 2:15	location 3:19 Logan 25:8 long 17:23 21:14 25:16 32:10 longer 36:20 longevity 25:4 look 13:8 20:22,25 22:8,14 23:9 25:11 26:17 28:22 30:19 31:6 31:8,22 looking 5:7 17:6 21:14 26:21 29:18 Los 16:20 lot 20:11 33:6 love 24:16 Lower 2:17 M major 10:24 11:11 29:23 making 5:13 13:6 23:18 25:18 male 23:17 management 7:6 13:14 23:4 24:25 manager 23:14 27:10 27:12 31:14 31:17 managers 22:23 23:3 23:7,19 Manny 31:19 Maps 2:13 Marconi 2:9 6:18 Maria 1:12 34:17 Mark 1:12 34:22 market 21:22 26:23 28:23 marketing 15:23 27:5 27:25 marketplace	17:11 Marriott 23:12 Marty 3:5 material 27:25 28:3 matter 39:7 Matthews 4:20 maximize 26:21 maximum 14:17 Mayor 27:3 mean 15:14 20:8 meaning 15:9 means 39:22 Medium 3:13 meet 22:18 22:19 meeting 4:3 6:5,10 27:8 36:16,21 meetings 9:10 10:5 meets 5:14 members 3:4 11:6,18 membership 24:2 Memphis 16:11 Meryl 30:8 message 28:4 met 25:11 MICHELE 39:14 midst 14:12 milestones 31:18 million 9:20 9:21,25 12:16 16:19 16:20,20,21 16:22 minority 10:19,22 missions 14:16 mix 15:5 Mixed-Use 3:14 5:14	MLB 10:24 momentum 33:14 money 13:21 20:12 month 10:12 months 12:19 18:6 morning 2:3 2:25 3:2,3 8:18 11:17 34:23 move 5:8,10 35:7,16 36:25 37:16 moved 37:5 37:23 moving 34:19 multi-day 10:25 multimodal 3:21 MURPHY 39:14 N name 8:18 11:19 nation 35:10 nationally 9:9 15:24 16:9 nationwide 16:15 NBA 33:21 nearly 13:7 need 10:13 12:12 14:15 20:22 25:24 26:17 30:21 needed 5:14 16:23 needs 24:8 neighborho... 7:5 13:6 new 5:8 7:7 14:21 16:11 16:21 19:6 22:18 Newark 16:11 NFL 16:2 Nick 31:20 nights 9:22 18:10,17
---	--	--	--	---	---	--	--	---	---

Committee on Rules
October 23, 2019

Page 4

20:16 North 33:24 notes 39:6 noting 16:17 number 28:10	owns 4:17	10:9,15,18 11:24,25 12:6,10 16:9 17:8 17:23 18:11 29:24	23:22 post 30:7 poverty 24:9 24:11 35:21 PRESENT 1:9 presented 6:10 President 8:19 11:22 Principally 33:20 print 28:3 prior 31:4 probably 26:10 proceedings 39:4 process 19:14 produce 18:17 professionals 22:16 program 20:7 programs 7:8 7:16 29:17 progress 23:18 project 4:11 27:10,12 31:13,17 35:3 prominent 16:2 23:10 promote 20:22 21:4 30:13 34:25 promoting 9:14 promotion 7:10 27:25 promotions 26:19 properly 21:5 properties 6:24 property 7:14 7:21 proposed 3:23 7:8 8:22 provide 9:3 34:12 35:5 positions	provided 10:6 provides 9:12 17:8 providing 7:13 provisions 7:25 Psi 10:16 public 36:16 39:15 published 27:4 put 9:8 26:23 27:3 putting 11:10	18:25 32:2 receiving 12:24 Recession 14:12 recognizes 36:22 recollection 33:21 recommend... 3:18 recommend... 31:10 recommend... 4:4 record 8:15 13:23 26:24 32:24 37:6 reduce 35:20 reference 34:18 reflect 32:24 regard 33:12 35:23 regarding 8:22 33:7 region 35:9 related 7:9 relating 7:19 rely 15:9 remain 17:10 32:11 renewal 20:2 reported 38:7 reporter 39:24 reproduction 39:21 request 2:24 27:3,8 research 27:15 29:4 29:12,14 residents 13:5 resources 9:14 33:18 34:5 35:5 respected 31:3 response 6:13 6:16 36:6 36:12 37:11	38:3 responsibility 23:25 restaurants 16:6 result 12:20 results 14:7 14:14 return 18:20 18:21 20:10 revenue 9:25 18:25 revenues 15:11,17 rezoned 4:14 4:23 rezones 3:12 rezoning 3:17 right 6:4 24:2 28:24 29:5 30:10,16,25 room 1:6 9:21 13:22 14:10 15:11,16 18:9,17 20:16 rooms 11:5 12:3 13:3 15:25 16:5 30:16 rower 34:22 rowing 32:6 34:21 RPR-Notary 39:15 rules 1:3 2:1 2:3 3:1,4 4:1 5:1 6:1 7:1 8:1 9:1 10:1 11:1 11:19 12:1 13:1 14:1 15:1 16:1 17:1 18:1 19:1 20:1 21:1,3 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1 30:1 31:1 32:1 33:1 34:1 35:1 36:1	36:15,21 37:1,19 38:1,8,13 38:17
O objections 39:4 occupancy 13:22 15:15 occurring 34:24 October 1:7 4:3 offices 29:3 Oh 1:11 2:8 OIC 13:10 Okay 5:20 26:13 36:19 onset 31:5 opening 25:10,14 operating 30:4 opportunity 6:7 9:2,12 33:13 35:4 37:6 Opposed 37:10 38:2 order 19:19 ordinance 2:12 6:20 organization 11:25 32:8 organizations 14:4,13 20:15 26:18 29:2 31:7 original 12:10 originates 14:24 Orleans 16:12,21 outline 31:21 outsiders 13:19 oversee 27:12 owned 10:21 owners 7:15 7:21	P panel 36:5 parcel 3:20 part 5:3 8:15 13:9,14 16:4 29:5 participation 38:16 particular 24:23 partner 14:13 28:4 partners 13:24 passage 35:15 passed 19:12 26:16 Pause 36:18 peer 14:20 15:8 16:18 Penn 4:17,21 Penn's 25:13 Pennsylvania 1:6 14:2 people 4:11 13:4 20:13 20:23 23:25 24:10 25:9 34:13 percent 10:8 13:4 14:11 15:15,16 19:5 performance 15:14 person 23:2 personality 30:25 personality... 30:11 personally 25:6 31:25 perspective 34:12 Pete 4:19 phenomenal 34:2 PHiL 7:4,18 7:20 8:25 9:6,8,11,17 9:17 10:3,5	PHiL's 21:22 Philadelphia 1:2,6 2:12 3:7,25 6:20 6:25 7:3,12 8:20,23 9:5 9:13,22 10:2 11:8 11:21,22 12:2,8 13:3 13:5,8,10 13:11,11,18 13:20,25,25 14:14,20 15:4 17:7,9 17:14 18:10 19:6 20:24 21:5 23:11 27:23 31:4 32:4,10 33:9,16,20 33:22 34:2 34:9,10,13 35:2,8,19 Philadelphi... 29:22 Philadelphi... 3:16 Philadelphi... 11:10 32:17 Philly 27:6 place 12:25 places 32:17 plan 3:19 6:7 7:7,24 37:7 Planning 3:8 3:25 players 5:6 26:4 playing 21:3 please 2:9 8:6 point 22:22 28:20 30:20 politics 30:12 poll 24:21 Pope's 16:4 positions	Q quality 24:7 question 24:16 questions 4:6 6:11 22:20 36:4 Quinones-S... 1:12 34:17 quorum 2:4	R Radio 4:21 rate 12:18 15:11 20:10 rates 13:22 reached 13:23 reaches 10:18 read 2:10 37:19 38:5 reading 22:11 38:9 real 26:20 realigning 26:19 realize 32:4 really 5:14 19:17 20:22 22:12 28:22 32:17 reason 12:12 12:22 reasons 17:11 reauthorizing 7:20 received	S S 1:11 San 16:19,19 Sanchez 2:6 21:9,10 23:24 25:22 26:13 28:14 30:6 32:14 Seasons 25:8 Seattle 16:12 second 6:18 seconded 37:3,5,21 37:23 seconds 36:17 36:20 sector 28:17 sectors 30:15 secure 9:17 10:4 12:21 securing 10:10 see 17:5 22:14,15 27:10 28:24 34:23 Seeing 6:17 36:7,13 segment 14:23 15:7 sending 30:14 sentences 5:24 September 3:10 serve 7:4 services 7:9 7:16 session 37:19 38:10 set 18:14 short 30:3 show 14:7 28:2 Shriners 10:11 shut 19:20 signed 6:9 significant		

Committee on Rules
October 23, 2019

Page 5

14:9 28:19 significantly 28:25 similar 16:9 16:13 Simply 9:8 situation 33:23 sizable 15:13 slightly 36:20 small 16:17 sooner 20:5 sort 30:19 sounds 20:9 source 17:8 Southwest 3:19 speak 21:22 24:6,14 26:23 27:11 27:20 28:8 28:20 32:8 special 7:13 7:22 22:3 specifically 27:20 spend 13:20 spent 18:24 sponsor 2:24 33:2 sporting 9:10 Squilla 1:12 2:5 17:19 17:20 18:3 18:7 19:2,9 19:25 20:8 36:23,24 37:14,15 38:6 stand 26:2 start 2:21 22:21 started 17:25 22:23,24,25 23:3 24:19 starts 4:16 states 16:12 Station 3:22 stay 25:17 26:10 stenographic 39:6 steps 31:21	strategy 16:5 Street 2:16 2:16,17,17 3:22 4:16 strengthen 9:13 strict 18:15 22:5 strong 12:4 15:2 study 27:4,9 28:9 31:8 stuff 30:8 success 20:7 successful 16:24 20:4 32:12 summer 10:17,20 14:10 supervision 39:23 support 8:14 10:6 11:7 12:5 17:13 31:25 supported 3:15 10:16 supporting 11:11 supports 9:11 sure 21:2,25 24:12 27:19 30:21 31:17 suspension 37:18 38:8 Sylvie 8:12 synergies 29:9 T table 2:19 8:10 take 12:25 23:11 24:24 25:20 34:6 taken 39:6 talked 25:5 26:14 29:6 29:11 30:7 talking 34:17 34:21 Tampa 16:11 tax 9:25	tell 32:7 ten 18:5 31:6 terms 8:3 29:10,21,21 29:24 30:3 30:4,7 31:24 testified 18:18 testify 3:8 6:15 8:21 36:11 testifying 12:4 17:23 testimony 8:12 9:3 22:11 28:20 thank 4:9 5:21 6:2,4 8:4 9:2 11:13,14 12:9 17:15 17:17,20,22 21:6,7,10 24:15 32:15 32:19,20,21 32:22 33:8 35:22,24,25 36:2,2,8,9 36:24 37:15 38:12,15 thanks 13:23 thing 21:4,25 30:24 31:2 things 4:14 4:25 20:20 20:21 30:9 31:12 think 20:3 23:25 24:19 26:4,4,5 28:19 30:23 30:24 31:13 32:3 34:18 35:6 thinking 22:11 thought 25:3 thousands 17:4 thriving 15:23 Thursday	4:25 TID 16:14 tighten 4:25 time 18:8 19:23 21:14 22:18,22 timelines 31:11 title 2:10 today 2:7 6:18 8:21 31:16 33:2 tomorrow 38:11 top 9:15 topic 29:19 total 10:5 24:8 totality 28:17 totally 10:8 tourism 7:10 10:14 16:13 28:6 32:3 trade 28:2 transcript 39:8,21 transportat... 3:21 travel 15:2,7 16:7 tried 33:19 true 39:7 try 20:22 34:25 two 5:24 21:18 27:5 30:4 31:20 38:5 type 34:7 types 29:14 U U.S 9:15 underway 28:11 unfortunate 33:23 University 3:18,20 upper 13:13 urge 11:6 use 27:21 28:2,2	V value 14:14 32:15 various 34:24 versus 29:22 Vice 2:5 vision 3:16 30:14 visit 13:20,24 16:4 27:6 31:4 visitor 17:5 visitors 8:20 14:2 15:25 28:18 33:11 voice 23:23 W W 23:16 wage 13:7 24:7,13,22 24:24 25:19 wages 25:25 Walnut 2:16 want 8:5 24:12 32:9 33:8 wanted 33:22 33:25 Washington 14:22 watch 19:18 water 34:22 way 4:18 9:18 32:5 35:17 ways 23:8,20 we'll 12:18 32:12 we're 5:6 20:6 22:2 24:13 26:3 28:9 28:16 29:17 30:10,14 31:10,15,18 31:19 32:5 32:6 35:14 we've 5:4 18:22 19:18 31:11,11 32:2 Wednesday 1:7 WILLIAM	1:10 win 9:9 32:4 32:10 witness 2:18 2:18 8:9 witnesses 8:6 8:9 WK 4:21 WKRP 4:22 work 4:12 11:11 13:9 13:24 24:8 25:23 27:7 27:22 28:12 29:15 32:19 33:12 35:6 35:14,22 36:3 worked 5:4 24:17 workforce 13:12 22:14 22:15 working 5:7 14:4 17:24 22:17 27:8 27:13,15 28:9 31:10 31:15,19,22 Works 13:12 workweek 24:17 World 26:22 27:21 worth 16:17 written 8:12 X Y year 3:11 4:3 18:4,5 24:18,25 27:5 years 5:5 12:7 19:13 19:16,22 20:2,5 21:13 31:6 34:4 York 14:22 Z zoned 5:16	zoning 2:13 2:13 3:15 3:23 0 1 1.3 9:19,24 1.5 9:21 10 15:14 10/23/19 2:1 3:1 4:1 5:1 6:1 7:1 8:1 9:1 10:1 11:1 12:1 13:1 14:1 15:1 16:1 17:1 18:1 19:1 20:1 21:1 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1 30:1 31:1 32:1 33:1 34:1 35:1 36:1 37:1 38:1 10:16 1:7 10:49 38:18 100,000 11:3 11.3 12:16 12 16:12 13,000 13:3 13.5 16:22 14 16:21 15 15:15 15th 4:3 160 16:8 17 12:19 18,000 10:11 13:2 190553 1:15 2:22 190704 1:15 2:1,11 3:1,9 4:1,2 5:1 6:1,15 7:1 8:1 9:1 10:1 11:1 12:1 13:1 14:1 15:1 16:1 17:1 18:1 19:1 20:1	21:1 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1 30:1 31:1 32:1 33:1 34:1 35:1 36:1 37:1,2,17 38:1 190717 1:15 2:1 3:1 4:1 5:1 6:1,19 7:1 8:1,22 9:1 10:1 11:1,8 12:1 12:5 13:1 14:1 15:1 16:1,23 17:1 18:1 19:1 20:1 21:1 22:1 23:1 24:1 25:1 26:1 27:1 28:1 29:1 30:1 31:1 32:1 33:1 34:1 35:1 36:1 36:11 37:1 37:17 38:1 1983 25:10 19th 3:10 2 20 12:7 19:5 19:12,21 20:2,5,6 21:13 20-year 12:23 2017 9:7 18:18 2018 18:2 2019 1:7 2020 14:10 2021 10:13 2026 10:24 35:14 2037 12:25 21:15 23 1:7 16:20 25 16:20 25:9 25:9 250th 35:13
--	---	--	--	--	---	--	---

Committee on Rules
October 23, 2019

Page 6

30 36:16,20
30,000 11:4
30th 2:16
3:22 4:16
31st 2:17
33 4:20
35 16:19

4

40,000 13:7
400 1:6
44,000 24:25
45 14:11

5

50 12:3 15:16
59 18:25

6

63 9:25

7

70,000 13:16

8

8.5 10:7
80 13:4
80,000 15:21
81 9:18
895,000 10:6