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COUNCIL OF THE CITY OF PHILADELPHIA

3

COMMITTEE OF THE WHOLE - BUDGET

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Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, April 1, 2008
10:15 a.m.

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PRESENT:

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COUNCIL PRESIDENT ANNA C. VERNA

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COUNCILWOMAN JANNIE BLACKWELL

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COUNCILMAN FRANK DiCICCO

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COUNCILMAN W. WILSON GOODE, JR.

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COUNCILMAN BILL GREEN

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COUNCILMAN WILLIAM GREENLEE

16

COUNCILMAN CURTIS JONES, JR.

17

COUNCILMAN JAMES F. KENNEY

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COUNCILWOMAN JOAN L. KRAJEWSKI

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COUNCILMAN BRIAN J. O'NEILL

20

COUNCILWOMAN MARIA QUINONES-SANCHEZ

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COUNCILWOMAN BLONDELL REYNOLDS BROWN

22

COUNCILMAN FRANK RIZZO

23

COUNCILWOMAN MARIAN B. TASCO

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BILLS 080022, 080157, 080160, 080164 and
080165

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V A R A L L O Incorporated

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Litigation Support Services

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Eleven Penn Center

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1835 Market Street, Suite 600

Philadelphia, Pennsylvania 19103

215.561.2220 215.567.2670

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COUNCIL PRESIDENT VERNA: Good morning, everyone. This is the continued public hearing of the Committee of the Whole regarding Bill Nos. 080022, 080157, 080160 and 080164 and 080165.

The first department to testify will be Fairmount Park.

(Witnesses approached witness table.)

COUNCIL PRESIDENT VERNA: Good morning.

MR. FOCHT: Good morning.

COUNCIL PRESIDENT VERNA: Please identify yourself for the record and proceed with your testimony.

MR. FOCHT: I'm Mark Focht, Executive Director of Fairmount Park. Good morning, Council President Verna and members of Council. I am very pleased to appear before you today to present Fairmount Park's proposed Fiscal Year '09 \$15,640,540 Operating Budget for Fiscal Year 2009. Joining me to my immediate right is Chief of Staff Barry Bessler and

1 4/1/08 - WHOLE - BILL 080022, etc.

2 joining us in the audience, along with
3 several members of the senior staff, are
4 two Fairmount Park Commissioners,
5 Commission Treasurer Phil Price and the
6 Mayor's appointee, Commissioner Debra
7 Wolf Goldstein.

8 COUNCIL PRESIDENT VERNA:

9 Welcome. Please stand so that we can see
10 you.

11 (Witnesses stand.)

12 COUNCIL PRESIDENT VERNA: Thank
13 you for being here. Thank you.

14 MR. FOCHT: The Park's Fiscal
15 Year '09 budget includes a two and a half
16 million dollar increase over our Fiscal
17 Year 2008 target level and represents a
18 19 percent increase in operating dollars.
19 The Class 100 request of \$10,106,560 is
20 936,000 above the Fiscal Year '08
21 estimated obligations and includes
22 funding for 21 new staff positions,
23 raising Fairmount Park's authorized
24 position level from 169 to 189.
25 Additional increases in Classes 200, 300

1 4/1/08 - WHOLE - BILL 080022, etc.
2 and 400 total 1,564,000, including one
3 million dedicated to tree planting
4 throughout the City.

5 The mission of Fairmount Park
6 is to preserve, protect and maintain the
7 open space, trees, natural and cultural
8 resources of Philadelphia's parks for the
9 recreation and enjoyment of citizens and
10 visitors. The 63 parks that comprise the
11 Fairmount Park system, totally 9,200
12 acres or 11 percent of the City, provide
13 Philadelphia citizens and visitors with
14 opportunities for passive and active
15 recreation and comprise one of the
16 largest municipally operated landscaped
17 park systems in the nation. Fairmount
18 Park also serves as an economic driver
19 for the City by designing, building and
20 maintaining the highest quality public
21 open spaces.

22 Operation of the park system
23 directly supports three of Mayor Nutter's
24 core service areas in the City's
25 Strategic Plan. And they are, first,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 healthy and sustainable communities.
3 Since our establishment in 1867, the Park
4 has served a pivotal role in the City's
5 environmental health. We are pleased to
6 be one of the City agencies guiding the
7 development of GreenPlan Philadelphia,
8 which is our blueprint for a sustainable
9 future. Specifically, the Mayor's
10 proposed budget increase of \$1 million
11 will allow us to increase the City's tree
12 canopy by planting between 2,500 and
13 3,000 new trees in Fiscal Year '09 along
14 streets and in parks. Planting of trees
15 in our larger watershed parks will allow
16 us to increase acreage of our restored
17 natural areas.

18 The second area is public
19 safety. The Fairmount Park Rangers
20 Corps' role is to provide a safe
21 environment for park users. The proposed
22 FY09 Operating Budget includes funding
23 for three additional rangers, increasing
24 the total number of full-time park
25 rangers to 21.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 The third area is jobs and
3 economic development. The Park strives
4 to provide the highest quality public
5 open spaces, such as the Benjamin
6 Franklin Parkway, the Wissahickon Valley
7 Park, Schuylkill Banks and Rittenhouse
8 Square, amongst many, to support economic
9 development of the surrounding areas. A
10 majority of the 21 additional positions
11 in Class 100 will provide a higher level
12 of landscape and facility maintenance.
13 The new positions and higher standards
14 will be supported by increases in Class
15 200, 300 and 400 for materials, supplies,
16 contracts and equipment.

17 The Fiscal Year '09 budget will
18 improve customer service and response to
19 citizen service requests. Quality
20 customer service and accountability in
21 the delivery of public services is a
22 guiding principle of Fairmount Park's
23 management. Customer service standards
24 have been developed to address issues
25 that we have found to be most important

1 4/1/08 - WHOLE - BILL 080022, etc.
2 to citizens. These support one of our
3 priority outcomes, which is to increase
4 the number of satisfied park users and
5 partners. Measuring our progress will be
6 achieved by internal and supervisory
7 monitoring procedures and tracking the
8 frequency of redress. Our customer
9 service standards include the following.

10 Under tree requests, site
11 inspections resulting from
12 citizen-generated requests for either
13 tree planting, prunings or removals will
14 be responded to within ten business days.
15 Supervisors will monitor the requests and
16 will make sure the inspections occur. If
17 an inspection does not occur, citizens
18 will receive a verbal explanation and
19 apology, and the inspection will occur
20 within a subsequent three business days.

21 The second area is turf mowing.
22 All of our turf will be mowed every two
23 weeks between April 15th and October 1st.
24 Park staff monitors all of our mowing
25 contracts and will respond to any

1 4/1/08 - WHOLE - BILL 080022, etc.
2 complaints, again, with a verbal
3 explanation and apology. Subsequently
4 the turf will be mowed within one
5 business day following the complaint.

6 And the third area of customer
7 service is wedding and picnic permits.
8 Wedding and picnic permits will be issued
9 within ten business days of submission of
10 a complete application. The applications
11 and permits will be date stamped to track
12 this process. If this standard is not
13 met, the customers will receive a 50
14 percent discount on a future permit
15 application.

16 In conclusion, we at Fairmount
17 Park are very excited by the
18 opportunities presented in the Fiscal
19 Year '09 proposed Operating Budget to
20 further the mission to protect our
21 resources, green our City and serve our
22 customers.

23 Thank you for your time, and I
24 would be very pleased to answer any
25 questions from members of Council.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCIL PRESIDENT VERNA: Thank
3 you very much.

4 Your proposed General Fund
5 budget is being increased by \$2.5
6 million. How much of this increase is
7 tied into the proposed parking tax
8 increase?

9 MR. FOCHT: Council President,
10 as I understand it from the Budget
11 Director, the entire increase of two and
12 a half million dollars is tied into
13 passing the proposed parking tax
14 increase.

15 COUNCIL PRESIDENT VERNA: Thank
16 you.

17 Can you tell us how the 2.5
18 will be used?

19 MR. FOCHT: Certainly. Of the
20 2.5, \$1 million is specifically for tree
21 plantings, and, again, that would be tree
22 plantings both on streets and on public
23 property, in parks, around rec centers,
24 libraries, any public facility. That
25 will gain us about between 2,500 and

1 4/1/08 - WHOLE - BILL 080022, etc.

2 3,000 trees. That's one million.

3 Another 936,000 is to fund
4 staff positions, about 21 staff
5 positions, the majority of those being
6 front-line men and women that work in our
7 operating departments, both landscape
8 operations and facility maintenance.
9 Also part of that 936,000 is funding for
10 three additional park rangers. And then
11 the balance of the increase, about
12 500-some thousand dollars, is for
13 materials and supplies, equipment and
14 contracts to support the additional
15 staff.

16 COUNCIL PRESIDENT VERNA: Do we
17 have any money allocated for various
18 parks such as the FDR Park and others
19 that are in districts?

20 MR. FOCHT: Our budget is not
21 allocated by specific parks. It's
22 allocated by operating district. We have
23 63 parks in the system, but the system is
24 divided into four operating districts,
25 and, in fact, the operating district for

1 4/1/08 - WHOLE - BILL 080022, etc.
2 South Philadelphia and Center City is
3 based in FDR Park. So in each of our
4 operating districts, we have a district
5 manager, a district supervisor. We have
6 a whole hierarchy of staff in those
7 districts that are responsible for
8 maintaining those districts and the parks
9 within those districts. So our budget on
10 the operating budget is allocated over
11 our four operating districts.

12 COUNCIL PRESIDENT VERNA: I
13 know that's a beautiful park and I know
14 that I guess it was last week they had an
15 election for a new Board, and people are
16 really very, very unhappy with the
17 condition of FDR Park. They say it's
18 really been neglected something terrible,
19 and I would like to see something
20 positive happen there.

21 MR. FOCHT: Absolutely. We had
22 a meeting. Some of my senior staff met
23 with the new leadership of the Friends of
24 FDR Park shortly after the election, and
25 we're working closely with them on both

1 4/1/08 - WHOLE - BILL 080022, etc.
2 operating projects and capital projects.
3 So we're thrilled that there's new
4 leadership at that Friends group and it
5 will reengage the community.

6 COUNCIL PRESIDENT Verna: And
7 I'm very happy to hear that you're aware
8 of it.

9 MR. FOCHT: I am very aware of
10 it.

11 COUNCIL PRESIDENT Verna: If
12 the proposed parking tax increase is not
13 approved, what impact will it have on
14 your budget and service levels?

15 MR. FOCHT: I guess I would ask
16 the Budget Director if he could join me
17 at the table.

18 (Witness approached witness
19 table.)

20 COUNCIL PRESIDENT Verna: Good
21 morning.

22 MR. AGOSTINI: Good morning,
23 Madam President, members.

24 COUNCIL PRESIDENT Verna: I'm
25 seeing more of you than I see members of

1 4/1/08 - WHOLE - BILL 080022, etc.

2 my family these days.

3 MR. AGOSTINI: I hope that's a
4 good thing.

5 COUNCIL PRESIDENT VERNA: Very
6 good.

7 MR. AGOSTINI: Steve Agostini,
8 Budget Director.

9 Madam President, what we have
10 proposed is funding from the parking tax
11 for some specific initiatives. Fairmount
12 Park is one of the sort of centerpieces
13 of that. The other you will hear in the
14 next day or two when the Streets
15 Department comes forward where we have
16 proposed \$10 million in additional
17 funding for pay-as-you-go, something that
18 hasn't been done recently.

19 If, for whatever reason, the
20 parking tax does not move forward, we
21 would then ask that those expenditures be
22 taken out of the budget, so both
23 Fairmount Park and Streets, because we
24 wouldn't have the funding sources
25 available for that and it would create a

1 4/1/08 - WHOLE - BILL 080022, etc.

2 significant hole in our Five-Year Plan
3 and in the '09 budget.

4 COUNCIL PRESIDENT VERNA: Thank
5 you very much.

6 COUNCILMAN GREEN: Point of
7 information.

8 COUNCIL PRESIDENT VERNA: Yes.
9 The Chair recognizes Councilman Green for
10 a point of information.

11 COUNCILMAN GREEN: Thank you,
12 Madam President.

13 The money from the parking tax,
14 does that go into the General Fund?

15 MR. AGOSTINI: Madam President,
16 Councilmember Green, yes. What we have
17 proposed is that it would come into the
18 General Fund and we would allocate it.
19 We have not created a special tax kind of
20 nexus or a dedication.

21 COUNCILMAN GREEN: Right. So
22 really the parking tax proceeds are
23 really part of the entire revenue of the
24 City of Philadelphia in the General Fund,
25 and this Council could choose to increase

1 4/1/08 - WHOLE - BILL 080022, etc.
2 funding both on the capital and the
3 operating side in the Park regardless of
4 whether or not there's a parking tax? In
5 other words, we don't earmark money in
6 the City's budget. It's just increased
7 revenue, and it will either be -- we can
8 choose to have the parking tax or not and
9 we can choose to fund the parks or not.
10 They're not really connected in the way
11 you're saying.

12 MR. AGOSTINI: Madam President,
13 Councilmember, that's quite clear. The
14 Council could decide to allocate to not
15 move forward with that. What we propose,
16 though, is, we felt it was very important
17 to link the two, that a parking tax
18 increase should not be taken into the
19 General Fund for sort of ongoing
20 purposes, but rather we believe a strong
21 argument existed for increasing the
22 parking tax from the 15 to 20 percent
23 generating \$16 million in additional
24 funding annually and then allocating that
25 for specific new projects, not ongoing

1 4/1/08 - WHOLE - BILL 080022, etc.
2 operations. We felt that that was not
3 only the appropriate thing to do, but the
4 best argument.

5 COUNCILMAN GREEN: But you
6 could have tied it to the pay raises that
7 you're giving to City employees. You
8 could have tied it to anything you want.
9 It's just more of a political move than
10 any other move to say parking tax equals
11 trees, parking tax equals \$10 million
12 pay-as-you-go funding for Streets. It's
13 the same pool of money, the same pot of
14 money. It's a link that doesn't have to
15 exist.

16 MR. AGOSTINI: Well --

17 COUNCILMAN GREEN: It's more
18 of -- it's not really a budget statement.
19 It's trying to tie the two to pass the
20 parking tax; isn't that correct?

21 MR. AGOSTINI: Not quite. We
22 made a conscious decision to make an
23 economic link where we said that there
24 were impacts associated with cars that
25 had to do with additional pollution,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 additional congestion, additional wear
3 and tear on our City streets, and that,
4 as economists would refer to that, the
5 externalities associated, where people
6 who are driving their cars, whether they
7 are from within Philadelphia or outside
8 of Philadelphia, were not paying the
9 costs associated with that wear and tear
10 on streets, with the additional
11 pollution, and so what we did was make a
12 conscious attempt to say those
13 externalities, those impacts needed to be
14 addressed, and the best way to address
15 them is to levy a tax that would then
16 fund initiatives that would address those
17 things, which is why you see the
18 investment in trees, why you see the
19 investment on pay-as-you-go Streets, why
20 you see the investment in the parks. We
21 tried to make a direct linkage that taxes
22 associated with parking needed to
23 address, and cars, needed to address the
24 impacts and the externalities, as
25 economists refer to them.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREEN: Well, to be
3 fair, the \$58 million a year we already
4 get in parking tax can be applied to
5 trees and pay-as-you-go funding. It's
6 just you have to find the money elsewhere
7 for some of the other priorities that the
8 Administration set the budget. I mean,
9 you can take five percent of the 15
10 percent that exists and apply it to this.

11 So there is a payment that's
12 being made to the City for people who
13 drive, and it's \$60 million a year, plus
14 the \$25 million a year you receive from
15 the Parking Authority.

16 I'm just making the point
17 that --

18 MR. AGOSTINI: I understand --

19 COUNCILMAN GREEN: -- I think
20 the connection is somewhat unnecessary.

21 MR. AGOSTINI: Well, I
22 understand your point. I think we would
23 agree to disagree on the sort of
24 necessity of it. We do believe strongly
25 that in order to fund these initiatives,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 it was important to impose that tax,
3 particularly since we are making rather
4 significant changes in other tax streams.
5 This is one that where the nexus between
6 what you're taxing and what you're
7 funding seemed to be very clear cut to
8 us.

9 COUNCILMAN GREEN: Thank you.

10 COUNCIL PRESIDENT VERNA: Thank
11 you very much.

12 I just have one last question.
13 On Page 2 of your testimony, you state
14 that, quote, "Wedding and picnic permits
15 will be issued within ten business days
16 of submission of a completed application.
17 If this standard is not met, customers
18 will receive a 50 percent discount on a
19 future permit application."

20 While I see the merit of this
21 for the picnic application, I think you
22 should refund 50 percent of a wedding
23 application so that they do not have to
24 get married again simply to receive the
25 discount. Wouldn't you agree?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. FOCHT: Very well put,
3 Council President Verna. Thank you.
4 Duly noted.

5 COUNCIL PRESIDENT VERNA:
6 You're welcome.

7 The Chair recognizes Councilman
8 Green.

9 COUNCILMAN GREEN: Thank you,
10 Madam Chair.

11 Good morning, Mr. Focht.

12 MR. FOCHT: Good morning.

13 COUNCILMAN GREEN: And I
14 apologize, but your testimony doesn't say
15 who is sitting there with you. So you
16 may have said it, but I --

17 MR. FOCHT: I introduced him.
18 This is Chief of Staff Barry Bessler.

19 MR. BESSLER: Good morning,
20 sir.

21 COUNCILMAN GREEN: Good to have
22 you with us. Thank you.

23 I have several questions.
24 Number one, tree requests. To what
25 extent are those requests going to come

1 4/1/08 - WHOLE - BILL 080022, etc.

2 in through the City's new 3-1-1 system?

3 MR. FOCHT: We anticipate that
4 many of the requests once the 3-1-1
5 system is established will come in
6 through that system, yes.

7 COUNCILMAN GREEN: Well, okay.
8 And so that it will be tracked through
9 the 3-1-1 system and we can get
10 information on it through the 3-1-1
11 system. If people call the department
12 when the 3-1-1 system is in effect, are
13 you going to refer them to the 3-1-1
14 system?

15 MR. FOCHT: I don't think we're
16 that far along in understanding the
17 impact of the 3-1-1 system to know if we
18 will accept calls still at our Street
19 Tree Division, which is what we do now,
20 or route everything to 3-1-1. I don't
21 know if we're that far along in planning
22 of the 3-1-1 system.

23 COUNCILMAN GREEN: I think
24 3-1-1 is not effective unless everything
25 goes through it, because then we don't

1 4/1/08 - WHOLE - BILL 080022, etc.
2 have all the data put into the system for
3 us to be able to track every single
4 request with this 3-1-1 system's tracking
5 number.

6 MR. FOCHT: There has been some
7 conversation, Councilman, that since
8 folks, particularly community-based
9 organizations, such as Tree Tenders, are
10 very familiar with calling our office
11 directly, that they could still call our
12 office, but everything would go into the
13 3-1-1 system through our office. If
14 someone calls us as opposed to someone
15 calling us and routing them, telling them
16 they need to call another number.

17 COUNCILMAN GREEN: Or just
18 automatically using that number to go to
19 3-1-1 is what I'd suggest. It takes
20 efficiencies out of the system that
21 otherwise be there. You don't need
22 operators for tree requests with a 3-1-1
23 system in place.

24 MR. FOCHT: Understood.

25 COUNCILMAN GREEN: It allows

1 4/1/08 - WHOLE - BILL 080022, etc.

2 you to use those resources in your
3 department to provide customer service
4 and to meet the other goals of the
5 Administration with respect to the
6 service delivery that you have.

7 MR. FOCHT: Understood.

8 COUNCILMAN GREEN: Turf mowing,
9 many of our turf mowing contracts are
10 with people who are businesses not
11 located within the City of Philadelphia.
12 There's some in Bucks County and
13 Montgomery County, people that provide
14 that service, and I'm wondering whether
15 or not different people from the City
16 applied. Why is that the case and are
17 your department and the potential vendors
18 aware of the LBE preference for contracts
19 like that?

20 MR. FOCHT: The turf mowing
21 contracts are let by the Procurement
22 Department on behalf of Fairmount Park
23 and I am not intimately familiar with
24 their process, so we'll have to get more
25 information on that.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREEN: Okay. There
3 is a five percent preference for
4 businesses located within the City of
5 Philadelphia for contracts like that that
6 are let through Procurement, and I'll
7 follow up with them as well.

8 MR. FOCHT: Okay.

9 COUNCILMAN GREEN: I want to
10 talk to you briefly about the
11 infrastructure repair needs in the Park.
12 We all know it's 9,200 acres and 11
13 percent of the City. It has 435
14 structures, including 200-plus historic
15 structures. Do you know the dollar value
16 of the Park's physical structures?

17 MR. FOCHT: No. We don't know
18 the dollar value of the physical
19 structures, no.

20 COUNCILMAN GREEN: Has the Park
21 in the recent past conducted a survey
22 similar to the PICA survey that would
23 state the value of the structures in the
24 Park, the repair needs of those
25 structures, done a whole assessment of

1 4/1/08 - WHOLE - BILL 080022, etc.

2 what's needed in terms of repair?

3 MR. FOCHT: Portions of that
4 have been done over time. We're
5 currently doing a facility assessment
6 right now on eight structures in the
7 Park, which is funded through our capital
8 budget. This is structural and utility
9 assessment.

10 I will say we probably have not
11 gone through as comprehensive kind of
12 system-wide analysis as PICA did several
13 years ago, simply because we've never had
14 the resources to do that. We do have a
15 back-of-an-envelope -- perhaps a little
16 bit more detailed than that --
17 calculation of about \$85 million in
18 deferred maintenance on our facilities
19 and proposed projects in our various
20 master plans. We have trails master
21 plans. We have natural lands
22 restorations master plans that were
23 completed in the late '90s, early 2000's.
24 If you put into it the cost of all the
25 recommendations in those plans, plus what

1 4/1/08 - WHOLE - BILL 080022, etc.

2 our estimate of deferred backlog -- so
3 it's a combination of deferred backlog
4 and capital -- it would be about 85
5 million.

6 COUNCILMAN GREEN: What is the
7 deferred backlog portion of that?

8 MR. FOCHT: Probably about 55
9 to 60. The master plans recommended
10 about 20 million, 20 to 25 million, in
11 projects. So taking that out of the 85
12 million.

13 COUNCILMAN GREEN: Okay. So
14 what is the capital budget for the
15 backlog for FY09?

16 MR. FOCHT: Our capital budget
17 annually is about \$4 million. I mean, it
18 fluctuates around that year to year, but
19 on average it's about \$4 million.

20 COUNCILMAN GREEN: And we had
21 the opportunity to drive around one day
22 together in the park system, which I
23 really appreciated, and during that
24 discussion, we talked about what it means
25 when you continue to defer maintenance

1 4/1/08 - WHOLE - BILL 080022, etc.
2 and the expense associated with continued
3 deterioration of historic properties and
4 how much more expensive it gets over time
5 if you don't tackle it up front. Could
6 you talk a little bit about that to us?

7 MR. FOCHT: Well, certainly
8 with deferred maintenance, not
9 maintaining our buildings and our
10 properties on a daily or periodic basis,
11 eventually those properties deteriorate
12 from when they can't be managed on an
13 operating budget into kind of slip over
14 to the capital budget side for a major
15 repair.

16 I would say that our proposed
17 FY09 Operating Budget with the increase
18 proposed by Mayor Nutter, it does include
19 in those 21 positions funding for
20 additional facilities maintenance
21 individuals and additional carpenter,
22 plumber, so that we can start to rebuild
23 that staff so we can address in some
24 small way the backlog of differed
25 maintenance so those properties don't end

1 4/1/08 - WHOLE - BILL 080022, etc.
2 up sliding over to the capital side.

3 COUNCILMAN GREEN: So 85
4 million is not at this point capital;
5 it's deferred maintenance?

6 MR. FOCHT: Well, yes. I mean,
7 we would call it deferred maintenance,
8 but it really almost ends up being
9 capital needs, because most of the
10 deferred maintenance, they've
11 deteriorated to the point where they
12 would now be a capital item, not an
13 operating item.

14 COUNCILMAN GREEN: So really
15 where we are is 55 to 60 million almost
16 in emergency type repairs to our
17 structure so that they don't continue to
18 deteriorate and then with -- is that
19 correct?

20 MR. FOCHT: I wouldn't classify
21 them as emergency, because that has a
22 certain connotation to it. Some of them
23 are emergency, some of them are we need
24 to do these so that they don't become
25 emergencies.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREEN: Okay. Well,
3 which is an emergency in my lexicon.

4 So that's \$55 to \$60 million.
5 Are the new financed positions enough to
6 prevent that backlog from growing, other
7 than the increase in cost of construction
8 for the 55 to 60 over time? In other
9 words --

10 MR. FOCHT: We haven't done an
11 assessment, but intuitively, I would say
12 it's probably not enough increase in the
13 facilities maintenance staff to -- it
14 will curtail the --

15 COUNCILMAN GREEN: It will slow
16 down the rate of growth of the necessary
17 deferred maintenance, but will not --

18 MR. FOCHT: Eliminate it.

19 COUNCILMAN GREEN: Eliminate
20 it.

21 MR. FOCHT: Right.

22 COUNCILMAN GREEN: Could you
23 please provide the Chair how many
24 positions would be required to stop the
25 growth of deferred maintenance in the

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Fairmount Park Commission?

3 MR. FOCHT: Certainly.

4 COUNCILMAN GREEN: And could
5 you also please provide the Chair
6 information about the \$55 to \$60 million
7 necessary in capital improvements that
8 would be necessary to get the Park to
9 where its operating budget kind of can
10 pay for the upkeep and maintenance of the
11 systems without having to go over to the
12 capital side?

13 MR. FOCHT: Certainly.

14 COUNCILMAN GREEN: Does
15 Fairmount Park have any kind of business
16 plan that would talk about its ability to
17 keep or increase the revenue it gets in
18 the Park and any thought about how it can
19 become more self-sustaining that you can
20 talk to us about?

21 MR. FOCHT: Certainly. Our
22 Strategic Plan that was completed in 2004
23 talked about the need for the Park to
24 capture -- generate revenue and retain
25 revenue. It's something that we have

1 4/1/08 - WHOLE - BILL 080022, etc.
2 began a conversation with the prior
3 Administration and are now continuing
4 that conversation with the new
5 Administration.

6 We are beginning to build the
7 infrastructure in the Park to do that.
8 We have a Director of Properties and
9 Concessions Management, and also the
10 proposed increase in our operating budget
11 includes the potential for two positions,
12 one to be a specific property manager and
13 one to be a concession manager, so we can
14 start to look at our assets and figure
15 out how to optimize them to generate
16 revenue.

17 COUNCILMAN GREEN: I hope you
18 utilize the advice and counsel of one of
19 your new park commissioners, Farah
20 Jimenez, who is very good at asset
21 management, has done great things for Mt.
22 Airy and other places, and I think she'll
23 be a good resource to you as you look to
24 expand that office.

25 MR. FOCHT: Absolutely. I

1 4/1/08 - WHOLE - BILL 080022, etc.
2 would add Commissioner Jimenez serves on
3 our Finance Committee for the Commission,
4 chaired by Commissioner Price, and she's
5 been very helpful to us on a number of
6 fronts, yes.

7 COUNCILMAN GREEN: How many
8 structures in the Park are not currently
9 put to productive use; do you know?

10 MR. FOCHT: When we use the
11 word "structures," as you cited, over 4--
12 structures in the Park, that includes
13 everything that has a roof. So that can
14 be an open-sided picnic pavilion. So a
15 structure to us does not necessarily mean
16 a building.

17 Of the 400-some, I would not
18 know an exact number, but I would say
19 intuitively probably over 90 percent of
20 our structures are used for their
21 intended purposes, either they're
22 occupied or the picnic pavilion is in
23 good shape and people use it for a
24 picnic. We have very few structures in
25 the Park anymore that do not have an

1 4/1/08 - WHOLE - BILL 080022, etc.

2 active or appropriate use in them.

3 COUNCILMAN GREEN: Okay. So

4 about ten percent are not in use?

5 MR. FOCHT: Approximately.

6 COUNCILMAN GREEN: And are most

7 of those not in use because they need

8 repair?

9 MR. FOCHT: I'd say there's

10 probably two or three categories. One is

11 that, yes, they need repair. Two is that

12 they would be in a location in a park

13 that there's no potential use, there's no

14 interest in using that structure. Or,

15 three -- and this is probably the

16 majority of them -- they're in the

17 process of restoration. We have a number

18 of structures where, for example, we've

19 done extensive capital work to restore

20 the exterior envelope, put a new roof on

21 the walls to secure the structure, and

22 are pursuing through grants additional

23 dollars to restore the interior of the

24 structures so we can tenant them.

25 So there's probably three

1 4/1/08 - WHOLE - BILL 080022, etc.

2 reasons that any particular structure in
3 the park system would not have a use in
4 it right now.

5 COUNCILMAN GREEN: Okay. With
6 respect to the structures that have
7 tenants, I'm aware that in most of those
8 kinds of deals that exist, that tenants
9 are required to do the maintenance on the
10 property in exchange -- or in many of
11 them, to do the maintenance on the
12 property in exchange for very low rent.
13 How has that been working out?

14 MR. FOCHT: I'd say it's been a
15 mixed bag of results across the boards
16 going back to we actually have leases
17 that date to the late 1800's all the way
18 up through obviously our more recent
19 leases. Historically, our leases have
20 been year to year based upon the tenants
21 at some point making substantial capital
22 investment in the building, and then it's
23 ongoing maintenance. We've had tenants
24 that have absolutely been stellar in
25 their performance in maintaining our

1 4/1/08 - WHOLE - BILL 080022, etc.
2 assets and others that have been less so.
3 And our Strategic Plan again spoke to the
4 need to manage our properties at a higher
5 level, which is why this position of
6 Director of Properties and Concessions
7 Management was created, is now filled
8 with a real estate attorney who is
9 helping us work on lease issues on a
10 case-by-case basis. It's just there's a
11 large volume of them. We have over 110
12 leases in the Park, so --

13 COUNCIL PRESIDENT VERNA:
14 Councilman Green, would you mind making
15 this your last question for this
16 go-around?

17 COUNCILMAN GREEN: I have a lot
18 of questions for the Park, but --

19 COUNCIL PRESIDENT VERNA: I
20 know you do, and everybody else does.

21 COUNCILMAN GREEN: Yes, ma'am.

22 COUNCIL PRESIDENT VERNA: So I
23 would like to give everyone an
24 opportunity to be recognized.

25 COUNCILMAN GREEN: Yes, ma'am.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 The Strategic Plan recommended
3 that the Park develop and implement
4 written maintenance standards for all
5 infrastructure elements. This
6 recommendation was designated high
7 priority, with a four-month timeline for
8 completion. As of March 2007 status
9 report, this task had been started. So
10 that's over a year ago. In the years
11 since, what steps has the Park taken to
12 implement this recommendation?

13 MR. FOCHT: We are continuing
14 to evolve our maintenance standards in a
15 written form. At the end of the day, it
16 comes down to having enough staff to
17 actually implement those maintenance
18 standards. And, again, with the proposed
19 budget increase of adding 12 positions in
20 the operations staff, we hope to provide
21 that level of maintenance. But you can
22 develop the standards, but then you need
23 the staff to implement the standards.

24 COUNCILMAN GREEN: Would you
25 please provide the Chair with what you'd

1 4/1/08 - WHOLE - BILL 080022, etc.

2 need in terms of providing the staff and
3 doing the maintenance?

4 MR. FOCHT: Understood. Yes.

5 COUNCILMAN GREEN: Thank you.

6 COUNCIL PRESIDENT VERNA: Thank
7 you.

8 The Chair recognizes Councilman
9 Rizzo.

10 COUNCILMAN RIZZO: Thank you,
11 Madam Chair.

12 I think I start my comments
13 every year by letting you know I've been
14 around for a while now and have watched
15 Fairmount Park the best part of my adult
16 life and as a child, and I want to
17 compliment all of you that work there,
18 because I remember the days when there
19 were probably triple the number of people
20 that worked in the Park, and some days it
21 amazes me how you even do what you do.

22 MR. FOCHT: Thank you very
23 much, Councilman.

24 COUNCILMAN RIZZO: But still
25 there's times when we have some tough

1 4/1/08 - WHOLE - BILL 080022, etc.

2 questions that need addressed.

3 MR. FOCHT: Of course.

4 COUNCILMAN RIZZO: And one that
5 I spoke to you briefly about, but I want
6 it to be on the record, and Councilman
7 Green talked about some of our assets,
8 and it troubles me. And I don't know
9 whether you saw it coming or didn't see
10 it coming, but recently L&I condemned the
11 East Park Canoe House on Kelly Drive, and
12 because of that, four of our great
13 schools in the City had to be -- State
14 Representative Perzel wrote a letter to
15 me about it and says evicted, but I don't
16 think you actually evicted them.

17 MR. FOCHT: No, we did not.

18 COUNCILMAN RIZZO: But what
19 concerns me in the Representative's
20 letter is the fact that Father Judge,
21 LaSalle, Northeast Catholic High and
22 Temple University use that facility, and
23 what's troubling me is, he says here in
24 the letter that you haven't committed to
25 repairing that facility. I'd like to

1 4/1/08 - WHOLE - BILL 080022, etc.

2 hear for the record our position on that
3 and what you're doing to try to
4 accommodate these young people in the
5 interim.

6 MR. FOCHT: Certainly. I'd be
7 pleased to. First of all, let me correct
8 one thing that may have been in the
9 letter. The facility was not condemned.
10 It was cited by L&I, and that's a very
11 significant difference legally. So, yes,
12 that happened in late January. We worked
13 with the four schools to move them out of
14 the building. They were not evicted. I
15 met with all four schools and
16 representatives of the Schuylkill Navy on
17 January 31st. When I gave them our
18 absolute commitment that we will -- we
19 have no intention of demolishing the
20 building and we have every intention of
21 repairing and restoring the building for
22 a rowing function. I've told them that
23 repeatedly in meetings we've had with
24 them.

25 We are doing a facilities

1 4/1/08 - WHOLE - BILL 080022, etc.
2 assessment of the building. Fortunately,
3 we were able to get a consultant in there
4 immediately and begin the structural and
5 systems assessment. That report is due
6 to us, with cost estimates, in early May.

7 We've had ongoing
8 communications with all four schools.
9 Temple and North Catholic have relocated
10 immediately adjacent to the building in
11 temporary tent structures. You will see
12 they're off of Kelly Drive. We've worked
13 closely with them to establish that.
14 Father Judge has moved into one of the
15 boathouses on Boat House Row. They
16 graciously made space available to them.
17 And LaSalle College High School moved up
18 to a rowing facility on the upper
19 Schuylkill temporarily.

20 So all four schools have been
21 accommodated, two indoors, two outdoors.
22 We've worked very closely with them. All
23 four schools have been very good to work
24 with. I had a meeting with three of the
25 schools -- Temple did not attend -- that

1 4/1/08 - WHOLE - BILL 080022, etc.
2 was called and chaired by Councilwoman
3 Maria Quinones-Sanchez and was attended
4 by Councilman Greenlee, Councilman Jones
5 and Councilwoman Krajewski about ten days
6 ago or so when I gave them a status
7 report on the facility, status report on
8 their temporary housing and said that we
9 would convene a meeting again in early
10 May after the report is done so we can
11 all assess the report and understand the
12 magnitude of the repairs that need to be
13 made.

14 COUNCILMAN RIZZ0: You pointed
15 out that the L&I department didn't
16 condemn the building; it cited the
17 building.

18 MR. FOCHT: Correct.

19 COUNCILMAN RIZZ0: At the end
20 of the day, they had to move out.

21 MR. FOCHT: Correct.

22 COUNCILMAN RIZZ0: So condemn
23 it, cite it. Condemning it I'm sure is
24 more significant than citing it, but when
25 you cited it, it was deemed dangerous?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. FOCHT: Correct. It was
3 deemed dangerous. An inspector from L&I
4 had gone in there with some Fairmount
5 Park staff. In early January a leak had
6 been reported in the building. When my
7 maintenance staff, plumbers, went to
8 repair the leak, which they did, they saw
9 some cracks in some of the interior walls
10 that caused them concern. So we reached
11 out to L&I, who has building inspectors,
12 and asked them to walk through the
13 building with us. When they did walk
14 through the building, within very short
15 time of walking through the building on
16 it was a Friday, they said this building
17 needs to be cited, and for the security
18 and safety of the mainly young people,
19 high school students, that are in the
20 building, their access needs to be
21 restricted and we need to come up with a
22 plan to relocate their boats out of the
23 building.

24 COUNCILMAN RIZZO: Just to sum
25 it up one more time, this is on the fast

1 4/1/08 - WHOLE - BILL 080022, etc.

2 track?

3 MR. FOCHT: It's on the very
4 fast track, yes.

5 COUNCILMAN RIZZO: What would
6 you see by May?

7 MR. FOCHT: By May we'll have
8 the report from -- the assessment report
9 done by the architects and engineers that
10 are currently combing over the building.
11 That will give us short, medium and
12 long-term repairs that need to be done,
13 with associated costs.

14 COUNCILMAN RIZZO: That's fair.
15 May. April 1. Okay. That's good. And
16 I'd appreciate -- I'll get you a copy of
17 Representative Perzel's letter and you
18 could respond to him.

19 MR. FOCHT: Absolutely.

20 COUNCILMAN RIZZO: Thank you.

21 Thanks, Madam Chair.

22 MR. FOCHT: Thank you,
23 Councilman.

24 COUNCIL PRESIDENT VERNA: The
25 Chair recognizes Councilman Greenlee.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREENLEE: Thank
3 you, Madam President.

4 Just a follow-up to Councilman
5 Rizzo's question on the East Canoe. As
6 you said, numbers have been working on
7 that, and we all appreciate the
8 cooperation you've given on that. Thank
9 you.

10 MR. FOCHT: Thank you.

11 COUNCILMAN GREENLEE: A couple
12 questions on street trees. First on the
13 pruning issue, is there kind of a regular
14 schedule you try to work with on pruning?
15 Is there a certain amount of years? What
16 would that be?

17 MR. FOCHT: Yes. Ideally,
18 arboriculture standards for urban street
19 trees, every tree should be pruned on
20 about a seven- to eight-year cycle,
21 ideally. We have 135,000 street trees in
22 the City. Ideally, we should be on a
23 seven- to eight-year cycle. Currently,
24 we're probably on about a nine- to
25 ten-year cycle, which is down from

1 4/1/08 - WHOLE - BILL 080022, etc.
2 several years ago when there wasn't any
3 cycle because we weren't systematically
4 pruning trees. So we've made substantial
5 improvement in systematically going
6 through the City. We're not quite on the
7 cycle that we should by national
8 standards, but we endeavor to get there.

9 COUNCILMAN GREENLEE: You're
10 getting better, right?

11 MR. FOCHT: We're getting
12 better.

13 COUNCILMAN GREENLEE: That's
14 the right direction to go.

15 As far as removals, what would
16 constitute actual removal of a tree? I
17 used to hear the term generally said
18 "dead and dangerous." Is that kind of
19 still where we're at?

20 MR. FOCHT: Yes. The standard
21 is dead and dangerous, which means if we
22 have a report of a tree from a homeowner
23 or property owner that asked us to remove
24 a tree, we will send an arborist out to
25 inspect the tree. If in the arborist's

1 4/1/08 - WHOLE - BILL 080022, etc.
2 opinion the tree is -- if the whole tree
3 or any portion of the tree is dead or
4 dangerous, we'll authorize its removal,
5 and then that's done by contractors. So
6 we have contractors on call that will
7 remove the trees.

8 COUNCILMAN GREENLEE: I know
9 often times the homeowner, obviously
10 their feeling of what's dangerous and
11 what Fairmount Park or what the
12 inspectors would be is different. Do you
13 find that often times there's that
14 conflict, that people think a tree -- I
15 guess just a tree just being dead, would
16 that be the homeowner's responsibility?

17 MR. FOCHT: No. If the tree is
18 dead, we would remove it. Sometimes the
19 homeowner or property owner will look at
20 a tree and say the tree is dead and maybe
21 there's a limb or a branch that's
22 diseased or rotted or dead, and we can
23 remove that limb or branch and take care
24 of the risk, but keep the tree alive and
25 keep the tree there, providing shade and

1 4/1/08 - WHOLE - BILL 080022, etc.

2 all the environmental benefits.

3 I think, in our staff
4 experience, the majority of times when
5 our staff goes out and engages the
6 property owner in a conversation about
7 the tree, generally they're educated
8 about it, they understand the value of
9 the trees, and as long as we take care of
10 the immediacy of the problem, again, if
11 it's a dead limb or a lifted sidewalk, if
12 that's taken care of, they're satisfied.

13 COUNCILMAN GREENLEE: And you
14 mention the lifted sidewalk. How do you
15 remedy that? As far as Fairmount Park,
16 do you just remove the tree and is that
17 sidewalk then the property owner's
18 responsibility?

19 MR. FOCHT: Correct. The
20 sidewalk is the property owner's
21 responsibility. So if the tree is dead
22 or dangerous or dying, we'll remove the
23 tree, but then it's the property owner's
24 responsibility -- including grounding out
25 the stump, we'll do that.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREENLEE: Fairmount
3 Park does the stump?

4 MR. FOCHT: Yeah. We cut down
5 the tree, we grind out the stump. It's
6 then the property owner's responsibility
7 to replace the sidewalk.

8 COUNCILMAN GREENLEE: Got you.
9 Okay. All right. Thank you very much.

10 COUNCILWOMAN TASC0: Point of
11 information. I have a point of
12 information.

13 COUNCILMAN GREENLEE: I'm
14 finished, Councilwoman.

15 COUNCILWOMAN TASC0: I'm going
16 to ask this question again. Did you say
17 that you all will ground out the stump?

18 MR. FOCHT: Absolutely. For
19 every tree we remove, it's done by two
20 separate contractors. So one contractor
21 will come through and cut down the tree
22 and then a separate contractor will
23 follow along, because it's specialized
24 equipment, and ground out the stump, yes.

25 COUNCILWOMAN TASC0: What if

1 4/1/08 - WHOLE - BILL 080022, etc.

2 the tree is not dead or dangerous, but is
3 causing the sidewalk to rise, damaging
4 the plumbing of the homeowner? What is
5 the policy on that?

6 MR. FOCHT: It's two different
7 situations, Councilwoman. If it's
8 damaging the plumbing and the homeowner
9 can provide us with evidence, which is
10 generally a plumber's report, that
11 there's a root system, sometimes they
12 videotape the line and you can see the
13 root in there, if that's the case, we'll
14 take down the tree. If it's just lifting
15 the sidewalk and there's space to pour
16 the sidewalk with a larger opening and
17 keep the tree if the tree is healthy,
18 that's what we recommend to the
19 homeowner. And, again, the sidewalk is
20 the homeowner's responsibility. The tree
21 is Fairmount Park's responsibility.

22 COUNCILWOMAN TASC0: Thank you.
23 Thank you.

24 MR. FOCHT: Thank you.

25 COUNCILWOMAN TASC0: Thank you

1 4/1/08 - WHOLE - BILL 080022, etc.

2 very much. Don't take me off, though.

3 COUNCIL PRESIDENT VERNA:

4 Councilman, are you finished?

5 COUNCILMAN GREENLEE: Yes, I

6 am.

7 COUNCIL PRESIDENT VERNA: Thank

8 you.

9 The Chair recognizes

10 Councilwoman Brown.

11 COUNCILWOMAN BROWN: Thank you,

12 Madam President.

13 Good morning, gentlemen.

14 MR. FOCHT: Good morning.

15 COUNCILWOMAN BROWN: Let me

16 echo the remarks of Councilman Rizzo for

17 the good work that you do, knowing that

18 the mountain is still much bigger than

19 the staff members to get over it.

20 MR. FOCHT: Thank you.

21 COUNCILWOMAN BROWN: Looking

22 first to your testimony, you speak and

23 state that there are 21 new staff

24 positions. Are those -- tell me about

25 those positions instead of me trying to

1 4/1/08 - WHOLE - BILL 080022, etc.

2 answer the question.

3 MR. FOCHT: Okay.

4 COUNCILWOMAN BROWN: Are they
5 management level? What types of
6 positions are they?

7 MR. FOCHT: One moment, please.

8 Let me get to my notes.

9 Of the 21 positions, the 21
10 proposed new positions, 12 of them are in
11 our Operations and Landscape Management
12 group, which are the men and women that
13 are responsible for the maintenance of
14 the Park on a daily basis.

15 COUNCILWOMAN BROWN: On the
16 front line.

17 MR. FOCHT: On the front line.

18 And that also includes additional
19 arborists and additional tree crew to
20 help with the street tree work,
21 considering the million dollars in
22 additional street tree money or tree
23 money.

24 Another four positions are in
25 our Facilities Maintenance Division,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 which in response to Councilman Green's
3 questions earlier, these are the men and
4 women such as masons, cement finishers,
5 carpenters that help maintain our
6 properties. So there's four positions in
7 that. So that's 16 so far.

8 There's the one position then
9 each in the following departments:
10 There's one position in our Planning and
11 Historic Resources Group, which would be
12 a park preservation planner. We
13 currently don't have a full-time person
14 to really care for our historic assets.
15 Then another position is in our
16 Environment Group, which would be a GIS
17 specialist to help map and track all of
18 the Park restoration work that we're
19 doing. And then one position each --
20 I've mentioned these earlier -- in an
21 Assistant Director of Concessions to help
22 manage our concession and help build
23 revenue, a Property Inspector to help
24 again with the monitoring of our leases
25 and the maintenance of our properties.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 And then the 21st position, as I'm
3 totally these up, is an additional
4 administrative member in our Special
5 Events Office, which is the office that
6 permits all activity in the Park. So
7 that's a direct customer service person,
8 interaction with the public in providing
9 permits and helping support special
10 events.

11 COUNCILWOMAN BROWN: And many
12 of those appear to be highly specialized
13 positions.

14 You state later in your
15 testimony that there's a commitment to
16 continue to grow a healthy and
17 sustainable community. So when you look
18 at these 21 positions, are there any
19 requirements for any of those positions
20 to have a green profile?

21 MR. FOCHT: Well, all of the 12
22 positions that are in our Operations
23 Group, all of those men and women, I
24 mean, those are all green positions.
25 Those are arborists, horticulturists,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 maintenance folks that are front-line
3 folks. And then also the GIS position is
4 a person that really will help map and
5 plan all of our ecological restoration
6 projects.

7 COUNCILWOMAN BROWN: Very well.
8 So all of these individuals will be
9 recruited through the normal Human
10 Resources Department --

11 MR. FOCHT: Yes.

12 COUNCILWOMAN BROWN: -- in
13 government?

14 MR. FOCHT: Through Personnel,
15 yes.

16 COUNCILWOMAN BROWN: All right.
17 Then if that be the case, my concern and
18 interest always is that government looks
19 like Philadelphia across departments,
20 across position levels. So if ultimately
21 the recruitment and identification is
22 done by Human Resources, does your
23 department ultimately participate in the
24 interview process?

25 MR. FOCHT: Oh, absolutely,

1 4/1/08 - WHOLE - BILL 080022, etc.

2 yes.

3 COUNCILWOMAN BROWN: All right,
4 then. I looked through your paperwork,
5 and I ask first, are you aware of a
6 letter that I sent to Mayor Nutter on
7 February 7th wherein I stated that I
8 would be interested in hearing about
9 opportunities for businesses owned by
10 women, the disabled and people of color
11 in the City of Philadelphia across
12 government? Are you aware of that letter
13 that was sent to the Mayor and then it
14 was, as I am told, shared with all
15 department heads that there would be the
16 expectation that each department head
17 would share with us exactly and precisely
18 what you're doing in those areas across
19 your department?

20 MR. FOCHT: I was aware in our
21 preparation for today that there was a
22 request for us to provide information on
23 what was called non-government -- excuse
24 me. Let me make sure I have the
25 terminology correct.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN BROWN: Right;
3 non-governmental entities.

4 MR. FOCHT: Non-governmental
5 entities. And specifically for Fiscal
6 Year '08, the fiscal year we're in. We
7 as an operating department have let no
8 non-government contracts. So I have
9 nothing to report on. All of that work
10 is let specifically through the
11 Procurement Department.

12 COUNCILWOMAN BROWN: Okay. So
13 let me make sure I understand this. So
14 Fairmount Park does not get involved in
15 any contracting of any kind?

16 MR. FOCHT: Not directly from
17 Fairmount Park, no. Everything is done
18 through the Procurement Department.

19 COUNCILWOMAN BROWN: That's
20 important to know. Okay. So if I want
21 '07 numbers and information, I need to go
22 to Procurement to get those numbers for
23 Fairmount Park; is that what I'm hearing?

24 (Bell rung.)

25 MR. FOCHT: Correct.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN BROWN: Okay.

3 Well, the bell has rung, and we will
4 honor it. I'll get you on the next
5 round. Thank you.

6 MR. FOCHT: Thank you.

7 COUNCIL PRESIDENT VERNA: The
8 Chair recognizes Councilman Jones.

9 COUNCILMAN JONES: Good
10 morning.

11 COUNCIL PRESIDENT VERNA: Oh,
12 I'm sorry. Councilwoman Tasco.

13 COUNCILWOMAN TASCO: I had a
14 point of information and I lost my time.

15 COUNCIL PRESIDENT VERNA: So
16 you did. I'm sorry.

17 Councilman Jones?

18 COUNCILMAN JONES: I defer to
19 seniority.

20 COUNCIL PRESIDENT VERNA: Thank
21 you.

22 The Chair recognizes
23 Councilwoman Tasco.

24 COUNCILWOMAN TASCO: You
25 answered the one question. In the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Managing Director's budget, there is a
3 line item for tree removal. Do you know,
4 how does that coordinate with you?

5 MR. FOCHT: That is the money
6 that we use for tree removal. It's not
7 directly in our operating budget. It's
8 in the Managing Director's budget. We
9 administer it on behalf of the Managing
10 Director's Office.

11 COUNCILWOMAN TASC0: Okay.
12 Thank you.

13 And I think you answered the
14 question about the status of the tree
15 trimming schedule. Is that pretty much
16 up to date?

17 MR. FOCHT: Yes. We are --
18 again, we're trying to get to a seven- to
19 eight-year window of pruning every tree.
20 We're currently at probably a nine- to
21 ten-year window.

22 One moment, please.

23 In Fiscal Year '09, we'll be
24 pruning -- we're scheduled to prune about
25 6,600 trees. That's the budget

1 4/1/08 - WHOLE - BILL 080022, etc.
2 allocation we have through the Managing
3 Director's Office. So far, we've pruned
4 about 4,400 of those. So we have about
5 2,200 left to go this spring, with about
6 three months left in the fiscal year.

7 COUNCILWOMAN TASCO: So do you
8 notify the neighbors if there's going to
9 be a tree pruning or you just go in the
10 neighborhood?

11 MR. FOCHT: No. The way the
12 notification occurs is that every tree --
13 a sign is roped off on the tree asking
14 folks not to park in front of that tree
15 or under that tree. That occurs about 72
16 hours before the tree crew comes through
17 to do the pruning. They won't prune,
18 obviously, if there's a vehicle parked
19 there, so that cars have to move.

20 So that's how the notification
21 occurs. It doesn't occur on property
22 owners because we want to make sure that
23 the person that's parking the car at the
24 tree knows that we're going to be coming
25 through to prune that tree. So it

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2 happens by actually posting the trees
3 that are going to be pruned about 72
4 hours in advance, and then they come
5 through and if there's no vehicles there,
6 they prune the trees.

7 COUNCILWOMAN TASCO: Okay.
8 Just for the record, when you are going
9 to cut dead and/or dangerous trees on a
10 block or if there's a request for
11 removal, do you have to have a certain
12 percentage of the neighbors sign to do
13 that or what is the policy?

14 MR. FOCHT: No. We have --

15 COUNCILWOMAN TASCO: We're
16 never clear on what the policy is.

17 MR. FOCHT: For the removal of
18 a tree, there's no requirement to get
19 property owners' permission. Because the
20 trees are technically property of the
21 City of Philadelphia, it's the City's
22 professional arborists' determination
23 whether or not that tree is at risk of
24 harming someone. So in the end, it's the
25 City's responsibility to make that

1 4/1/08 - WHOLE - BILL 080022, etc.

2 determination and remove the tree. So,

3 no, we do not need property owners'

4 permission to remove a tree.

5 COUNCILWOMAN TASC0: And that's

6 for the dead and dangerous tree?

7 MR. FOCHT: Correct, for the

8 dead and dangerous trees.

9 COUNCILWOMAN TASC0: Okay. And

10 just to, again, for the record, if the

11 tree is dead or dangerous, you will

12 remove the tree and including the stump?

13 MR. FOCHT: Correct.

14 COUNCILWOMAN TASC0: See, the

15 reason we ask these questions, I've been

16 here a long time and I've gotten

17 different answers depending on who the

18 Administration is. So that's the policy

19 for right now?

20 MR. FOCHT: That's the policy.

21 COUNCILWOMAN TASC0: For the

22 next eight years?

23 MR. FOCHT: That's the policy.

24 COUNCILWOMAN TASC0: It might

25 change after that?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. FOCHT: Right.

3 COUNCILWOMAN TASCO: I just
4 want to be clear. My staff is watching.
5 I want them to understand what the policy
6 is, because they have to deal with the
7 public.

8 MR. FOCHT: Understood.

9 COUNCILWOMAN TASCO: And every
10 day it's -- so we know what the next
11 eight-year policy will be relative to
12 dead and dangerous trees.

13 I hope you heard that, Pat.

14 Thank you.

15 MR. FOCHT: Thank you.

16 COUNCILWOMAN TASCO: I'm done,
17 Madam President.

18 COUNCIL PRESIDENT Verna: Thank
19 you.

20 Again, the Chair recognizes
21 Councilman Jones.

22 COUNCILMAN JONES: Thank you,
23 Madam President.

24 Commissioner.

25 MR. FOCHT: Good morning.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN JONES: First of
3 all, thank you again, for the record, of
4 orientating me, Councilman Green and
5 Councilwoman Quinones through the Park.
6 We took an extensive tour of the
7 facilities and gained an appreciation, a
8 greater appreciation, for what you do.

9 MR. FOCHT: Thank you.

10 COUNCILMAN JONES: And what the
11 task before you is. So thanks for that.

12 MR. FOCHT: Certainly.

13 COUNCILMAN JONES: My question
14 revolves around the whole effort to do
15 greening within Philadelphia, and
16 narrowly tailored, my question is, to
17 what degree does the parks work with the
18 School District to create or reinforce
19 the experience of environmentalism and
20 greening jobs per se that we have? And
21 one project in specific which you have
22 been helpful on is Concourse Lake and
23 Centennial Lake. We're attempting to do
24 an outdoor environmental classroom out of
25 a restoration of an underappreciated lake

1 4/1/08 - WHOLE - BILL 080022, etc.
2 in my district.

3 So generally, what does your
4 department do to reinforce these jobs of
5 the future and work with the School
6 District and other great groups like the
7 Overbrook Environmental Center? American
8 Cities has a developing environmental
9 curriculum. Are you working with them?

10 MR. FOCHT: Certainly. Let me
11 answer your question on three fronts, if
12 I may. Specifically, first around
13 schools and physical properties, we have
14 worked closely with the School District
15 to try and get trees planted around
16 schools. We did a project two years ago
17 through TreeVitalize, a program of DCNR
18 and the Philadelphia Eagles. We planted
19 about 26 elementary schools across the
20 City. And with the change in leadership
21 of the School District, we're looking
22 forward to reactivating that conversation
23 and moving that forward. So that's about
24 greening the environment around the
25 school, so the students see that.

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2 Second, in our Environmental
3 Education Division at the Park, our
4 environmental educators regularly
5 interact with school teachers by either
6 providing programs to the schools, will
7 go out to the schools and provide
8 programs or, at our two environmental
9 centers, having schools come to the
10 environmental centers for programming,

11 And, third, when you get to
12 more senior high school level and the
13 youth are beginning to think about jobs
14 and careers, our staff often goes out and
15 interacts with schools, particularly Saul
16 High School in Roxborough and Abraham
17 Lincoln in the Northeast, that have
18 programs specifically focused on green
19 initiatives, horticulture, arboriculture,
20 grounds maintenance, career paths like
21 that. Several of our senior staff
22 members are graduates of those schools
23 and continue to be engaged with those
24 schools to provide --

25 COUNCILMAN JONES: I just would

1 4/1/08 - WHOLE - BILL 080022, etc.
2 encourage you guys to -- Saul is in my
3 district, and I appreciate that, but
4 there are a number of other high schools.
5 And I think we're on the cutting edge of
6 a new kind of job description called
7 green, and I think you guys in particular
8 have a vital component. Yes, green jobs
9 mean buildings and skyscrapers and
10 waterless urinals and gray water reusage.
11 All of that is fine, but the largest
12 asset we control is the Fairmount Park,
13 which I think is also a part of it. Let
14 me give you some specifics.

15 We entered into negotiations
16 with Chairwoman Blondell Reynolds Brown
17 involving the golf course. You've been
18 very helpful in that, but what I would
19 like to see is, for example, the golf
20 courses engaging with local high schools
21 near them to talk about careers in
22 outdoor maintenance of facilities like
23 golf courses, also irrigation of golf
24 courses, so that those green jobs become
25 a reality. Not to mention the fact that

1 4/1/08 - WHOLE - BILL 080022, etc.

2 the next Tiger Woods may be discovered in
3 one of those high schools.

4 So what I'd like to continue to
5 courage you to do is have our
6 concessions, which are the golf courses,
7 maintain relationships with local high
8 schools, such as Overbrook, Roxborough
9 High School and others around the City of
10 Philadelphia, to develop that
11 relationship. So I'd like to see that in
12 two ways. One, recreational, of course,
13 but also in the jobs of the future, which
14 are green.

15 So the Concourse Lake and
16 Centennial Lake, I appreciate your
17 support of, but I want to encourage that
18 connection with public schools so that
19 our young people, Philadelphians, can
20 actually move towards curriculums that
21 create real jobs in the future.

22 MR. FOCHT: Absolutely.

23 COUNCILMAN JONES: So I rely on
24 you to do that.

25 COUNCILWOMAN BROWN: Point of

1 4/1/08 - WHOLE - BILL 080022, etc.
2 information.

3 COUNCIL PRESIDENT VERNA: The
4 Chair recognizes Councilwoman Brown.

5 COUNCILWOMAN BROWN: Gentlemen,
6 if my memory serves me correctly, in the
7 agreement with Mr. Billy Castor -- help
8 me if I'm wrong.

9 MR. FOCHT: Billy Casper Golf.

10 COUNCILWOMAN BROWN: Yes. In
11 the legislation it stipulated that the
12 owners of that outfit will -- not
13 optional, but they are required to engage
14 in the type of relationships just
15 articulated by Councilman Jones with the
16 area high schools, correct?

17 MR. FOCHT: Correct. They have
18 to produce the plan for our joint review,
19 Fairmount Park and City Council's review,
20 of the engagement of the high school
21 students in both recreation and
22 employment, yes.

23 COUNCILWOMAN BROWN: Very well
24 put. Thank you.

25 MR. FOCHT: You're welcome.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN BROWN: Thank you,
3 Madam President.

4 COUNCIL PRESIDENT Verna:
5 You're welcome.

6 The Chair recognizes Councilman
7 Jones.

8 COUNCILMAN JONES: Thank you.

9 Real quick, make sure that they
10 know that that's a requirement.

11 The Parkway, I had an
12 opportunity to go in a different tour
13 with the Art Museum, and they're going to
14 testify later, so I'm going to ask the
15 question while you're here to reinforce
16 that. It's my understanding that 30
17 weekends a year we shut the Parkway down
18 for one activity or another. What I
19 would like to encourage is a study that
20 might shift some of those activities, not
21 all of them, from the Parkway, but to an
22 area within my district along Parkside
23 Avenue, near the Please Touch Museum and
24 other areas, because what has been
25 brought to my attention is because of the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 use of the Parkway, there is some
3 vehicular traffic that is obstructed and
4 the attendance is impacted by some of
5 those particular functions. And I know
6 you guys work closely with the events
7 coordinators to do that, but can there be
8 a study that is done to look at that
9 strip between Please Touch Museum and the
10 Mann Museum as an alternate park parade
11 route or festival route?

12 MR. FOCHT: Yes. There was
13 actually what's called the Centennial
14 District Master Plan, which we discussed
15 when we did the tour of the Centennial
16 area, proposed how special events could
17 be staged in that area, and, in fact, we
18 are staging many special events in West
19 Park now in the area near Parkside. To
20 be very honest, there are some challenges
21 with that, too, because of traffic flow
22 in and around that neighborhood impact on
23 the Parkside community and, frankly, with
24 Please Touch moving to Memorial Hall,
25 they've been very gracious in saying they

1 4/1/08 - WHOLE - BILL 080022, etc.
2 would accommodate some special events,
3 but we don't want to overburden that
4 facility, which is making obviously a
5 very significant investment in that City
6 asset.

7 (Bell rung.)

8 MR. FOCHT: So it's a very
9 delicate balance. We're very aware of
10 it. We can certainly give you more
11 information on it.

12 COUNCILMAN JONES: That
13 signifies the end of my questioning, but
14 real quick, I can get this one and you
15 can respond to it. There's some thought
16 of losing Camp William Penn and we're
17 looking at some of the alternate
18 suggestions for that land. One of the
19 issues was raised that we could
20 supplement the Park experience, the camp
21 experience within Fairmount Park.
22 Currently, we have Outward Bound
23 operating there, but have you given any
24 thought to that and where would that be
25 and how could that happen?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. FOCHT: This is the first
3 I've heard of it, so, no, I haven't had
4 the opportunity to give it any thought.

5 COUNCILMAN JONES: That's a
6 fair answer. Thank you.

7 MR. FOCHT: Thank you.

8 COUNCIL PRESIDENT VERNA: Thank
9 you.

10 The Chair recognizes Councilman
11 Green.

12 COUNCILMAN GREEN: Thank you,
13 Madam Chair.

14 Picking up where we left off,
15 does the Park have a database in which it
16 tracks information about the physical
17 condition of their structures, their
18 maintenance needs, scheduled repairs, et
19 cetera?

20 MR. FOCHT: No.

21 COUNCILMAN GREEN: Is that
22 something that you believe you need?

23 MR. FOCHT: Yes. I mean, we've
24 been -- a work order management system
25 would be the appropriate vehicle to do

1 4/1/08 - WHOLE - BILL 080022, etc.
2 that. We've never had the resources to
3 implement one. I understand that through
4 the 3-1-1 process and other initiatives
5 coming out of the Managing Director's
6 Office, the goal would be to provide work
7 order management systems for most of the
8 City's operating departments. That would
9 be on a unified platform. Some
10 information could be exchanged. But
11 right now we have no work order
12 management system.

13 COUNCILMAN GREEN: And that
14 would be for current requests, though,
15 and not include sort of all the deferred
16 maintenance that wouldn't come through a
17 3-1-1 system and --

18 MR. FOCHT: Well, I don't know
19 enough about how the system might be
20 functioned to know if backlogged or
21 requests that are on pieces of paper or
22 that are floating around in our facility
23 staff could be input into the system to
24 track them as they move forward.

25 COUNCILMAN GREEN: I guess

1 4/1/08 - WHOLE - BILL 080022, etc.
2 where I'm going is that the Park probably
3 needs to do a thorough review of its
4 assets to determine what needs to be
5 done, get it all in a database and then
6 keep track of it, and if you would
7 provide the Chair with what that would
8 take, working with MOIS, I would
9 appreciate that.

10 MR. FOCHT: Mm-hmm.

11 COUNCILMAN GREEN: Just a
12 related question. You addressed this a
13 little bit, but we have heard very good
14 things about your Deputy Director for
15 Property Management, Doug Kubinski. I
16 apologize if I got the name wrong. But
17 that being said, the task of managing all
18 these assets and 9,200 acres is a
19 significant one. Do you think it's
20 appropriate to have more than one person
21 performing the function of managing these
22 assets?

23 MR. FOCHT: Well, Councilman,
24 we currently have two people doing it.
25 We have Director Kubinski and a support

1 4/1/08 - WHOLE - BILL 080022, etc.
2 staff member. So we have two currently
3 funded civil service positions. As I
4 mentioned earlier, our proposed operating
5 budget increase would add two more
6 positions to that department, one as a
7 concessions manager and one as a property
8 manager.

9 COUNCILMAN GREEN: So the
10 bridge to the future -- well, let me get
11 to a couple of specific questions, then
12 I'll get to the general questions, I
13 guess, on my next questioning.

14 You and I have discussed the
15 situation at Northwestern Stables. And
16 there seems to be some disagreement
17 within the Park Commission about a
18 proposal you received from an entity
19 called Desfor Farms, or perhaps
20 disagreement in the way we may view it.

21 MR. FOCHT: Okay.

22 COUNCILMAN GREEN: And my
23 question is, the last time you and I
24 spoke, there are \$750,000 in the capital
25 budget to improve Northwestern Stables;

1 4/1/08 - WHOLE - BILL 080022, etc.

2 is that correct?

3 MR. FOCHT: Correct.

4 COUNCILMAN GREEN: And what
5 Desfor Farms has proposed to do is, as a
6 private entity, spend that \$750,000 and
7 allow you to spend that 750 on some other
8 capital project. It's my understanding
9 that Desfor Farms in return for that
10 wanted a long-term lease on the facility,
11 guaranteed to allow all of the existing
12 boarders to stay at that facility, said
13 that they would provide one or two days a
14 week during the summer of low-income sort
15 of outreach and allowing people to come,
16 be on horses and other things. And I
17 guess I don't understand, with all of the
18 financial and capital needs of the Park,
19 why we wouldn't take up that offer.

20 MR. FOCHT: Okay. Some of
21 those statements are not correct, from my
22 understanding and my meetings with the
23 Desfors. First of all, they did not
24 commit to providing \$750,000 in capital
25 investment. What they committed to was

1 4/1/08 - WHOLE - BILL 080022, etc.
2 if they got a long-term lease, over the
3 life of the lease they may make, may
4 make, some investment in the facility.
5 However, even their indication that they
6 would do that was proposed to be in the
7 out years of their agreement, not
8 immediately up front. And this building
9 has severe structural and code issues
10 that needed to be addressed in the short
11 term.

12 COUNCILMAN GREEN: That is not
13 my understanding based on conversations
14 I've had, but okay.

15 MR. FOCHT: I've had several
16 meetings face to face with the Desfors in
17 2006 and 2007 and that was fairly clearly
18 conveyed to me at that time.

19 Second, their own very draft
20 financial pro forma indicated that if
21 they were to make capital investments in
22 the facility, it would result in
23 potentially significantly higher boarding
24 rates over time, again, when they would
25 make those improvements.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 (Bell rung.)

3 MR. FOCHT: And the response
4 from the community was almost unanimous
5 in their concern that if the boarding
6 rates would be increased, it would drive
7 out most of the community use of that
8 facility.

9 So, again, in January of '07, I
10 convened a meeting of the Desfors
11 directly with the Board of Northwestern
12 Stables to try and broker an agreement
13 where the two could work together as a
14 for-profit operator and a non-profit kind
15 of community liaison. That was fairly
16 clear from that meeting and other
17 communications that the two parties could
18 not work together or would not work
19 together, and subsequently I received
20 many communications, e-mails, phone
21 calls, letters, from current boarders and
22 neighbors that valued the non-profit
23 model there, the Northwestern Stables
24 non-profit model, as opposed to a
25 for-profit commercial operator.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 So at that point, a decision
3 was made not to do a long-term lease with
4 the existing non-profit, but to stick
5 with them through the 11 points that
6 we've spoken about that they were
7 required to meet, and, again, they're
8 currently on a year-to-year basis.

9 COUNCILMAN GREEN: That's my
10 time. I'll get back to this. Thank you.

11 COUNCIL PRESIDENT VERNA: Thank
12 you.

13 The Chair recognizes
14 Councilwoman Brown.

15 COUNCILWOMAN BROWN: One might
16 think it's a good thing that we don't
17 hear about this whole notion of violence
18 and whatever in the parks. Of the 63
19 parks citywide -- I don't want to ask
20 that question. We don't want to single
21 out any particular park.

22 Has the Commission taken a
23 comprehensive look-see at the issue of
24 violence in the parks or ways to be
25 proactive and prevent it where we can

1 4/1/08 - WHOLE - BILL 080022, etc.

2 when it comes to issues of violence in
3 the parks?

4 MR. FOCHT: Councilwoman, I
5 won't say that we've done a specific
6 study of violence in the parks, but I
7 will say that we're in regular
8 communication with the 92nd Police, which
9 is the police for the majority of the
10 park, and then the adjacent police
11 districts. I can say confidently that
12 crime is very, very low in Fairmount
13 Park. There are very few crimes that
14 actually occur in the park. The
15 situations you often hear about are the
16 very sad situations where occasionally a
17 body is left in the park, but the crime
18 has been committed somewhere outside the
19 park and then -- but the body is found in
20 the park.

21 We work very closely with,
22 again, with the 92nd. There are two
23 areas that periodically seasonally have
24 increased quality of life crimes,
25 break-in to cars and stuff like that. We

1 4/1/08 - WHOLE - BILL 080022, etc.
2 respond with increased ranger patrol and
3 increased 92nd patrol. We've also looked
4 at increased lighting and other issues in
5 those areas.

6 So, again, I won't say we've
7 done a comprehensive study, but I will
8 say we respond very quickly on a
9 case-by-case basis.

10 COUNCILWOMAN BROWN: On the
11 issue of lighting, is the Fairmount Park
12 a beneficiary of the new lights that are
13 being put up at intersections around the
14 City or in high-crime areas around the
15 City?

16 MR. FOCHT: I'm not familiar
17 with that initiative, so I don't know if
18 we are or not.

19 COUNCILWOMAN BROWN: Let me
20 suggest that you have a conversation with
21 Councilman Darrell Clarke and/or -- would
22 you say the Police Department, Councilman
23 Rizzo, for the new effort regarding
24 cameras?

25 COUNCILMAN RIZZO: I think you

1 4/1/08 - WHOLE - BILL 080022, etc.

2 might have misspoke. I thought I heard
3 you say street lights.

4 COUNCILWOMAN BROWN: I did say
5 street lights and I meant cameras.

6 COUNCILMAN RIZZO: You meant
7 cameras?

8 COUNCILWOMAN BROWN: Yes, yes,
9 yes.

10 COUNCILMAN RIZZO: Jack
11 Gaittens, Deputy Gaittens.

12 MR. FOCHT: Okay.

13 COUNCILWOMAN BROWN: Have a
14 conversation with them. And in areas
15 which you might deem as high violence,
16 for whatever that definition is, look to
17 see if there are opportunities to further
18 lighten or put cameras in those
19 particular areas.

20 MR. FOCHT: Certainly.

21 COUNCILWOMAN BROWN: Okay.
22 Your park rangers.

23 MR. FOCHT: Yes.

24 COUNCILWOMAN BROWN: Help me in
25 the testimony. You're going to add to

1 4/1/08 - WHOLE - BILL 080022, etc.

2 them. Did I not hear you say that?

3 MR. FOCHT: Yes. The proposed
4 budget increase would add three full-time
5 rangers to our current complement of 18,
6 bringing us to 21 full-time rangers, and
7 that is supplemented by anywhere from
8 eight to ten seasonal rangers, which are
9 already in the budget.

10 COUNCILWOMAN BROWN: And the
11 recruitment and identification of them
12 happens where?

13 MR. FOCHT: It happens through
14 our Ranger Corps and it's done by
15 outreaches to colleges and -- we have a
16 number of vehicles because we're always,
17 as with any staff, you're always having
18 turnover, so we're always reaching out to
19 hire rangers and bring them into the
20 program.

21 COUNCILWOMAN BROWN: Tell me
22 this: Does Fairmount Park have an intern
23 ranger program for high school students
24 to sort of trigger or spark their
25 interest in that world as a career?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. FOCHT: It would be our
3 seasonal ranger program, where, again, we
4 hire anywhere from eight to ten rangers.
5 They would not be high school students
6 because the requirement of the ranger
7 program is at your minimum of 18 years of
8 age. So often times our seasonal
9 programs bring in recent high school
10 grads that work as a seasonal ranger, and
11 then many of them, if a position is open
12 and they enjoy the job, will apply for a
13 full-time position. So the seasonal
14 program has kind of become a feeder
15 program for the full-time ranger program,
16 yes.

17 COUNCILWOMAN BROWN: We talked
18 about the Billy Casper, which is a part
19 of my questioning. The tree planting,
20 can or does a constituent have any say in
21 where the tree planting happens or is
22 that left purely to the decisions
23 rendered by the leadership at the Park?

24 MR. FOCHT: No. What happens
25 is, a property owner will make a request

1 4/1/08 - WHOLE - BILL 080022, etc.
2 for a tree. We send out an arborist to
3 look at the site. The arborist looks
4 above for overhead wire, looks at certain
5 safe distance from corners, knows where
6 underground utilities are, and makes
7 recommendations for where the tree should
8 be planted and what the species of the
9 tree should be. That information is then
10 given to the property owner, and the
11 property owner has to sign the form and
12 send it back to us --

13 COUNCILWOMAN BROWN: I see.

14 MR. FOCHT: -- saying that,
15 yes, they definitely want the tree
16 planted, and if they do, then our
17 contractor goes out and plants it. So
18 the property owner gets to approve both
19 the location and the species.

20 COUNCILWOMAN BROWN: Okay.

21 Before this bell rings --

22 (Bell rung.)

23 MR. FOCHT: So close.

24 COUNCILWOMAN BROWN: Not close
25 enough, right? So I'll have another

1 4/1/08 - WHOLE - BILL 080022, etc.

2 round, because I just have a couple of
3 more remaining. Thank you.

4 MR. FOCHT: Thank you.

5 COUNCIL PRESIDENT VERNA:

6 You're welcome.

7 The Chair recognizes Councilman
8 Goode.

9 Before we do recognize the
10 Councilman, as far as the tree planting,
11 what is the waiting period between the
12 time the resident signs the form and the
13 tree is planted?

14 MR. FOCHT: It all depends on
15 when the resident signs the form. We
16 only plant trees five months of the year.
17 We plant them from about April 15th to
18 June 15th and then again from about
19 October 15th to December 15th. So that's
20 about five months.

21 If an individual comes to us
22 and says they want a tree in January and
23 we inspect it and approve it, it could be
24 four, five months until they get the
25 tree. If they come to us in September

1 4/1/08 - WHOLE - BILL 080022, etc.

2 and say they want a tree, it could be a
3 month or two.

4 So it all depends on when they
5 actually request it. It also depends on
6 how much funding we have and availability
7 out of the nurseries, because we order --
8 our contractors order the trees in large
9 quantities a month or two in advance.

10 COUNCIL PRESIDENT VERNA: I
11 know there had been a very huge backlog.

12 MR. FOCHT: Actually, there
13 has, Council President, but I'm very
14 pleased to report that we are eliminating
15 the backlog. With the plantings we will
16 do this spring coming up starting in a
17 few weeks, through the spring into early
18 summer, we will satisfy all of the
19 requests that we currently have in our
20 system. Now, requests continue to come
21 in, but what has traditionally been
22 termed our backlog in these hearings for
23 tree plantings is substantially almost
24 eliminated.

25 COUNCIL PRESIDENT VERNA:

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Wonderful. I'm glad to hear that.

3 Councilman Goode.

4 COUNCILMAN GOODE: Thank you,
5 Madam President.

6 Good morning, Mr. Focht.

7 MR. FOCHT: Good morning.

8 COUNCILMAN GOODE: I found your
9 earlier conversation with Councilwoman
10 Brown kind of interesting with regard to
11 participation with disadvantaged
12 businesses, and you stated that you were
13 informed that you should include that
14 within your testimony, but because you
15 didn't do any direct contracting with
16 non-governmental entity, you did not
17 include it in your testimony.

18 I have a series of questions
19 with regard to that. The first is, why
20 did you not think it important to include
21 in your testimony that you did no
22 contracts with non-governmental entities
23 to at least fulfill the request?

24 MR. FOCHT: Actually, not in
25 the written testimony, but in the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 PowerPoint presentation, which I believe
3 you have, there is a box on that slide
4 that states exactly that, that said that
5 we had no -- that we directly contracted
6 with no non-governmental entities in
7 Fiscal Year '08.

8 COUNCILMAN GOODE: What about
9 Fiscal Year '07?

10 MR. FOCHT: None in Fiscal Year
11 '07. We don't contract directly with any
12 agencies. Everything is done through
13 Procurement.

14 COUNCILMAN GOODE: I've been
15 down this road with some departments
16 already.

17 You did not do any contracting
18 whatsoever in terms of Class 200 in terms
19 of non-governmental entities?

20 MR. FOCHT: Not directly as
21 Fairmount Park, no.

22 COUNCILMAN GOODE: So you
23 didn't spend \$15,388 with a
24 non-governmental entity and you didn't
25 spend 87,000 in total?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. FOCHT: Those were done
3 through contracts released by Procurement
4 Department.

5 COUNCILMAN GOODE: Well, how
6 much in contracting was done in terms of
7 Class 200?

8 MR. FOCHT: We'll have to get
9 you the answer to that. I don't know the
10 total number of contracts, total number
11 or total value released by Procurement on
12 our behalf.

13 COUNCILMAN GOODE: Are you
14 familiar with the fact that the Finance
15 Department now has to release an annual
16 report stating what dollars were spent
17 that does go through each department,
18 that I introduced a bill which was now
19 signed into law last week that mandates a
20 ranking of those departments, and that in
21 fact from the information contained
22 within that report for Fiscal Year 2007,
23 there is information on Fairmount Park
24 that does say that there was an amount of
25 money that was spent, it does say a

1 4/1/08 - WHOLE - BILL 080022, etc.

2 portion of that was spent with
3 disadvantaged businesses, and at the end
4 of the day, Fairmount Park is listed as
5 having spent about \$15,388, with
6 participation of about 17.5 percent?

7 But my series of questions now
8 is several fold. Are you involved at all
9 in the contracting process?

10 MR. FOCHT: I'm not sure I
11 understand your question. We're involved
12 and identified --

13 COUNCILMAN GOODE: You clearly
14 understand my question.

15 MR. FOCHT: Well, no,
16 Councilman --

17 COUNCILMAN GOODE: Are you
18 involved in the contracting process?

19 MR. FOCHT: We're involved in
20 determining what services need to be
21 contracted, such as turf mowing or tree
22 maintenance, but then they're done -- and
23 we develop the specs, but the specs are
24 released by Procurement.

25 COUNCILMAN GOODE: So you

1 4/1/08 - WHOLE - BILL 080022, etc.

2 determine what services should be
3 contracted. You develop the specs for
4 that. And then is there any other
5 involvement in the process whatsoever?

6 MR. FOCHT: Reviewing the bids.

7 COUNCILMAN GOODE: You also
8 review the bids within the process. Is
9 there any other involvement after that?

10 MR. FOCHT: No.

11 COUNCILMAN GOODE: Okay. You
12 are familiar with who the Procurement
13 Department selects on an annual basis?

14 MR. FOCHT: Excuse me. Say
15 again.

16 COUNCILMAN GOODE: Are you
17 familiar with who the Procurement
18 Department selects as contractors on an
19 annual basis?

20 MR. FOCHT: We're aware of who
21 they select, yes, because we manage them.

22 COUNCILMAN GOODE: Okay. Do
23 they generally select the same firms on a
24 year-to-year basis?

25 MR. FOCHT: No. It all depends

1 4/1/08 - WHOLE - BILL 080022, etc.

2 on what service you're speaking of.

3 COUNCILMAN GOODE: For specific
4 services, are there basically contractors
5 that receive the business over and over
6 and over again?

7 MR. FOCHT: No.

8 COUNCILMAN GOODE: I will
9 actually take it upon myself to
10 investigate whether that's true or not,
11 because I believe it probably is not
12 true, but I'll get to my next point.

13 So you are not aware that
14 there's a report out stating that
15 Fairmount Park has 17.51 percent
16 disadvantaged business participation?

17 MR. FOCHT: I was not aware of
18 that report.

19 COUNCILMAN GOODE: And even
20 though the Procurement Department handled
21 the actual bid process, at any point were
22 you aware of the level of participation
23 of disadvantaged businesses and the work
24 that was being done?

25 MR. FOCHT: I was not, no.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GOODE: Why not?

3 MR. FOCHT: I don't know.

4 COUNCILMAN GOODE: Are you
5 aware of what the City's disadvantaged
6 participation goals are on an annual
7 basis?

8 MR. FOCHT: No.

9 COUNCILMAN GOODE: Is it
10 possible for you to identify contractors
11 and/or subcontractors that are
12 disadvantaged businesses that could
13 perform services for Fairmount Park,
14 possibly meet the bid specifications and
15 essentially, at the end of the day, you
16 know can perform the work from having
17 reviewed bids over and over again?

18 (Bell rung.)

19 MR. FOCHT: I would have to get
20 back to you. I'd have to ask my staff,
21 who works with these contractors, if they
22 know of contractors. I understand the
23 question. I personally don't know the
24 contractors.

25 COUNCILMAN GOODE: So if the

1 4/1/08 - WHOLE - BILL 080022, etc.

2 City has an overall goal, don't you think
3 Fairmount Park can help raise that goal
4 or meet that goal through actually doing
5 the type of due diligence?

6 MR. FOCHT: I would agree that
7 we should be part of a system to meet
8 that goal, yes.

9 COUNCILMAN GOODE: And so there
10 is a greater responsibility on your part
11 than you led on to. You can't just pass
12 it off on Procurement Department.

13 MR. FOCHT: I'm not passing it
14 off on Procurement Department. I'm --

15 COUNCILMAN GOODE: That's
16 exactly what you said.

17 MR. FOCHT: I'm merely
18 stating --

19 COUNCILMAN GOODE: That's
20 exactly what you did.

21 MR. FOCHT: -- what the obvious
22 is.

23 COUNCILMAN GOODE: Thank you.

24 MR. FOCHT: You're very
25 welcome.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GOODE: I will visit
3 this quite often.

4 COUNCIL PRESIDENT VERNA: The
5 Chair again recognizes Councilman Green.

6 COUNCILMAN GREEN: Thank you,
7 Madam Chair.

8 Briefly, back to Northwestern
9 Stables, it's my understanding that
10 current boarders were provided guaranteed
11 competitive market rates similar to that
12 they were paying and only new boarders
13 would pay a higher fee in return for the
14 capital improvements if they could --
15 what the market would bear.

16 So perhaps what we need to do
17 is have the people who want to make the
18 capital investment, as I understood it --
19 and I understand that you may have gotten
20 a different thing -- send you another
21 proposal that clarifies these issues.
22 And I would agree with you, if they're
23 not willing to spend the money, that they
24 shouldn't be there. But to the extent we
25 can get someone else to spend money in

1 4/1/08 - WHOLE - BILL 080022, etc.

2 the Park versus having it come out of
3 your capital budget when the needs are so
4 great, I just think it's something we
5 ought to pursue, and perhaps we can just
6 follow up on that together.

7 MR. FOCHT: Certainly.

8 COUNCILMAN GREEN: Rather than
9 beating the horse to death, as they say.

10 Just one quick question about
11 that, though. Was there any political
12 influence associated with the non-profit
13 that currently has the contract?

14 MR. FOCHT: No. None.

15 COUNCILMAN GREEN: Did you ever
16 have discussions with the previous
17 Mayor's Office about that contract?

18 MR. FOCHT: Yes.

19 COUNCILMAN GREEN: And is there
20 anybody on the non-profit Board that
21 worked in the Mayor's Office?

22 MR. FOCHT: I believe currently
23 there is. At the time, there was not.

24 At the time that we had these discussions
25 in 2006 and 2007, the Board had about

1 4/1/08 - WHOLE - BILL 080022, etc.
2 four or five members. There was no one
3 on that Board that was political or
4 associated with the former
5 Administration. The Board has currently
6 expanded their membership to nine
7 members, which is one of the
8 requirements, and I do believe on the
9 current expansion Board there's a former
10 member of the Administration.

11 COUNCILMAN GREEN: And who is
12 that?

13 MR. FOCHT: Joyce Wilkerson,
14 the former Chief of Staff, who is an
15 equestrian.

16 COUNCILMAN GREEN: Okay. Thank
17 you.

18 We talked briefly about this,
19 but one of the goals identified in the
20 Strategic Plan June 2004, as you
21 mentioned, was to increase sustainable
22 revenue sources to support operations and
23 capital improvements within the Fairmount
24 Park system. That was a high-priority
25 recommendation, and strategies for

1 4/1/08 - WHOLE - BILL 080022, etc.
2 accomplishing this goal, to recreate
3 revenue. Division of managed revenue
4 generated by the Fairmount Park system
5 was required to be -- or recommended to
6 be done within an 18-month time frame for
7 completion. Can you tell me where that
8 stands?

9 MR. FOCHT: Well, as I
10 mentioned earlier, that recommendation
11 resulted in the hiring of Doug Kubinski
12 as our Director of Properties and
13 Concessions Management, also resulted in
14 the ongoing process of negotiating or
15 tightening up both our concession and
16 lease agreements and also the proposal in
17 the expanded staff to add those two
18 positions.

19 COUNCILMAN GREEN: But is there
20 a written business plan to accomplish
21 this currently floating around in the
22 park system?

23 MR. FOCHT: No. We didn't
24 write another plan to do it. We just
25 went and did it.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREEN: Okay. In my
3 experience, in order for a business to be
4 successful, even though you almost throw
5 the plan out the minute it's written
6 because things change, the world is
7 dynamic, in order to successfully
8 implement a plan, the plan and revenue
9 goals and other things need to be in
10 writing so that we can hold the people
11 accountable for increasing revenue
12 responsible for the plan that they submit
13 and are trying to attack.

14 So I would ask that you please
15 provide the Chair -- you may not get to
16 it in this budget process, but please
17 provide the Chair and this Council a
18 written business plan for revenue
19 generation in the Park that we can then
20 hold the people in charge of that
21 accountable for and the Park management
22 accountable for.

23 MR. FOCHT: Councilman, I'll
24 certainly do that. Again, I don't think
25 that that's in the short term in that --

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREEN: I understand
3 that.

4 MR. FOCHT: I mean, we didn't
5 have any staff to even do this work, so
6 there was no point in creating a plan to
7 hold no one that existed accountable.

8 COUNCILMAN GREEN: But if you
9 provide us a plan that shows revenue and
10 that the Park can generate revenue and
11 how it can generate revenue and the
12 expected revenue generated, then I'll
13 invest in that plan with more dollars for
14 your operating budget to execute it.

15 MR. FOCHT: I understand.

16 COUNCILMAN GREEN: But I can't
17 do it without a plan.

18 MR. FOCHT: I understand.

19 COUNCILMAN GREEN: As
20 Councilman Jones liked to say, if it
21 isn't measured, it isn't managed. We
22 have to have written plans.

23 Okay. Another process was
24 to -- you've sort of answered that
25 question.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 As of the March 2007 status
3 report -- okay. I think you have
4 answered my questions. Thank you very
5 much. And I once again want to say that
6 we're all very pleased with your
7 management of the Park. We were very
8 impressed the day we went out, and we
9 thank you for your continued efforts on
10 behalf of our Park and your service to
11 the City. Thank you very much for coming
12 in to testify.

13 MR. FOCHT: Thank you,
14 Councilman.

15 COUNCIL PRESIDENT VERNA:
16 You're welcome.

17 The Chair recognizes Councilman
18 Rizzo.

19 COUNCILMAN RIZZO: Thank you,
20 Madam Chair.

21 Director, I'm sure you read
22 like I read that Commissioner Ramsey is
23 exploring bringing the mounted police
24 back. One of the bigger disappointments
25 in my political life, that that unit ever

1 4/1/08 - WHOLE - BILL 080022, etc.
2 left.

3 How could you accommodate them
4 based on the contractual arrangements
5 that you have? If we brought even a
6 limited mounted unit back to the City,
7 how would you house them?

8 MR. FOCHT: I only am aware of
9 Chief Ramsey's plan by what I've read in
10 the press, which I agree with you, I
11 think it would be a wonderful plan for
12 the City. We've had very preliminary
13 conversations with folks in Police about
14 where they could be housed. I have no
15 indication yet of how many horses or what
16 they're thinking about. We need some
17 more information to determine the amount
18 of space.

19 As you know or recall, when the
20 mounted was disbanded, they were
21 occupying a facility on Krewstown Road in
22 Pennypack Park. That was their facility.
23 We have subsequently used that facility
24 for some of our operations. We could
25 certainly consider the mounted going back

1 4/1/08 - WHOLE - BILL 080022, etc.

2 into that facility, depending upon how
3 much space they need or --

4 COUNCILMAN RIZZ0: Before they
5 were dismounted, they also occupied
6 Northwestern. They occupied --

7 MR. FOCHT: They didn't at the
8 very end. For the last five or six --

9 COUNCILMAN RIZZ0: Right. I'm
10 saying early on --

11 MR. FOCHT: Oh, early on, yes.

12 COUNCILMAN RIZZ0: -- when
13 there were 180 horses, when they
14 patrolled Fairmount Park aggressively,
15 they were at Northwestern.

16 Could you put a limited number
17 of mounted units at Northwestern?

18 MR. FOCHT: That's a
19 complicated question. I think we could
20 if the restoration of the facility was
21 complete. Right now with the structural
22 deterioration of the facility, there's
23 about, if I remember correctly, between
24 20 or 30 stalls that are not habitable
25 because of the structural integrity of

1 4/1/08 - WHOLE - BILL 080022, etc.
2 the building. If the restoration of the
3 building is complete, that will make more
4 stalls available, and, in theory, the
5 mounted could be accommodated in those.
6 Right now, currently, I don't believe --
7 there's only a very small number of
8 vacant stalls in the building because
9 their capacity is limited.

10 COUNCILMAN RIZZO: I understand
11 there's an old barn over off of Dupont
12 and Henry. There's a few facilities.
13 They're deteriorated, but they could be
14 rehabilitated, from what I understand, to
15 house the horses if we ever went in that
16 direction.

17 MR. FOCHT: Okay.

18 COUNCILMAN RIZZO: So I was
19 just wondering what we could do or what
20 we couldn't do. So I think if Chief
21 Ramsey moves forward, then obviously we
22 need to be prepared for that move.

23 MR. FOCHT: Absolutely.

24 COUNCILMAN RIZZO: The last
25 question that I have, you addressed

1 4/1/08 - WHOLE - BILL 080022, etc.
2 earlier public trees, about the Fairmount
3 Park's responsibility. My office
4 constantly gets calls from my
5 constituents that they want to talk about
6 private property trees. They want to
7 talk about the tree that's a hundred
8 years old in their next-door neighbor's
9 front or backyard that they're afraid is
10 going to fall on their home. How do you
11 respond to an issue like that? Not a
12 curb tree, but a tree that's on a
13 person's lawn. How do you deal with that
14 if you deem it rotted or dangerous? Do
15 you go in and remove it and charge them?
16 What exactly do you do?

17 MR. FOCHT: No. There's no --
18 we won't even inspect trees on private
19 property. If a property owner contacts
20 us about a private property tree, we
21 explain that as per the City Charter,
22 that tree is the responsibility of the
23 property owner, and we will give them --
24 if they're interested, we will give them
25 lists of certified arborists. If they

1 4/1/08 - WHOLE - BILL 080022, etc.
2 don't know who to work with, we can point
3 them in the direction, but we don't
4 invest staff resources in investigating
5 that tree and we certainly don't remove
6 trees on private property.

7 COUNCILMAN RIZZO: Let's have
8 this scenario, and it happens frequently,
9 where a very senior citizen lives in a
10 property and the tree falls, knocks the
11 fence down, falls into the house next
12 door. The roof is damaged. There's an
13 opening in the home due to the tree
14 falling. The Fairmount Park Commission
15 will not engage at all? They'll just
16 stand back and let that condition exist?

17 MR. FOCHT: We will not engage
18 in that. We don't have the financial or
19 legal authority to engage a tree on
20 private property.

21 COUNCILMAN RIZZO: Thank you,
22 Madam Chair.

23 COUNCIL PRESIDENT VERNA:
24 You're welcome.

25 When we first started our

1 4/1/08 - WHOLE - BILL 080022, etc.
2 hearings this morning for Fairmount Park,
3 it seemed to be moving very rapidly and I
4 took the liberty of calling the
5 Recreation Department to come in, and
6 they have been sitting here for quite a
7 while, and I thought that rather than go
8 through the very extensive day as we had
9 yesterday, if we worked through, we could
10 probably get completed much earlier today
11 than we did yesterday.

12 So at this time, the Chair
13 recognizes Councilwoman Brown.

14 COUNCILWOMAN BROWN: Two more
15 questions, Madam President. I hear your
16 appeal, and I have no problems honoring
17 it.

18 Let me get to my question and
19 then the quick follow-up to Councilman
20 Goode's line of questioning.

21 Presently before members of
22 Philadelphia City Council is a tour guide
23 bill that I'm hopeful to garner adequate
24 support, and I'm curious to know, are
25 there any stipulations, requirements,

1 4/1/08 - WHOLE - BILL 080022, etc.

2 parameters for the tours that happen in
3 Philadelphia Fairmount Park?

4 MR. FOCHT: Currently, we have
5 no tours of the park. We had a tour
6 operator that offered a for-profit
7 private tour of the park through
8 Philadelphia Trolley Works, but that
9 ceased about two years ago.

10 COUNCILWOMAN BROWN: Okay.

11 MR. FOCHT: So currently we
12 have no systematic tours of Fairmount
13 Park.

14 COUNCILWOMAN BROWN: All right,
15 then. In my line of questioning
16 regarding the contracting opportunity, I
17 referenced the letter that was sent to
18 the Mayor on February 7th, and it's my --
19 well, let me not be presumptuous. Could
20 we ask the Budget Director to come to the
21 witness table, Madam President? Is he
22 still here? Great.

23 (Witness approached witness
24 table.)

25 COUNCILWOMAN BROWN: The

1 4/1/08 - WHOLE - BILL 080022, etc.
2 unfairness about this question is that it
3 was copied to Clay Armbrister, Rob Dubow,
4 Julia Chapman and Stephen -- well, that
5 would be you.

6 MR. AGOSTINI: That would be
7 me.

8 COUNCILWOMAN BROWN: So what I
9 need to know is how the specifics of this
10 letter was handled with budget department
11 heads, City department heads.

12 MR. AGOSTINI: Madam President,
13 Councilmember, when we received your
14 letter, we were about two days into the
15 preparation of testimony. We went back
16 to every department and we told them that
17 in the slide presentations that they were
18 producing, we were going to add a slide
19 that referenced your question with
20 respect to MBE/DBE and that we had a
21 template. Everybody was to follow that
22 template and they were to provide us with
23 the information.

24 To my knowledge, everyone has
25 provided that, and I believe that what

1 4/1/08 - WHOLE - BILL 080022, etc.
2 we're seeing here and I think part of the
3 confusion is that there is some confusion
4 on our end with respect to who is the
5 keeper of that information, is it
6 Procurement, is it MBEC, is it the
7 department, and I think what we need to
8 do is go back and perhaps do this in a
9 more comprehensive manner rather than on
10 a department-by-department basis to bring
11 you a report probably from the Budget or
12 Finance Department, give you those
13 participation rates that you and
14 Councilmember Goode were asking for and
15 do that in one sort of comprehensive
16 document as opposed to doing it
17 department by department so that you have
18 that before you.

19 COUNCILWOMAN BROWN: Okay. And
20 my comment to that is, it's important for
21 leadership to take the lead and represent
22 this issue that has been raised for the
23 last eight years since I've been here.
24 It's equally important that department
25 heads recognize a quote by Peter Drucker,

1 4/1/08 - WHOLE - BILL 080022, etc.

2 which is, "Management is doing things
3 right. Leadership is doing the right
4 things."

5 So it's important that that
6 philosophy be shared across government
7 and not just rest on the second floor in
8 his cabinet. And I believe that that's
9 where -- I can't speak for Councilman
10 Goode, but his line of questioning
11 signifies that, yes, it starts with
12 leadership on the second floor, but
13 philosophically it needs to be driven by
14 every single department head and not
15 always feel comfortable in punting it to
16 the Procurement Department or to the
17 Mayor's Department or to the head of
18 diversity for government. What the
19 expectation here now is going forward,
20 that everybody who is in government, who
21 is in position of leadership and
22 responsibility, take the responsibility
23 to make sure that, A, their department
24 looks like Philadelphia, and, B, women,
25 people of color and people with

1 4/1/08 - WHOLE - BILL 080022, etc.

2 disabilities are getting a fair shake at
3 the economic pie.

4 Thank you, Madam President.

5 COUNCIL PRESIDENT Verna:

6 You're welcome.

7 The Chair recognizes Councilman
8 Green.

9 COUNCILMAN GOODE: Point of
10 information.

11 COUNCIL PRESIDENT Verna: Yes.
12 The Chair recognizes Councilman Goode for
13 a point of information.

14 COUNCILMAN GOODE: Thank you,
15 Madam President.

16 Just very quickly to add on to
17 that. The purpose of the Councilwoman's
18 request and the purpose of the ordinance
19 which was signed into law is to put the
20 pressure on each department, because
21 clearly if the City has a goal of 37
22 percent and we're here today at a Council
23 hearing where Fairmount Park, according
24 to the executive branch's own document,
25 for Fiscal Year '07 is at 17 percent and

1 4/1/08 - WHOLE - BILL 080022, etc.

2 I believe that Recreation is at 13
3 percent and I could go through the list,
4 clearly the City is not going to get to
5 an overall goal of 37 percent unless
6 everyone is raising their goals. And the
7 only way you're going to raise those
8 goals, even through a procurement process
9 that has a Charter mandate of the lowest
10 responsible bidder, is to identify
11 subcontractors. And clearly, each
12 department is more familiar with the
13 services that they want to undertake,
14 probably, as Mr. Focht said, create the
15 bid specifications, are involved in the
16 bid process to some extent.

17 So clearly, we could raise
18 these goals if each department head are
19 actually identifying qualified
20 disadvantaged businesses that can
21 participate on a subcontract level. And
22 either we're going to do it or we're not
23 going to do it, but clearly, it's not
24 useful to us in the end if the
25 Administration just comes back and goes

1 4/1/08 - WHOLE - BILL 080022, etc.
2 through their full list, but it's a
3 healthful dialogue for us to have with
4 each department, which is why
5 Councilwoman Brown made the request she
6 made before the budget process and
7 clearly why I introduced the bill, which
8 is now law. And it is what it is now,
9 and each department should be held
10 accountable.

11 Thank you, Madam President.

12 COUNCIL PRESIDENT VERNA:

13 You're welcome.

14 The Chair recognizes Councilman
15 Green.

16 COUNCILMAN GREEN: Thank you,
17 Madam Chair.

18 One quick question and then one
19 recommendation/observation. The question
20 is for you, Mark. What is your view on
21 the proposed consolidation of Fairmount
22 Park into the Recreation Department?

23 MR. FOCHT: I think it's a
24 matter that has been discussed going back
25 to probably 2005 when I first became

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Director in conversations with Councilman
3 Clarke and Councilwoman Reynolds Brown
4 and with all of our constituents. I
5 think it's an ongoing conversation. I
6 don't have a position nor do I know that
7 the Administration has a position on the
8 current legislation that's before
9 Council.

10 I think it's prompted a very
11 positive dialogue. It's prompted some
12 revisions in how both Fairmount Park and
13 Recreation currently do business with our
14 constituents and with each other.

15 So I think the conversation
16 that's been going on now for about three
17 years or so around this issue has been
18 very productive.

19 COUNCILMAN GREEN: Well, maybe
20 you could talk to us about what -- I
21 mean, you are the manager of Fairmount
22 Park -- what you think the benefits and
23 dangers of such an arrangement would be.

24 MR. FOCHT: Well, I guess I can
25 talk certainly about what the benefits

1 4/1/08 - WHOLE - BILL 080022, etc.
2 have been so far with what we've done
3 with responsibility-based realignment.
4 I'm not sure I can talk to what I think
5 the benefits or the lack of benefits
6 would be for a proposed merged
7 department, because I'm not really sure
8 that there's been yet a lot of in-depth
9 analysis of how that department would be
10 structured, how it would deliver
11 services, where the responsibility areas
12 would be.

13 There's a lot involved,
14 obviously, in the merging of two
15 operating departments, and there's
16 been -- to my knowledge, I have not been
17 involved in any detailed discussion about
18 how that department would be structured
19 or would function, so I would have
20 difficulty pointing to what the benefits
21 or lack of benefits would be.

22 COUNCILMAN GREEN: Is it fair
23 to say that the Park has never had the
24 resources it needs to run its own
25 operation properly, and without giving it

1 4/1/08 - WHOLE - BILL 080022, etc.

2 that opportunity, we don't have enough
3 data to determine whether or not a
4 consolidation would be meaningful?

5 MR. FOCHT: I think it's very
6 safe to say that, correct, that the
7 department has never been adequately
8 resourced going back to the last probably
9 close to 20 years. This proposed budget
10 increase by Mayor Nutter is the only
11 substantially budget increase in over two
12 decades in Fairmount Park. And I think
13 Councilman Rizzo mentioned back in the
14 '80s, 1984 we had 640 full-time employees
15 and today we're down to 169 and will go
16 to 190 with this budget increase.

17 This budget increase is really,
18 to steal a phrase, a new day for
19 Fairmount Park. It's an incredible
20 endorsement I think of the Park and our
21 Strategic Plan and our efforts, but we
22 have a long way to go still.

23 COUNCILMAN GREEN: Thank you.

24 One of the ideas that came out
25 of the tour that Councilwoman Sanchez,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Councilman Jones and I had with you was
3 the concept of the Park really as an
4 economic development engine in the sense
5 that currently the Convention Center
6 Authority, the Greater Philadelphia
7 Marketing Tourism Bureau, et cetera, they
8 don't really have a -- there is no
9 comprehensive plan to turn the Park into
10 a significant attraction other than a
11 brief mention in the marketing materials,
12 and specifically with respect to
13 developing in Europe and Asia and other
14 places where people are going to be
15 flocking to the states this summer, the
16 concept of eco-tourism in our 9,000-acre
17 park, the flora and fauna available, the
18 history that is our park system, the
19 watershed that is our park system, all
20 the things that tourists would be very
21 interested in. And I'd like to know if
22 any discussions have begun between the
23 Park system and the Tourism Bureau or the
24 Convention Center Authority in terms of
25 making the Park that kind of attraction

1 4/1/08 - WHOLE - BILL 080022, etc.
2 for the City of Philadelphia. Because it
3 is one of our crown jewels and we don't
4 seem to be promoting it to visitors. As
5 you mentioned, an operator -- you don't
6 even have tours of the Park.

7 MR. FOCHT: Right. We are part
8 of GPTMC's, the Greater Philadelphia
9 Tourism Marketing Corporation's, called
10 Boundless Philadelphia, formerly called
11 Outdoor Philadelphia, initiative. In
12 fact, GPTMC has placed in the Convention
13 and Visitors Guide a full-page map of
14 Fairmount Park, being east and west park,
15 and the Wissahickon, with highlighting
16 where some of our assets are and where
17 they can rent bikes at Lloyd Hall and go
18 to dinner at the Water Works and where
19 the hiking trails are. I think that's an
20 initial effort that was very positive,
21 and we thank GPTMC and PCVB for doing
22 that for us.

23 We largely have to rely on the
24 largesse of our friends and partners to
25 do that for us, in that we have no

1 4/1/08 - WHOLE - BILL 080022, etc.
2 general operating funds for any kind of
3 marketing or promotions budget. What we
4 have done to date, which I would like to
5 think is substantial in launching our own
6 website, Fairmountpark.org, and our map
7 and Visitors Guide, has all been through
8 funds raised by the Fairmount Park
9 Conservancy, our non-profit partner to
10 help do that work.

11 So we rely on the support of
12 these other organizations. I think we're
13 doing a much better job in getting the
14 word out. We could do much more, but we
15 would need substantially more resources.

16 COUNCILMAN GREEN: Whether
17 those resources are provided to those
18 marketing agencies or your arm, could you
19 provide the Chair what kind of resources
20 would be necessary to really have an
21 eco-tourism strategy for the Park for
22 people that are coming to America and to
23 the City of Philadelphia?

24 MR. FOCHT: Certainly. Be
25 pleased to.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREEN: Thank you
3 very much.

4 COUNCIL PRESIDENT VERNA: Thank
5 you very much. I appreciate your
6 patience. Thank you.

7 MR. FOCHT: Certainly. Thank
8 you. Thank you, members of Council.

9 COUNCIL PRESIDENT VERNA: I
10 would like to now call up the next
11 department, Recreation.

12 (Witnesses approached witness
13 table.)

14 COUNCIL PRESIDENT VERNA: Good
15 morning. Thank you for your patience. I
16 think you heard me earlier. I didn't
17 realize the Fairmount Park would take as
18 long as it did. Therefore, I thought
19 that you would be able to come in and
20 testify earlier.

21 At this time, I would ask you
22 to please identify yourself for the
23 record and proceed with your testimony.

24 COMMISSIONER CARAPUCCI: Good
25 afternoon, Council President Mrs. Verna,

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Honorable City Council members. I am
3 William Carapucci, Acting Recreation
4 Commissioner for the City of
5 Philadelphia.

6 I'd like to introduce my
7 executive team. To the right is Leo
8 Dignam, Acting Deputy Commissioner for
9 Programs. To my left is Deputy
10 Commissioner for Maintenance Frank Fabey.
11 We thank you for this opportunity to
12 present our requested budget for FY09.

13 In light of the new
14 Administration's focus on safety,
15 education, jobs, sustainable
16 neighborhoods, ethics and customer
17 service, I am proud to be representing a
18 department that plays such a vital role
19 in many of these core areas. The mission
20 of the Rec Department is to provide a
21 wide variety of quality programs at safe
22 and well-maintained facilities. By doing
23 this, our department has a great impact
24 on the safety of our neighborhoods, as
25 well as the health and sustainability of

1 4/1/08 - WHOLE - BILL 080022, etc.

2 the same neighborhoods.

3 The children and youth that we
4 serve by providing quality after-school
5 programs, summer camps and opportunities
6 in sports, arts, activities in our youth
7 and community centers will not only have
8 alternatives that keep them off the
9 street, but will be helped to develop
10 skills that will prepare them for
11 adulthood. As in the spirit of going
12 back to basics, let me outline our
13 back-to-basics initiatives with our eye
14 to the future.

15 FY2009 budget request: The Rec
16 Department is requesting \$38,945,732 in
17 the General Fund. That is broken down
18 into \$32,277,509 in Class 100, \$3,028,052
19 in Class 200, \$1,640,171 in Class 400 and
20 \$2 million in Class 500.

21 In the Grants Revenue Fund, we
22 request \$8,076,618, for a total budget of
23 \$47,022,350. The Rec Department's Grants
24 Revenue Fund appropriations will provide
25 for Summer Food and After-School Snack

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Programs, the Older Adult Program, the
3 Summer Youth Job Training, and its Youth
4 and Community Centers Development.

5 Key relevant results: The
6 Recreation Department will be at the
7 forefront of this Administration in
8 helping develop healthy and sustainable
9 neighborhoods. We will build on the
10 strengths of our current structure, but
11 extend services to more citizens, from
12 children in pre-school to senior
13 citizens, by setting new standards to
14 provide a basic level of programming at
15 all of our centers in a safe environment.
16 Our key performance measures will track
17 the number and variety of programs
18 offered at our rec center sites so that
19 more citizens will be able to participate
20 in recreation activities with trained
21 supervision and support.

22 To improve customer service, we
23 will encourage the community to have a
24 voice in our programming by implementing
25 customer service surveys at the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 conclusion of our summer camps. These
3 surveys will allow feedback from our
4 users to provide critical information
5 regarding the quality of our camps. In
6 addition to customer service surveys, we
7 will seek to improve the cleanliness of
8 our centers with weekly safety and
9 cleanliness inspections at all of our
10 facilities and increase maintenance
11 staffing at smaller playgrounds and
12 parks.

13 Key initiatives: In the spirit
14 of Commissioner Ramsey's
15 getting-back-to-basics theme in the
16 Police Department, the Department of
17 Recreation is also getting back to
18 basics. We are reviewing our programming
19 to focus on the entire family, including
20 teens and at-risk youth. We want to get
21 all our playgrounds and recreation
22 centers back to a basic level of
23 soundness and quality. We want to
24 increase fitness opportunities, build
25 more welcoming entrances and points of

1 4/1/08 - WHOLE - BILL 080022, etc.

2 service and, finally, be a part of the
3 community in maintaining a healthy,
4 green, sustainable city.

5 With our Play Ball initiative,
6 we expect to expand our baseball program
7 to 12 underserved communities in North,
8 West and Southwest Philadelphia. These
9 new programs will mirror our Police
10 Department's priorities. Professional
11 Recreation staff will operate the
12 programs, and some of the funding will
13 come from the Phillies and Pitch in for
14 Baseball, a non-profit that donates
15 baseball equipment to programs in need.

16 In collaboration with the
17 Pennsylvania Horticultural Society, we
18 will expand our Youth Environmental
19 Stewardship Program, known as YES. The
20 objective of YES is to increase teens'
21 awareness of the ecology of their urban
22 community and provide them with the
23 hands-on stewardship close to home. The
24 program will be increased by 33 percent,
25 from six to eight sites.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Being mindful of our goal to
3 increase public safety, we're going back
4 to basics with our facilities. Operation
5 Welcome will transform the front
6 entrances of our buildings into safe and
7 welcoming entryways by focusing on a few
8 key elements like signage, lighting,
9 fences and benches. As a first step, in
10 partnership with the Anti-Graffiti
11 Network, we are working to remove the
12 nuisance graffiti in our facilities and
13 outside of our buildings. We have
14 already started this in some of our
15 playgrounds and rec centers.

16 The Philadelphia Rec Department
17 is instrumental in providing healthy and
18 sustainable neighborhoods, and to further
19 this goal, we will expand our successful
20 green initiatives. These include the
21 Clean 'N Green park maintenance program
22 that provides daily maintenance service
23 to unmanned parks and playgrounds.
24 Currently, our 34 seasonal maintenance
25 aides provide services to 43 small,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 mostly passive park sites. For 2008, we
3 will hire an additional 26 seasonal
4 maintenance aides, for a total of 60
5 maintenance aides, to provide services to
6 75 of our unmanned Class C and D
7 recreation facilities. This is a 43
8 percent increase in basic maintenance
9 support citywide.

10 In FY07, there were 553,796
11 sport-related visits to our rec centers
12 and 87,155 visits to our cultural
13 programs. Based on this volume, an
14 effective outreach and recycling program
15 in Recreation has tremendous potential
16 for the effective sustainability of our
17 neighborhoods. Through our recycling
18 partnership with the Streets Department,
19 we will begin recycling at A centers
20 throughout our system. The program will
21 expand one district at a time each month,
22 beginning in the spring of 2008, until
23 all are served with proper receptacles
24 and education outreach as needed.

25 Work will continue with our

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Capital Workforce in our back-to-basics
3 theme. In conjunction with the
4 Department of Recreation, the CPO Office
5 will assess all C and D centers in our
6 system. These assessments will provide
7 the Maintenance Division with a
8 prioritized list based on objective
9 criteria of all our maintenance projects
10 at these sites to get them to a basic
11 standard of service. The Capital
12 Workforce will use these assessments to
13 complete projects that contribute to the
14 safety and improved infrastructure of our
15 facilities across the City. This way,
16 all neighborhoods across the City will be
17 positively affected.

18 Having the largest website in
19 City government, the Department of
20 Recreation welcomes input and
21 participation from the public. We are
22 currently working with the Fels Institute
23 of Government of the University of
24 Pennsylvania to increase accountability
25 along with our customer service.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Participant satisfaction surveys will be
3 implemented at our summer camps in FY09
4 to get feedback from the public we serve.
5 We are reviewing our data collection
6 procedures as well as our technology so
7 that we can begin to better track
8 maintenance work orders, facility usage,
9 program participation rates and adherence
10 to program standards at all staffed
11 facilities within the Department.

12 Through this budget and our new
13 initiatives, the Philadelphia Department
14 of Recreation has the potential to have a
15 far-reaching impact on the Mayor's core
16 service areas while improving the quality
17 of life in all neighborhoods. We are
18 concerned about our aging infrastructure,
19 but with the Capital Workforce, we can
20 bring all of our facilities back to a
21 basic and respectable level of soundness
22 and safety. Strong playgrounds and
23 recreational opportunities where children
24 feel safe and accepted build a sense of
25 community and safer neighborhoods while

1 4/1/08 - WHOLE - BILL 080022, etc.
2 developing skills for our youth. Our
3 greening and recycling programs make us
4 responsible stewards for the future of
5 our City by making our neighborhoods
6 vibrant and livable.

7 We thank the City Council and
8 look forward to its support and
9 leadership as we improve the quality of
10 life of our citizens and youth.

11 COUNCIL PRESIDENT VERNA: Thank
12 you very much.

13 Mr. Carapucci, I just want to
14 thank you and members of your department
15 for all the wonderful work that you do.

16 COMMISSIONER CARAPUCCI: Thank
17 you.

18 COUNCIL PRESIDENT VERNA: And I
19 wanted to public acknowledge that.

20 On Page 41-4 of the detail, it
21 reflects that your department has
22 \$643,803 reduction for delay in filling
23 positions and turnover. On average, how
24 many positions must remain vacant for you
25 to achieve these savings?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COMMISSIONER CARAPUCCI: An
3 average employee makes approximately
4 \$40,000 a year. So to have \$640,000 in
5 delayed turnover, you would have
6 approximately 16 openings on a year-round
7 basis.

8 COUNCIL PRESIDENT VERNA: What
9 impact will these vacancies have on your
10 operation?

11 COMMISSIONER CARAPUCCI: We
12 have been innovative in trying to keep
13 our facilities clean. That's one of the
14 reasons why with the new Administration
15 we put extra money into seasonal
16 maintenance aides, so that we can have
17 the facilities clean for the spring and
18 summer and hopefully on a year-round
19 basis.

20 COUNCIL PRESIDENT VERNA: Can
21 you tell us how many vacancies you
22 currently have?

23 COMMISSIONER CARAPUCCI: Yeah,
24 I can tell you exactly. Fifty-seven.

25 COUNCIL PRESIDENT VERNA:

1 4/1/08 - WHOLE - BILL 080022, etc.

2 That's a nice number. On average, how
3 long have these 57 positions been vacant?

4 COMMISSIONER CARAPUCCI: The 57
5 positions on the last couple of years,
6 it's been pretty steady, going from 40 to
7 60, in that range, and there's a number
8 of reasons. I would imagine that
9 sometimes testing and a little hard to
10 get all the testing up and go through the
11 Personnel process. There's a lot of
12 steps to get people hired.

13 COUNCIL PRESIDENT VERNA: But
14 there should be existing civil service
15 lists. If we have vacancies and we have
16 existing civil service lists, my question
17 is -- and if there's money in the budget,
18 why aren't these people being hired?

19 COMMISSIONER CARAPUCCI: Well,
20 in the past two years, I've never seen as
21 many people leave the government as have
22 left because of various programs and
23 retirements, and I know at our department
24 we have had a major turnover of staff
25 because of all the people that have

1 4/1/08 - WHOLE - BILL 080022, etc.
2 retired, I would say, since around the
3 spring of '06. The entry-level positions
4 we are attempting to hire now. That
5 would be for rec leader trainee,
6 assistant rec leader, the custodian, the
7 custodial people. For some of the
8 promotional positions, it's always a
9 matter of testing. And in the past
10 couple of years, because so many people
11 have left, we constantly have had to have
12 new tests given.

13 So the testing sometimes -- if
14 you don't have a list, it's hard to
15 promote, because -- you are 100 percent
16 correct, we should always have a list for
17 every position within our department, but
18 at some point there's been some delays.

19 COUNCIL PRESIDENT VERNA: What
20 steps, if any, are being taken to fill
21 these positions in a timely manner? I
22 think it's utterly ridiculous that we
23 would have 57 vacancies.

24 Is the Budget Director in here?

25 (Witness approached witness

1 4/1/08 - WHOLE - BILL 080022, etc.
2 table.)

3 COUNCIL PRESIDENT VERNA: I
4 don't know if you heard the question.

5 MR. AGOSTINI: I did. Thank
6 you, Madam President.

7 COUNCIL PRESIDENT VERNA: Can
8 you give us a response, please?

9 MR. AGOSTINI: Well, Madam
10 President, I think it's a very fair
11 question. I think there are a lot of
12 vacancies in a number of departments. In
13 a recent PhillyStat meeting, there was a
14 representation by the Personnel
15 Department as to why a number of the
16 positions are being held across the City,
17 across departments. I was a little
18 puzzled by that representation, so I've
19 asked my staff to go and look at that.

20 What I'm trying to understand
21 is why positions are being held, how they
22 match up with what's been budgeted, how
23 they match up with the Personnel plan for
24 each of the departments. So I am trying
25 to get a handle on that.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 What I can commit to you is
3 that once I have that, I can come back in
4 a week or two and try to give that sort
5 of overview to you, perhaps with
6 Personnel sitting by my side.

7 COUNCIL PRESIDENT VERNA: All
8 right. Also, while you're doing that,
9 I'd like you to refer to Section 41, Page
10 5. Do you have that?

11 MR. AGOSTINI: I'm going to
12 borrow the Commissioner's.

13 Yes, I do.

14 COUNCIL PRESIDENT VERNA: I
15 personally think that this is somewhat
16 misleading. If you look at '07, there
17 were approximately 457 positions, actual
18 positions. Council in '08 added 517
19 positions.

20 COUNCILWOMAN BROWN: Did you
21 say Council?

22 COUNCIL PRESIDENT VERNA:
23 Council. We added appropriations for
24 517.

25 Again for '09, it's 517, and

1 4/1/08 - WHOLE - BILL 080022, etc.

2 then if you look at what the increase is
3 supposed to be, it's 51. Now, I'd like
4 some explanation of that, because I think
5 it's somewhat misleading.

6 MR. AGOSTINI: Madam President,
7 as I understand it, what you're
8 referencing is the difference, the 517,
9 which I believe is the authorized, versus
10 the 466, which I believe is the actual
11 expected obligated number or actually
12 filled at that point in time.

13 COUNCIL PRESIDENT VERNA: No,
14 no. We're not comparing the 457. It's
15 the 517 that was budgeted in '08 and we
16 have 517 budgeted for '09, and yet it
17 would appear that we're having an
18 increase of 51 positions.

19 MR. AGOSTINI: I understand the
20 question, and let's see if I can explain
21 this. The 517 from the budgeted Fiscal
22 Year '08 corresponds to the 517 for the
23 budgeted Fiscal '09. The 466 number to
24 the 517, the 466 represents the
25 anticipated number of positions that

1 4/1/08 - WHOLE - BILL 080022, etc.
2 would have been filled at the end of
3 Fiscal Year '08. So that the increase,
4 the calculation of the increase, is the
5 51 over the end of FY08. It is not, you
6 are correct, it is not an increase from
7 the original budgeted of FY08 to FY09.
8 As I understand it, that is customary
9 here to work from the run level --

10 COUNCIL PRESIDENT VERNA:
11 Arbitrary figures, is that the custom? I
12 don't see that being an increase.

13 MR. AGOSTINI: From a budget to
14 budget position, you're correct.

15 COUNCIL PRESIDENT VERNA: So is
16 the Recreation Department going to be
17 getting an increase in positions?

18 MR. AGOSTINI: The number of
19 positions they will have in FY09 will be
20 the same that they had in FY08, the 517.

21 COUNCIL PRESIDENT VERNA: Why
22 are we all so thrilled about that?

23 MR. AGOSTINI: I'm sorry. I
24 didn't hear that.

25 COUNCIL PRESIDENT VERNA: I

1 4/1/08 - WHOLE - BILL 080022, etc.

2 said I don't understand why we're all so
3 thrilled about that when we have 57
4 vacancies. It doesn't sound good to me.

5 MR. AGOSTINI: It's a high
6 number.

7 COUNCIL PRESIDENT VERNA: It
8 is, and what are we going to do to fill
9 these vacancies? What steps are we going
10 to take to fill these vacancies so
11 that -- this is a very important
12 department for every section of the City.
13 What are we doing to fill the 57
14 vacancies?

15 MR. AGOSTINI: Madam President,
16 I will go back to Personnel and to my own
17 department and we will come back with a
18 plan for you and for Council as to what
19 is anticipated and why these have not
20 been filled.

21 COUNCILMAN RIZZO: Point of
22 information, Madam President.

23 COUNCIL PRESIDENT VERNA: How
24 soon -- excuse me?

25 COUNCILMAN RIZZO: Follow-up on

1 4/1/08 - WHOLE - BILL 080022, etc.

2 your question.

3 COUNCIL PRESIDENT VERNA: I

4 just want to ask one question.

5 When do you think we can have
6 this information? Because we definitely
7 want it before we complete these public
8 hearings.

9 MR. AGOSTINI: I will commit to
10 get that to you by the beginning of next
11 week.

12 COUNCIL PRESIDENT VERNA: Thank
13 you.

14 Councilman Rizzo for a point of
15 information.

16 COUNCILMAN RIZZO: Thank you,
17 Madam Chair.

18 Commissioner Carapucci, we've
19 identified you're 57 short.

20 COMMISSIONER CARAPUCCI: Yes,
21 sir.

22 COUNCILMAN RIZZO: What impact
23 is that having on you and what, if you
24 had those positions, could you do? I
25 mean, I just can't imagine. Your whole

1 4/1/08 - WHOLE - BILL 080022, etc.

2 operation would be enhanced by having all
3 those positions filled, correct?

4 COMMISSIONER CARAPUCCI: I'll
5 break it down for you. We have ten in
6 administration. We have approximately
7 ten in program and the other 37 positions
8 are in maintenance. When I say
9 "maintenance," I want to go over this
10 with you now. There's the custodial
11 service and then there's the Capital
12 Workforce. Skilled trades, we're almost
13 where we should be. Our biggest
14 vacancies are in the custodial workforce
15 that works at all our A and B centers.
16 In other words, we have approximately 120
17 A and B centers. That's where our
18 biggest shortfall is. And we also have
19 in three sections of the City what is
20 known as -- we would call it a crew,
21 where you have maybe five or six people
22 that are assigned to go around to either
23 pick up the trash, do the specials, help
24 out for like this coming weekend with the
25 Mayor's clean-up, things like that. So

1 4/1/08 - WHOLE - BILL 080022, etc.

2 that's where we're impacted the most.

3 And with the program staff, we have some
4 shortages in some of our A centers, and
5 what happens is, when an opening occurs,
6 like say in a B center, we have to cover
7 all our facilities. When I say "cover,"
8 every facility has to have somebody.

9 Now, is it proper staffing at
10 every facility? No. But we have to keep
11 all our facilities open. We don't close
12 our facilities, especially this time of
13 the year coming now.

14 So it will mean that some of
15 the A centers, instead of having the two
16 full-time rec leaders, the part-time rec
17 leader, they may only have one full time.
18 So we have a few of those. That's the
19 impact.

20 COUNCILMAN RIZZO: So you're
21 struggling a little bit because of this
22 shortage and it would certainly be a big,
23 big improvement to have these positions
24 filled, especially since you've broken it
25 down. Custodial work at a rec center, I

1 4/1/08 - WHOLE - BILL 080022, etc.

2 mean, eventually it's going to catch up
3 to you if you don't have that being
4 accomplished, correct?

5 COMMISSIONER CARAPUCCI: Yes,
6 sir. That's always our biggest challenge
7 and one of our biggest complaints from
8 the public of over the -- especially the
9 last few years, that cleanliness and
10 things like that.

11 COUNCILMAN RIZZO:
12 Commissioner, I'm sure if we move this --
13 because I can't vote for a budget that
14 doesn't give you the people you need to
15 get the job done. I'm sure if you get
16 the word to hire these people, you might
17 even be able to get them before the
18 summer really comes in on you and all the
19 work is in front of you, correct?

20 COMMISSIONER CARAPUCCI: Yes,
21 sir.

22 COUNCILMAN RIZZO: Thank you.
23 Thank you, Madam Chair.

24 COUNCIL PRESIDENT VERNA: I
25 guess my question is, we have 37 openings

1 4/1/08 - WHOLE - BILL 080022, etc.
2 for maintenance.

3 COMMISSIONER CARAPUCCI:
4 Correct.

5 COUNCIL PRESIDENT VERNA: Is
6 there an existing civil service list? Is
7 there? Can somebody answer?

8 COMMISSIONER CARAPUCCI: I'll
9 get that answer for you.

10 COUNCIL PRESIDENT VERNA:
11 Mr. Director, if there is an existing
12 list, when do you feel we can hire these
13 37 maintenance crews?

14 He's the Commissioner. You're
15 the Director.

16 MR. AGOSTINI: Madam President,
17 what I would plan to do is sit down with
18 the Department, with the Commissioner,
19 with Personnel, be sure that they are
20 active lists that can be used to get the
21 hiring done. The difficulty -- the
22 challenge we'll have here is that, as I
23 understand it, because there are salary
24 savings of approximately 650,000 that
25 have been set aside, we would have to

1 4/1/08 - WHOLE - BILL 080022, etc.

2 identify 650,000 in salary savings in
3 order to make the budget whole.

4 COUNCIL PRESIDENT VERNA: No.

5 See, the problem has been and it's going
6 to stop. We have fought consistently
7 year after year in Council for the
8 Recreation Department to get the
9 necessary personnel they need so that
10 they would be able to efficiently do an
11 excellent job. The problem has been, we
12 have put additional money into the budget
13 and the previous Administrations decided
14 that they were not going to spend the
15 money.

16 This has got to stop. It's got
17 to stop, and it's going to stop soon,
18 because I am sick. And I'm sure many of
19 you who have been here as I have year
20 after year after year, we have had the
21 same story presented to us. I don't care
22 where the money comes from. I think the
23 Recreation Department, as I said, with
24 the summer coming on, to have all of
25 these existing vacancies absolutely makes

1 4/1/08 - WHOLE - BILL 080022, etc.
2 no sense to me whatsoever. And with the
3 crime rate that we've seen in the past,
4 we need children to be occupied in such
5 facilities where they're supervised,
6 where they're going to have camps. And I
7 want them to be clean and safe. I don't
8 think we really ask for that much, but
9 this much we're asking for, and I think
10 it's extremely important. I think it's
11 extremely important to the entire City,
12 not just my district or Councilwoman
13 Blackwell's district or Councilman
14 DiCicco's. I think that everybody feels
15 as I do, and if they don't, they can say
16 it. But I want this to stop today.

17 All right, Director. Thank
18 you. I'd appreciate whatever information
19 you can get to us as soon as possible.

20 Mr. Carapucci, on Page 41-4 of
21 your detail, you show a savings of
22 \$50,000 for streamlined supply
23 purchasing. Can you explain how you
24 achieve these savings?

25 COMMISSIONER CARAPUCCI: A

1 4/1/08 - WHOLE - BILL 080022, etc.
2 couple ways. Some of the supplies we
3 discovered in some cases are not being
4 used the way they were years ago. So
5 some of the stuff that may be outdated,
6 we cut out. Some advisory councils
7 through the partnerships with us have
8 taken it upon themselves to buy some of
9 the supplies. And we also have used
10 other sources of income, that we may be
11 lucky to get a grant or something like
12 that to buy some supplies. So the 50,000
13 should not be a major consequence for us.

14 COUNCIL PRESIDENT VERNA: So
15 there will be no impact on your ability
16 to maintain your various facilities?

17 COMMISSIONER CARAPUCCI: No.
18 I'm 100 percent committed that we're
19 going to operate all our day camps this
20 summer, all our programs, and I would not
21 put a budget together that would affect
22 any of the kids.

23 COUNCIL PRESIDENT VERNA: I had
24 a couple of questions here regarding
25 maintenance, but I don't think it's

1 4/1/08 - WHOLE - BILL 080022, etc.

2 necessary to ask you those questions at
3 this point in time, but we will certainly
4 have answers hopefully by next week.

5 The Chair recognizes Councilman
6 DiCicco.

7 COUNCILMAN DiCICCO: Thank you.
8 Thank you, Madam President.

9 Good afternoon, everyone. And
10 I echo the comments that were made
11 earlier by the Council President as it
12 relates to the Department of Recreation
13 and its service to the communities of the
14 City of Philadelphia. I certainly do
15 appreciate that.

16 I just want to take a different
17 approach to this for the purpose of
18 establishing a record. You know I've had
19 some concern -- and I think other
20 District Councilpeople have had similar
21 concerns -- with the time that it has
22 taken to either redo or reconstruct
23 various recreation facilities. In this
24 case I'm speaking specifically about the
25 Columbus Square at 12th and Wharton

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Streets.

3 COUNCIL PRESIDENT VERNA: How
4 many years did that take?

5 COUNCILMAN DiCICCO: Well, I
6 think we broke ground in '04, if I'm not
7 mistaken, maybe '05.

8 COMMISSIONER CARAPUCCI: '04.

9 COUNCILMAN DiCICCO: 2004. And
10 it was a project that we expected to take
11 anywhere from 18 months to two years.
12 I'll go the outset of two years. It's
13 finally being completed. We will have an
14 official ribbon cutting in about a week
15 or two. And it's my understanding that
16 under the previous Administration, that
17 capital project contracts that were
18 normally awarded -- and correct me if I'm
19 wrong -- for the Department of Recreation
20 were handled internally, but that now
21 became a function of the Capital Office.
22 Is that accurate or inaccurate?

23 COMMISSIONER CARAPUCCI:
24 Reconstruction or construction of a brand
25 new facility, as you have, is the

1 4/1/08 - WHOLE - BILL 080022, etc.

2 function of the Capital Program Office.

3 COUNCILMAN DiCICCO: Was that
4 not at one time the function of the
5 Department of Recreation? Would the
6 Department of Recreation oversee the
7 bids? I know you do the architectural
8 renderings and work on design features
9 and other issues, but when the bid goes
10 out, the bid goes out from Public
11 Property?

12 COMMISSIONER CARAPUCCI: Yeah;
13 Capital Program Office. Before the last
14 Administration, the Capital --
15 Recreation, because we have so many
16 buildings, the Capital team was assigned
17 in our department. They reported to the
18 Recreation Commissioner, and all the
19 functions of the Capital Program Office
20 as referred to the Department of
21 Recreation were under our jurisdiction.
22 They were moved out, I think it was,
23 around January of '01 and then now
24 they're under the Capital Program Office.

25 COUNCILMAN DiCICCO: And the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 reason I'm raising this question, Madam
3 President, is that a two-year project has
4 now exceeded four years, and I'm not
5 certain if it's because of the fact that
6 the Department of Recreation no longer
7 has the powers that it once had. But the
8 thing that's been driving me crazy about
9 this is that when I asked about when you
10 let these contracts out, whether it's
11 Department of Recreation or any other
12 department where Capital oversees the
13 contract bids and signs the contracts for
14 these projects to move forward, there is
15 a start date, but there is no completion
16 date, which means that the contractor
17 could take as long as he or she wants to.
18 And many of us who had some contractors
19 we hired to do work in our homes
20 understand when a contractor comes in,
21 they sign a contract, the first two weeks
22 they're working very feverishly and you
23 think your job is going to get done and
24 all the sudden they're off to another
25 contract, and that's how it works in the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 contracting industry. But we have a
3 community in this case, and many other
4 communities I'm sure, that has gone
5 without a recreation facility for at
6 least two more years in addition to what
7 the downtime would have been under normal
8 circumstances. I find that unusual.

9 Many, many years ago when I
10 worked for the Department of
11 Transportation as a construction
12 inspector in the Highway Division, there
13 was a completion date that the contractor
14 had to adhere to. If they didn't meet
15 that deadline date, there was a penalty
16 imposed. In fact -- and I'm not
17 suggesting we should do this -- there was
18 also an incentive by the Department of
19 Transportation to encourage the
20 contractor to finish ahead of schedule,
21 because that had to deal with traffic or
22 whatever.

23 So, again, I'm just trying to
24 establish a record here. I think this is
25 the most ridiculous way of doing a

1 4/1/08 - WHOLE - BILL 080022, etc.
2 contract. I'm not criticizing your
3 department for it, but I want to make
4 light of that again and bring that to
5 everyone's attention as we move forward
6 with this budgeting process and the
7 Administration takes into account some of
8 the concerns that we have, that this
9 Administration may want to look a lot
10 closer to that.

11 Whether they leave it with the
12 Capital Office Program or give it back to
13 the Department of Rec, that's not that
14 big an issue for me. What's at stake
15 here is the time that we are spending and
16 tying up -- and in this case kids are not
17 being able to use Recreation's facility
18 for two additional years because it's an
19 open-ended contract -- just doesn't make
20 sense. And I think I may have brought
21 that up at the dinner meeting that night
22 with the Mayor. I don't remember
23 exactly. But it's something that I think
24 is really important that we need to look
25 at going forward.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 (Witness approached witness
3 table.)

4 COUNCILMAN DiCICCO: So, again,
5 I have a tendency sometimes to ask the
6 question, but kind of make more comments
7 than the question, but it's something
8 really important. It was embarrassing
9 for me, as I'm sure it is for other
10 Councilpeople. They actually put a "rest
11 in peace" sign up on the facility, and
12 being the political world that we all
13 live in and I live in, there were people
14 who were suggesting that I pulled the
15 funding away because people in that
16 community weren't going to vote for me,
17 which was ridiculous. I live around the
18 corner from the facility. But it became
19 a political issue. And then people kind
20 of lose faith in government. It's one of
21 those, what's going on here, why isn't
22 this happening. So it's just not a good
23 message to send and I think we really
24 need to tighten that up if we can.

25 MR. AGOSTINI: Madam President,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Councilmember, we heard that message that
3 you and your colleagues provided to us
4 when we had that dinner. We've heard it
5 during the testimony. I am spending a
6 lot more time with the Capital Planning
7 Office personally in order to be sure
8 that they are able to explain carefully
9 and accurately what you are asking in
10 terms of questions and getting a better
11 handle on how we not just allocate
12 dollars for Capital, but how we're
13 working with our maintenance in each of
14 the departments, how we're working with
15 Public Property and how we're working on
16 space. I'm a few weeks into it, but I'm
17 trying to get my hands around that and
18 spend more time with them to answer many
19 of those questions, and I think you're
20 raising very valid concerns.

21 COUNCILMAN DiCICCO: Thank you.

22 And I do have one other
23 question, Madam President, and --

24 COUNCIL PRESIDENT VERNA:

25 Excuse me, Councilman.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN DiCICCO: Did my
3 bell ring?

4 COUNCIL PRESIDENT VERNA: While
5 we're on that, if I could just piggyback
6 on your question.

7 Does the Recreation Department
8 still have roofers, plumbers?

9 COMMISSIONER CARAPUCCI: Yes.

10 COUNCIL PRESIDENT VERNA:
11 They're not included, I hope, in the 57.

12 COMMISSIONER CARAPUCCI: We
13 have roofers, we have plumbers,
14 electricians, maintenance mechanics.
15 I'll get the exact number for you.

16 COUNCIL PRESIDENT VERNA: You
17 have them on the books. Do you have the
18 bodies?

19 COMMISSIONER CARAPUCCI: We
20 have 58 skilled tradesmen total of all
21 the trades.

22 COUNCILMAN DiCICCO: Were you
23 budgeted?

24 COUNCIL PRESIDENT VERNA: Are
25 they filled?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COMMISSIONER CARAPUCCI: Yes.

3 We have 58 that are employed. I think

4 we're budgeted for 62 or 63, so -- 65.

5 We're budgeted for 65. We have on the

6 books, it's 58.

7 COUNCIL PRESIDENT VERNA: Well,

8 I think the Department has done a

9 fabulous job in that regard, because I

10 know that at one of the recreation

11 centers, the Recreation Department went

12 out, addressed the roof problem. If we

13 had gone through Capital budget, we'd

14 still be waiting, I think, for the roof

15 to be repaired.

16 I'm sorry. I didn't mean to

17 interrupt you, but I just wanted to know

18 if in fact we had the necessary personnel

19 in those departments in order to address

20 our needs. Thank you.

21 COUNCILMAN DiCICCO: And I

22 agree, Madam President. I think it's a

23 good question, and I've noticed a major

24 improvement in getting a response in

25 getting these problems corrected in a

1 4/1/08 - WHOLE - BILL 080022, etc.
2 timely manner, because if you don't, what
3 happens then is then through the
4 preventive maintenance, we wind up having
5 bigger problems. So I think it's helped
6 us all the way around in that regard.

7 Camp William Penn, one of my
8 favorite subjects. Anything going on
9 with Camp William Penn?

10 COMMISSIONER CARAPUCCI: We're
11 going to get around --

12 COUNCILMAN DiCICCO: Still have
13 30 kids going up there a year?

14 COMMISSIONER CARAPUCCI: We
15 were going to get around to that.

16 COUNCILMAN DiCICCO: It would
17 have been a great location for one of the
18 casinos, but anyway.

19 COMMISSIONER CARAPUCCI: I
20 don't think it's --

21 COUNCILMAN DiCICCO: A little
22 bit out of my district, but I was pushing
23 for it.

24 COUNCIL PRESIDENT VERNA: Is
25 that Foxwoods or any particular casino?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN DiCICCO: Could be
3 either one, SugarHouse. Either one.
4 Actually, there's enough room up there
5 for both of them, but that's beside the
6 point.

7 COUNCIL PRESIDENT VERNA:
8 Excuse me, Councilman. I think that Camp
9 William Penn is scheduled immediately
10 after.

11 COUNCILMAN DiCICCO: Thank you.
12 I'll wait then. Thank you.

13 COUNCIL PRESIDENT VERNA: And
14 we do have a couple Councilmembers that
15 would like to be recognized.

16 COUNCILMAN DiCICCO: Thank you,
17 Madam President. Thank you.

18 COUNCIL PRESIDENT VERNA: Thank
19 you.

20 The Chair recognizes
21 Councilwoman Brown.

22 COUNCILWOMAN BROWN: Thank you,
23 Madam President.

24 Good morning, gentlemen. Let
25 me join the chorus as sung by President

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Verna and Councilman DiCicco on this 57
3 vacancies that you have, particularly as
4 we get ready for the summer. So when you
5 put it in that context, we look forward
6 to the report that will be forthcoming by
7 the Budget Director.

8 Thank you for the open, candid
9 discussions about the Dell and honoring
10 the timelines that you shared with us in
11 the briefing three weeks ago, followed up
12 with the briefing this past Friday for my
13 colleagues, and we will continue to pay
14 close attention to that, as I'm sure the
15 District Councilperson will.

16 I'm going to seize the moment
17 again and beat a dead horse on this
18 notion of City departments looking like
19 Philadelphia. Thank you for including in
20 your testimony the grid that talks about
21 what's happening with your contracts.

22 So as I look as this, I see a
23 part of the question answered wherein you
24 say that contracts with non-governmental
25 agencies totaled 1.4, but what I don't --

1 4/1/08 - WHOLE - BILL 080022, etc.

2 oh, then the answer to the question is,
3 there were no contracts with
4 MBE-certified firms?

5 COMMISSIONER CARAPUCCI: Yes,
6 Council.

7 COUNCILWOMAN BROWN: So that
8 means that -- that means what? Let me
9 not answer the question.

10 COMMISSIONER CARAPUCCI: We
11 just deal with non-profits. Any
12 contracts go through Procurement.

13 COUNCILWOMAN BROWN: To go to
14 Councilman Goode's issue to the former
15 department, Rec does not do any direct
16 subcontracting at all?

17 COMMISSIONER CARAPUCCI: No,
18 ma'am.

19 COUNCILWOMAN BROWN: Okay.

20 COMMISSIONER CARAPUCCI: It
21 goes through Procurement. If there was
22 any way that I could assist, I'm here to
23 help that. I know your goals and I agree
24 with your goal, but we don't do that.
25 That goes to Procurement, and I don't

1 4/1/08 - WHOLE - BILL 080022, etc.

2 know any other way around that.

3 COUNCILWOMAN BROWN: All right.

4 You indicate --

5 COUNCILMAN GOODE: Point of
6 information.

7 COUNCIL PRESIDENT VERNA: The
8 Chair recognizes Councilman Goode for a
9 point of information.

10 COUNCILMAN GOODE:
11 Mr. Carapucci, did you hear my line of
12 questioning with Mr. Focht?

13 COMMISSIONER CARAPUCCI: Yes,
14 sir.

15 COUNCILMAN GOODE: So how are
16 you involved in the contracting process?

17 COMMISSIONER CARAPUCCI: We are
18 not. We just give Procurement what we
19 need.

20 COUNCILMAN GOODE: So you
21 tell --

22 COMMISSIONER CARAPUCCI: The
23 service that we need.

24 COUNCILMAN GOODE: You tell
25 them what services need to be purchased?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COMMISSIONER CARAPUCCI: Yes,
3 sir.

4 COUNCILMAN GOODE: Are you
5 involved in any of the bid
6 specifications?

7 COMMISSIONER CARAPUCCI: We
8 just tell them what we need. We don't
9 tell them --

10 COUNCILMAN GOODE: That's
11 referred to as bid specifications. You
12 tell them what type of services. You
13 tell them specifically how those services
14 need to be undertaken. Are you involved
15 in the selection process at all?

16 COMMISSIONER CARAPUCCI: No,
17 sir.

18 COUNCILMAN GOODE: It's the
19 lowest responsible bidder?

20 COMMISSIONER CARAPUCCI: Yes,
21 sir.

22 COUNCILMAN GOODE: Are you
23 aware of who the Procurement Department
24 contracts with in terms of contractors or
25 subcontractors on behalf of the

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Recreation Department? Are you aware of
3 who those contractors are?

4 COMMISSIONER CARAPUCCI: After
5 they're selected and are doing the work,
6 we'll know who they are.

7 COUNCILMAN GOODE: And do they
8 tend to be the same contractors they were
9 in the previous year?

10 COMMISSIONER CARAPUCCI: The
11 last couple years we've noticed a couple
12 of the same people.

13 COUNCILMAN GOODE: Okay. You
14 are familiar with whether they do a good
15 job or don't do a good job; is that
16 correct?

17 COMMISSIONER CARAPUCCI: Yes.
18 And if they do not perform, we have the
19 ability to state the reason why they're
20 not performing, and they could lose that
21 contract.

22 COUNCILMAN GOODE: So you are
23 aware of the capacity that's out there in
24 terms of disadvantaged firms or possibly
25 firms that are not disadvantaged. Is it

1 4/1/08 - WHOLE - BILL 080022, etc.
2 possible within the course of your
3 responsibility to identify disadvantaged
4 firms as contractors or subcontractors
5 and still within that process and within
6 those bid documents within which you
7 suggest to the Procurement Department
8 needs to happen also identify
9 opportunities with disadvantaged firms?
10 I mean, do you know enough about the
11 people who do the type of work that you
12 require to know whether there are more
13 disadvantaged firms that could be
14 participating?

15 COMMISSIONER CARAPUCCI: I
16 really don't know all the ins and outs of
17 that, but I'm willing to work with
18 Procurement or with anybody else that
19 could --

20 COUNCILMAN GOODE: There's
21 clearly a role for each department to
22 play. There's someone in each department
23 that can identify contract opportunities
24 at a contractor level or subcontractor
25 level and have that basically infused

1 4/1/08 - WHOLE - BILL 080022, etc.
2 into the process. I mean, I'll even go
3 further than I did with the last
4 department and what we will eventually
5 get to with some other departments is
6 that I know for a fact that not only the
7 people who continually receive City
8 business over and over again, but the
9 departments write the bid specifications,
10 cater to the same person receiving the
11 business, and that's how they get the
12 lowest responsible bid.

13 So I'm not aiming this at you
14 directly, but I'm not letting anybody off
15 the hook. I mean, this is serious
16 business right now for me. This is my
17 third term, and I'm not hearing that it
18 can't be done. Either it's a new day or
19 it's not a new day, and each department
20 is going to be held responsible.

21 Thank you, Madam President.

22 COMMISSIONER CARAPUCCI: I
23 agree.

24 COUNCIL PRESIDENT VERNA:

25 You're welcome.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN BROWN: I was
3 still up.

4 COUNCIL PRESIDENT VERNA:
5 Councilwoman Brown.

6 COUNCILWOMAN BROWN: Thank you,
7 Madam President.

8 So if you could take everything
9 that Councilman Goode said, put it in
10 capital letters, underscore it with
11 exclamation points. We really are paying
12 attention to the documents that you sent
13 us, as well as this report that now is a
14 law where all department heads have to
15 tell us what the percentages are, and at
16 times we're going to take it a step
17 further and tell us who they are.

18 With that in mind, you
19 stipulate that 97 percent of the 1.3 is
20 with non-profits, and I thank you for
21 providing a partial list. Tell me, the
22 Montgomery Early Learning Center, might
23 that be Montgomery County?

24 COMMISSIONER CARAPUCCI: They
25 do -- we have an after-school program

1 4/1/08 - WHOLE - BILL 080022, etc.

2 that they help train what we call the rec
3 specialty instructors. So it's -- they
4 do the training around August.

5 COUNCILWOMAN BROWN: Around
6 August for?

7 COMMISSIONER CARAPUCCI: The
8 after-school program.

9 COUNCILWOMAN BROWN: It looks
10 like I have a couple more minutes.

11 Curfew centers, has the Rec
12 Department been approached yet to house
13 curfew centers in a way of getting
14 government to work smarter? Since we're
15 going to have curfew centers and rec
16 departments are open anyway, has there
17 been any discussion to using Rec
18 facilities for curfew centers because so
19 many of them are operated by volunteers?

20 COMMISSIONER CARAPUCCI: Well,
21 our facilities are operated by our staff.

22 COUNCILWOMAN BROWN: No. I'm
23 talking about the curfew centers are run
24 principally by volunteers.

25 COMMISSIONER CARAPUCCI: No.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 No one has come to us for that yet.

3 COUNCILWOMAN BROWN: Okay.

4 Potential opportunity.

5 Does the Rec Department
6 currently provide any golf lessons of any
7 type?

8 COMMISSIONER CARAPUCCI: In the
9 summertime we have a golf camp. In fact,
10 we have not only a golf camp, we have
11 what we call the traveling golf camp, and
12 last year we went to 81 different sites
13 around the City through every
14 neighborhood.

15 COUNCILWOMAN BROWN: And that
16 would be in place again this year?

17 COMMISSIONER CARAPUCCI: Oh,
18 yeah.

19 COUNCILWOMAN BROWN: I would
20 ask that you have a conversation with the
21 Fairmount Park Director around the Billy
22 Casper.

23 Is it Billy Casper, Councilman
24 Jones?

25 COUNCILMAN JONES: Yes.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN BROWN: The Billy
3 Casper new arrangement wherein they will
4 be required to work with area high
5 schools and get those young people in
6 area high schools involved in the Billy
7 Casper new arrangement. So if there's an
8 opportunity for Rec to be involved, then
9 that's another place where we can get
10 government to work smarter.

11 Okay. Automatic -- AEDs,
12 automatic? Help me out.

13 COMMISSIONER CARAPUCCI:
14 Defibrillators?

15 COUNCILWOMAN BROWN: Thank you
16 very much.

17 COMMISSIONER CARAPUCCI: We
18 have them in six sites presently, and we
19 work with Risk Management, who
20 provides -- after we identify the sites,
21 they help provide training. So we have
22 that now in six sites and we're willing
23 to move forward.

24 COUNCILWOMAN BROWN: Do you see
25 the need to possibly have them at all rec

1 4/1/08 - WHOLE - BILL 080022, etc.
2 centers? Or how did those six sites
3 become the lucky sites?

4 COMMISSIONER CARAPUCCI: Well,
5 here's what happened: They gave us --
6 there was an area they were looking for,
7 plus we wanted to put it in facilities
8 that have a lot of usage, have a gym and
9 you have some security to keep -- because
10 if you put them in some of the smaller
11 facilities --

12 COUNCILWOMAN BROWN: It gives
13 other risk.

14 COMMISSIONER CARAPUCCI:
15 Exactly.

16 COUNCILWOMAN BROWN: So I would
17 presume that these are A facilities?

18 COMMISSIONER CARAPUCCI: Yes.

19 COUNCILWOMAN BROWN: You talk a
20 lot about Clean 'N Green on Page 2. So I
21 appreciate that testimony.

22 Recently, Councilman Jones
23 introduced an ordinance to rename the
24 Dell "Georgie Woods Outdoor Entertainment
25 Facility," and in government now recent

1 4/1/08 - WHOLE - BILL 080022, etc.
2 proposals to adjust the Zoning Board and
3 the City Planning Commission ultimately
4 addresses how we go about doing that in a
5 uniform way. Any comments, any reactions
6 to the way the process currently runs
7 versus the way it could run better going
8 forward? Any recommendations you would
9 offer to the new Zoning Board or the City
10 Planning Commission when it comes to
11 naming facilities?

12 COMMISSIONER CARAPUCCI: From
13 my experience, the way we have it to
14 where City Council -- the people from
15 City Council, who have to answer to the
16 public, I think it's the best way to go
17 about it, because if you didn't have some
18 control over that, I mean, anybody could
19 come and say, Well, I want to name it
20 after this person or that person.
21 Because we run into that. I've seen this
22 over the years where somebody did
23 something for an athletic association and
24 they want to change the name of the
25 facility. Well, you could be changing

1 4/1/08 - WHOLE - BILL 080022, etc.
2 the name of the facility every couple
3 years. So this way, if it goes through
4 City Council, I think it kind of like
5 keeps it a little bit more under control.

6 COUNCILWOMAN BROWN: Okay.
7 Well taken.

8 So I'm going to close where I
9 started, because I think some department
10 heads get it and some don't, and, that
11 is -- let me just do my little quote
12 here, because I think it captures what we
13 need to be about. Management is doing
14 things right. Leadership requires us to
15 do the right thing. And we're serious
16 about ensuring going forward, if it's a
17 new day, that government looks like
18 Philly, that women and people of color
19 and those with disabilities get a fair
20 shake at the pie. And to the extent that
21 department heads can take the leadership
22 to work with Procurement to help them do
23 better, then that's the expectation.

24 COMMISSIONER CARAPUCCI: I'm
25 ready. I've been doing this a long time,

1 4/1/08 - WHOLE - BILL 080022, etc.

2 as you well know.

3 COUNCILWOMAN BROWN: Yes.

4 COMMISSIONER CARAPUCCI: And
5 that's what I'm known for. I want to
6 work with people. So I have no problem
7 in doing that.

8 COUNCILWOMAN BROWN: Thank you
9 for your testimony.

10 Thank you, Madam President --
11 thank you, Madam Majority Leader.

12 COUNCILWOMAN TASCIO: Thank you
13 very much.

14 My light was on for next, so
15 I'm going to take my time and ask
16 questions.

17 On Section 41, Page 4, there is
18 a line item for Human Services
19 Development Fund. What is that?

20 COMMISSIONER CARAPUCCI: That's
21 HSDF. That money comes from DHS. That
22 helps fund our -- some of it goes toward
23 after school, some of it goes towards the
24 community centers, teen centers, youth
25 access centers, that type of thing.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN TASC0: Okay.

3 COMMISSIONER CARAPUCCI: So it
4 really is a very good addition to our
5 department. It helps us in many ways,
6 and we usually target it towards areas of
7 the City that have the most need.

8 COUNCILWOMAN TASC0: So some of
9 those programs would not be in every
10 center?

11 COMMISSIONER CARAPUCCI: Well,
12 some of the facilities that are already
13 doing very well and don't have the same
14 need obviously won't get the same amount.
15 So we tend to put that money and that
16 staffing to where there's a need.
17 Particularly now we're going to start
18 looking at any extra funding that we
19 could get, we would like to put it within
20 those high-crime districts, those nine
21 crime districts.

22 COUNCILWOMAN TASC0: Last year
23 under the prior Administration there was
24 a Safer Philadelphia program where the
25 Division of Social Services had community

1 4/1/08 - WHOLE - BILL 080022, etc.
2 events at the recreation centers in
3 collaboration with the Community
4 Behavioral Health. They were very
5 helpful in that they -- we went to the
6 rec centers. We were provided
7 information about the City services, and
8 it was a very effective program that
9 brought the community together. Where is
10 that going now? I understand there's
11 been some difficulty by the CBH to get
12 support from the Rec Department in
13 setting up the chairs and taking care of
14 the logistics at the rec centers.

15 COMMISSIONER CARAPUCCI: Well,
16 let me just give you what's happened with
17 that. The amount of money that was
18 allocated last summer for those programs
19 were allocated for one-day events in some
20 of the various communities. What we were
21 looking at is to do more programming on a
22 year-round basis if the money comes our
23 way again.

24 Now, as far as moving those
25 chairs from various sites, the realities

1 4/1/08 - WHOLE - BILL 080022, etc.
2 of what happened, when I came into this
3 job January the 7th, we were projecting a
4 major deficit because our overtime was
5 running out of control, and it was
6 because four or five times a week the
7 limited number of maintenance men that we
8 had had to go into nine or ten different
9 rec centers to pick up chairs and move
10 them to these events, and that money
11 never came our way. That extra cost to
12 provide the service of chairs and tables
13 by increasing the overtime for our men,
14 we never received that money. So we went
15 from a \$300,000 projected deficit in
16 January to right now we're probably in
17 the positive zone. In fact, I know we
18 are, because we cut some of that out that
19 we never had the ability to do.

20 If people need chairs, there
21 should be a unit set up citywide for that
22 or they could have a contract to where
23 they could go rent chairs and the City
24 would still pay for it.

25 But the way it was done in the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 past, if I needed -- if a group needed
3 chairs, I would have to send the men to
4 ten different rec centers, because our
5 centers don't have that many chairs.
6 They would all have to pick up, let's
7 just say, 15, 20, 25 chairs per facility.
8 Then they had to go pick them up and take
9 them back. The overtime was going and it
10 was going out of control, the overtime.
11 Many weekends. So we had to cut that
12 back. I'm not saying the service isn't
13 needed, but the service the way it was
14 done was very costly.

15 COUNCILWOMAN TASCO: I'm
16 reminded here that in your budget
17 documentation for Fiscal Year '08 you had
18 \$32,541,000 and your estimated
19 obligations was 31,853,000. So you have
20 a surplus in funds. Where's the deficit?

21 COMMISSIONER CARAPUCCI: Now we
22 do. Come January 6th we were going over.
23 The Budget Office was -- the Budget
24 Office had told us back in end of
25 December before this new Administration

1 4/1/08 - WHOLE - BILL 080022, etc.
2 came into place that we were running a
3 deficit. We overspent last year in many
4 areas, in particular the pools. That's
5 what they were telling us. And with the
6 overtime, our overtime was projected at
7 1.4 million.

8 COUNCILWOMAN TASC0: Do you
9 have -- and this question may have been
10 asked, but also on Page 3 in your
11 Operating Budget, you have an increase of
12 \$424,000. What is that going to be used
13 for?

14 COMMISSIONER CARAPUCCI: We
15 already allocated that money for the
16 additional seasonal aides.

17 COUNCILWOMAN TASC0: I can't --

18 COMMISSIONER CARAPUCCI: The
19 seasonal maintenance aides. For the last
20 eight years we only did 43 parks. We
21 intend to go up to 73 parks. We're going
22 to do it. I've already given those
23 positions to our Parks Coordinator who
24 works for PHS, Barbara McCabe, and we are
25 going to clean more parks and more

1 4/1/08 - WHOLE - BILL 080022, etc.
2 unstaffed C and D facilities.

3 COUNCILWOMAN TASC0: When you
4 talk about your deficit, was the deficit
5 from the adopted budget or your assigned
6 targeted budget that the Administration
7 assigned you?

8 COMMISSIONER CARAPUCCI: Target
9 budget. It's been this way for the last
10 eight years, that you get a budget and
11 then you get what they call a target
12 budget, which never fully funds the 517
13 positions. So we've been living with --
14 at the max I can remember over the past
15 five or six years, let's say, 485, 490
16 positions. That's where we've been. And
17 in the last year or two, as I explained
18 earlier, because of so many people
19 leaving and because there was some
20 run-over in various categories, we
21 weren't able to hire. And when we were
22 able to hire, it was very slow. The
23 process was slow. And every time a
24 person is delayed hiring, if the average
25 is \$40,000 a year, that's \$3,500 a month

1 4/1/08 - WHOLE - BILL 080022, etc.

2 per person. So if you delay six months,
3 you could see how much in savings.

4 COUNCILWOMAN TASC0: Well, in
5 your department what causes the delay in
6 hiring? Do you have your own Human
7 Resources Department --

8 COMMISSIONER CARAPUCCI: Yes,
9 we do.

10 COUNCILWOMAN TASC0: -- or do
11 you have to work through Central
12 Personnel?

13 COMMISSIONER CARAPUCCI: No.
14 Here's what we do: We request the
15 position. The position has to be
16 approved by Budget. Once Budget approves
17 the position, from there it goes to
18 Personnel, Central Personnel. Then it
19 comes back to us. The day that we are
20 permitted to hire -- I was in charge of
21 program for a long time. I would hire
22 that day.

23 So we want to hire, but it's
24 contingent upon the various departments
25 all working together. It's not a

1 4/1/08 - WHOLE - BILL 080022, etc.
2 one-person operation. You have Budget,
3 you have Central Personnel and then you
4 have our Human Resources. So it's a team
5 effort.

6 COUNCILWOMAN TASC0: Well, have
7 you made any recommendations to sort of
8 trim down the process?

9 COMMISSIONER CARAPUCCI: I
10 would like to have it done ASAP, but,
11 again, as part of the system that we've
12 had over the past eight years, it's been
13 a little slower.

14 COUNCILWOMAN TASC0: Well,
15 maybe we'll see a difference in the new
16 day.

17 The Chair recognizes Councilman
18 Jones.

19 Thank you.

20 COUNCILMAN JONES: Thank you,
21 Councilwoman.

22 Commissioner, in your budget
23 testimony FY09 in the Grants Revenue
24 Fund, you request \$8 million for things
25 like Summer Food Programs, After-School

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Snack Programs, Older Adult Programs and
3 Summer Youth Job Training and others. My
4 question becomes, how is that \$8 million
5 going to be spent and in what categories?

6 COMMISSIONER CARAPUCCI: Summer
7 Food Program goes to 700 sites. Every
8 rec center is in the Food Program. Plus
9 we take care of all the play streets and
10 other community groups throughout the
11 City. We have the largest feeding
12 program for the summer in the nation. No
13 one competes with the size of that
14 program. And the Snack Program goes to
15 the facilities in the rec centers from
16 September to June.

17 COUNCILMAN JONES: I'm aware of
18 the programs and I think they're great,
19 and I wanted that question on the record.
20 The only thing that I would add is
21 that -- and I heard clearly that you
22 don't deal with the procurement process
23 of that, correct? The only thing I would
24 recommend and I hope the Administration
25 will take note is, I believe that the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 contract is awarded to a firm in New
3 York.

4 COMMISSIONER CARAPUCCI: Yes,
5 sir. It's a bid process, and here's what
6 happens: It's put out for bid and
7 usually what happens, there's only a
8 couple people that ever bid on it.

9 COUNCILMAN JONES: So I support
10 your program, but I would -- as we start
11 to look at economic development
12 opportunities for Philadelphia-based
13 firms, I think that's one that is
14 low-hanging fruit that we should try to
15 market to local firms that can do
16 packaging of food and one that I want to
17 look into the future to see if we can't
18 provide an opportunity for Philly-based
19 firms.

20 COUNCILWOMAN BROWN: Point of
21 information regarding that.

22 COUNCILMAN JONES: Go ahead.

23 COUNCILWOMAN BROWN: Just a
24 point of information. You're not
25 responsible for that award process. For

1 4/1/08 - WHOLE - BILL 080022, etc.

2 the record, it needs to be said, that's
3 not acceptable, that a New York firm gets
4 to feed Philadelphia residents. So we
5 need to do what we can at our level to do
6 as Councilman Jones just stipulated.
7 Clearly, the awareness and availability
8 of that enormous opportunity for local
9 caterers is not at a place where it could
10 be or should be. We know that there are
11 caterers in Philadelphia that can more
12 than adequately handle that kind of
13 enormous opportunity.

14 So we need to talk off line
15 about what we need to do to make sure the
16 awareness of that is heightened so that a
17 New York firm doesn't get the opportunity
18 to feed Philly folk when there are
19 caterers right here who would employ
20 Philadelphia residents who want to feed
21 their families and have a better chance.

22 Thank you.

23 COUNCILWOMAN SANCHEZ: Point of
24 information.

25 COUNCIL PRESIDENT VERNA: The

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Chair recognizes Councilwoman Sanchez.

3 COUNCILWOMAN SANCHEZ: On the
4 Food Service Program, do we get any
5 federal subsidies for that?

6 COMMISSIONER CARAPUCCI: It's
7 all funded by the federal government
8 through the State of Pennsylvania and
9 then it comes to us from the state.

10 COUNCILWOMAN SANCHEZ: Thank
11 you.

12 COUNCILMAN JONES: Thank you.
13 So I'd like to look at that opportunity
14 and look at it.

15 Also in your budget testimony
16 you indicated that safety and cleanliness
17 inspections in facilities would happen on
18 a weekly basis, I thought you said; is
19 that right?

20 COMMISSIONER CARAPUCCI: We are
21 presently -- we just began them about
22 three weeks ago. My Assistant
23 Maintenance Director, Michael Mecchella,
24 is in charge of that program, and we are
25 going around on a weekly basis with a

1 4/1/08 - WHOLE - BILL 080022, etc.
2 check sheet checking all our facilities.
3 That has begun.

4 COUNCILMAN JONES: You also
5 have a great program, Play Ball
6 initiative, and you mentioned in your
7 testimony that some of the funding was
8 secured. Where are we at on full funded?

9 COMMISSIONER CARAPUCCI: The
10 Phillies are helping us with that, and
11 the staffing of this initiative is our
12 own people, our professional rec leaders,
13 particularly those that have interest and
14 skill in baseball. Like in your
15 particular Council District, the person
16 that works at Shepard, he was a baseball
17 player for years at Temple and he was
18 scouted by the Majors and all things like
19 that. So we put the program there,
20 knowing that he could help --

21 COUNCILMAN JONES: That was an
22 excellent choice, by the way.

23 COMMISSIONER CARAPUCCI: I kind
24 of figured you would say that.

25 But he is a good person, and

1 4/1/08 - WHOLE - BILL 080022, etc.
2 we're trying to -- we targeted 12 sites
3 in Southwest, West and North Philadelphia
4 where baseball has been a little dormant.

5 COUNCILMAN JONES: We really
6 need to market great programs like that,
7 and I just want to encourage you to keep
8 that. I wanted to see that the funding
9 was there.

10 COMMISSIONER CARAPUCCI: We're
11 starting small. I just want to tell you
12 how I do my philosophy with this. Any
13 time we start a program, we like to start
14 to where we know what we're doing and
15 make it work, and then we could expand
16 it. We want to make this even bigger.
17 We want to have more teams. Instead of a
18 four-team league at Shepard, I'd like to
19 have a four-team league at Shepard and a
20 four-team league at Tustin and a
21 four-team league at Granahan and all
22 these facilities. But I want to walk
23 with this for the first year and see how
24 it goes.

25 COUNCILMAN JONES: Another good

1 4/1/08 - WHOLE - BILL 080022, etc.
2 program that I'd like you to speak to is
3 the YES Program, which is the Youth
4 Environmental Stewardship Program, and I
5 wanted some specifics about where they
6 are located and what the purpose of that
7 program is.

8 COMMISSIONER CARAPUCCI: Well,
9 the purpose is for the kids to learn
10 about ecology, about their environment,
11 and it's also a development program for
12 the kids themselves as far as their own
13 self-esteem. A lot of teenagers in it.
14 We have six sites, and this year we
15 increased two more sites, which we are
16 going to fund. The first six sites was
17 the PHS, was funding the teachers. In
18 your area, Barbara McCabe, our Parks
19 Coordinator, has the sites.

20 Here's what we have: We've
21 tried to keep it near parks. Now, for
22 the past couple years, it was at the
23 Eastwick, Laura Simms, Papa, Mander,
24 Ferko and the Fish Hatchery in the lowest
25 Northeast. This year we added Awbury,

1 4/1/08 - WHOLE - BILL 080022, etc.

2 because there's a park there, and Olney.

3 So we're in different parts of
4 the City. As it goes on, if we could get
5 additional funding down the road, we'll
6 expand it. We have to pay this a little
7 differently than you do like -- you just
8 can't put an RSI here, because under the
9 PHS concept, they have highly trained
10 professional people in this area and
11 their pay level is a lot higher than what
12 we pay our staff to run day camps and
13 things like that. So we're paying for it
14 out of monies that we have from different
15 grants.

16 But this year we're going to do
17 two more. Hopefully next year we can do
18 a couple more and just keep going.

19 COUNCILMAN JONES: Can you
20 determine for me Clean 'N Green, is that
21 connected to that?

22 COMMISSIONER CARAPUCCI: Clean
23 'N Green is -- here's what it is: For
24 eight years, ten years we've had a parks
25 program. It's a partnership with PHS.

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Barbara McCabe is our Parks Coordinator.
3 She works with PHS, and we train a
4 seasonal worker to work in the various
5 parks. The program stayed the same for
6 eight years, 43 sites. We've expanded it
7 to where we're going to clean the parks,
8 we're going to clean some of the C and D
9 facilities. And it gives neighborhood
10 people an opportunity for possible
11 full-time employment, because what
12 happens is, they become part of the
13 Recreation family. When you hire the
14 same person every summer every year for
15 six months, there's a connection, and
16 then when we give these civil service
17 tests for custodial workers, for facility
18 caretaker, these are the people that we
19 approach to take the test, because they
20 have a little history with us and they
21 become part of our department.

22 This is a highly successful
23 program. In fact, we have a banquet
24 every year with the parks. I mean, last
25 year we had close to 300 people, and

1 4/1/08 - WHOLE - BILL 080022, etc.
2 we're looking to make this even bigger.
3 And that's part of the Clean 'N Green.
4 We've been doing this for PHS. They've
5 been a great partner to us, and we want
6 to make it even bigger. It did stagnate
7 for a while, but I think we're on pretty
8 good footing.

9 COUNCILMAN JONES: When the
10 President of Council appointed me on the
11 Commission for Parks and Recreation,
12 along with my Chairwoman, Blondell
13 Reynolds Brown, I was excited about this
14 opportunity. So can you explain -- I
15 look forward to working with you.

16 Can you talk a little bit about
17 Operation Welcome?

18 COMMISSIONER CARAPUCCI: Okay.
19 Operation Welcome -- we have different
20 names we're going around with this.
21 We're going to call it the Red Carpet,
22 but that's not me. Operation Welcome,
23 this department wants to make the places
24 inviting. So the first thing we did now,
25 we just put in money to buy lighting for

1 4/1/08 - WHOLE - BILL 080022, etc.

2 the outside of the entryway. If you go
3 through some of our places, they're not
4 very inviting, when you walk up and it's
5 dark and the doors need to be painted and
6 the benches need to be taken care of and
7 the fencing. I mean, you need to get
8 these places to where people want to come
9 in, not only kids but adults, and where
10 they feel safe.

11 So the front of the facility
12 where people come in, it's our goal this
13 year to do lighting, painting, fencing,
14 benches at all our facilities. We're
15 going to start out with the A centers.
16 Obviously you start out at your biggest
17 center, and we're going to go from there.

18 COUNCIL PRESIDENT VERNA: I
19 have a point of information, please.

20 Do we have the money in the
21 budget for the lighting?

22 COMMISSIONER CARAPUCCI: We
23 have some, and I have -- I'm looking
24 around for additional monies that I could
25 put in so Frank could order what he needs

1 4/1/08 - WHOLE - BILL 080022, etc.

2 for the outside lighting. We'll put the
3 lighting up. We just --

4 COUNCIL PRESIDENT VERNA: But
5 you still have to buy the lights.

6 COMMISSIONER CARAPUCCI: Yes.

7 COUNCIL PRESIDENT VERNA: Do
8 you have the money to purchase the
9 lights?

10 COMMISSIONER CARAPUCCI: We
11 have most of it.

12 COUNCIL PRESIDENT VERNA: You
13 do? Okay.

14 I just have another point of
15 information, please. I know at least
16 three times you mentioned what the
17 Phillies have contributed to Recreation.
18 What, if anything, have the Eagles done
19 for the Department? Do we know? I think
20 I saw on television maybe months ago that
21 one of the Recreation facilities I think
22 was rehabbed by the Eagles. Is that
23 true? Have they done anything at all?

24 COMMISSIONER CARAPUCCI: Two
25 years ago they fixed up a couple of our

1 4/1/08 - WHOLE - BILL 080022, etc.
2 facilities. I know at one point -- fixed
3 up Gambrell last year and they did
4 Kenderton probably about seven years ago.
5 They did Mifflin Square probably about
6 ten years ago, in that range.

7 COUNCIL PRESIDENT VERNA: Well,
8 did they do that because they were
9 approached or --

10 COMMISSIONER CARAPUCCI: That
11 was part of their outreach when they do
12 those.

13 COUNCIL PRESIDENT VERNA: So
14 they haven't done any outreach for, what,
15 seven years, ten years?

16 COMMISSIONER CARAPUCCI: No.
17 They helped us last year at Gambrell.

18 COUNCIL PRESIDENT VERNA: Well,
19 that's what I'm asking.

20 COMMISSIONER CARAPUCCI: Yeah.
21 They did Gambrell last year. They helped
22 us at Gambrell Rec Center.

23 COUNCIL PRESIDENT VERNA: Where
24 is Gambrell?

25 COMMISSIONER CARAPUCCI:

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Gambrell is in Councilmanic District 7,
3 the Frankford area.

4 COUNCIL PRESIDENT VERNA: Well,
5 that's a long way from home, isn't it?

6 COMMISSIONER CARAPUCCI: Yes,
7 ma'am.

8 COUNCIL PRESIDENT VERNA: Have
9 they been approached to get more active
10 with Recreation?

11 COMMISSIONER CARAPUCCI: I have
12 not done that. I can, but I have not
13 done that.

14 COUNCIL PRESIDENT VERNA: I
15 think it would be nice. As I said, I
16 heard you mention the Phillies at least
17 three times. I was rather curious to
18 know what the Eagles, what, if anything,
19 they've done. I think they ought to be
20 approached. That's my feeling.

21 Councilman Jones.

22 COUNCILMAN JONES: Thank you,
23 Madam President.

24 Commissioner, can you explain
25 for me the classifications of rec centers

1 4/1/08 - WHOLE - BILL 080022, etc.

2 and the differences between them?

3 COMMISSIONER CARAPUCCI: An A
4 center has a large building with a gym,
5 multiple rooms, ball fields, basketball
6 court and 90 percent of the time a pool.
7 For instance, in your councilmanic
8 district, it would be Shepard, Kendrick,
9 McDevitt, Gustine. That would be your A
10 centers.

11 A B center has a building,
12 usually not a gym, a ball field and many
13 times a pool. For instance, in your
14 district, it would be Tustin is a B
15 center, Papa is a B center, Houston is a
16 B center, that type.

17 Then a C center would be a
18 small building with maybe a ball field.
19 Many times they don't have a ball field.
20 They could have a ball field. That would
21 be a place maybe like a Granahan or a
22 place like that.

23 COUNCILMAN JONES: Parkside.

24 COMMISSIONER CARAPUCCI:

25 Parkside definitely.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 And then a D center is a small,
3 very small, facility that you operate
4 usually just in the spring and summer.

5 COUNCILMAN JONES: Well,
6 Commissioner, the thing of it is as --
7 and I don't know what the planning
8 rationale was for them originally, and
9 probably you won't be able to go back in
10 your archives and find out either, but
11 usage now has shifted. Population
12 shifts, interests, and we have centers
13 that are C and D centers that are getting
14 A level use in the sense of I have an
15 excellent sports program throughout my
16 district, but some of them have overgrown
17 their facilities. And in our long-term
18 planning, we need to put our heads
19 together on how we deal with that at
20 places like Papa and others that have
21 teams running out of there, but don't
22 have meeting space, have come to me on
23 occasion looking for rationale as to how
24 they grow their facilities because of
25 their number of participants in the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 sports programs.

3 So somehow whether we start to
4 look at modular buildings, whether we
5 start to look at cost-effective ways to
6 provide space for activities. It has
7 been my belief that some of these
8 activities, but for them, the youth
9 violence that we see in the City of
10 Philadelphia would be exponentially
11 increased. The same characteristic that
12 a captain of a football team has all too
13 often are the same characteristics left
14 unchanneled of a head of a gang.

15 So the work you do is also
16 violence intervention. It's not just
17 recreation. And we need to, as we start
18 to plan in the future, look at some of
19 the hot spots around the City and look at
20 creating venues, facilities, that can
21 deal with shifting populations. Because
22 in the 34th Ward in parts -- in the lower
23 end of it, we have an influx of new
24 families, and that's a good thing, but
25 they also bring young, pre-adolescent

1 4/1/08 - WHOLE - BILL 080022, etc.

2 youth and it's only a short time before
3 they're restless teenagers. So we need
4 to start to do a better job of planning
5 as to where the growth, where the
6 population shifts are and, therefore,
7 where our resources go.

8 COMMISSIONER CARAPUCCI: We
9 should do that not only in your district,
10 but I feel we should probably need to
11 look at the whole system, and we are
12 doing that, because I notice throughout,
13 the City is going through many changes.
14 The facilities are all different than
15 I've seen over the years because of the
16 difference in gentrification and the
17 neighborhoods change. So this is a good
18 discussion, that we're definitely open to
19 working with you.

20 COUNCILMAN JONES: Well, I'm
21 going to work with my chairperson of the
22 committee to look into some of the
23 methodology that we're using.

24 I just want to say that I look
25 forward to this summer when we open the

1 4/1/08 - WHOLE - BILL 080022, etc.

2 pools. I don't know if there is any
3 change in the timetable of that.

4 COMMISSIONER CARAPUCCI: The
5 day public school closes, it's June 18th.
6 June 19th those pools -- not all the
7 pools. What we do, we phase them in, but
8 the first pools will open up June 19th,
9 and our expectation is to have all 80
10 pools open by July 1st.

11 COUNCIL PRESIDENT VERNA: And
12 hopefully you will have lifeguards to man
13 them.

14 COMMISSIONER CARAPUCCI:
15 Because of --

16 COUNCIL PRESIDENT VERNA: I
17 know we have trouble many times getting
18 the lifeguards.

19 COMMISSIONER CARAPUCCI: I
20 think the pay increase last year -- I got
21 to give credit to City Council. I think
22 it was that 150 percent rule. That
23 helped us, because our lifeguards were
24 making, believe it or not, \$8, \$9 an hour
25 forever, and that helped raise them up to

1 4/1/08 - WHOLE - BILL 080022, etc.
2 where the young lifeguards, that the
3 first-year lifeguards make 12.33 an hour,
4 and then the lifeguard II makes like
5 13.83, in that range.

6 So that pay, even though in the
7 outside world isn't great, in our world
8 it's pretty good.

9 COUNCIL PRESIDENT VERNA:
10 Great.

11 COMMISSIONER CARAPUCCI: And
12 it's helped get us lifeguards. So last
13 year we didn't have a problem again. We
14 have to still push along. We always have
15 to put our foot down on the pedal and
16 push, but by the end of June, we'll have
17 our 400 lifeguards.

18 COUNCIL PRESIDENT VERNA:
19 Wonderful.

20 COUNCILMAN JONES: My final
21 point is, as we contemplate the future of
22 Camp William Penn, you heard the question
23 I asked Fairmount Park Commissioner
24 earlier, which was if in fact we are
25 going to look at the possible liquidation

1 4/1/08 - WHOLE - BILL 080022, etc.
2 of that facility, we need to look
3 carefully as to the ground space within
4 Fairmount Park and obviously the
5 involvement of the Department of
6 Recreation as to provide viable
7 alternatives for our young people during
8 the hot summers. And whether a trust is
9 established to pay for the expense of
10 kids going to camp or whether facilities
11 within Fairmount Park are designed and
12 giving them an outdoor experience within
13 the borders of Philadelphia, I'm fine
14 with all of those options. It's just
15 that we don't want to take a step back
16 from our commitment to our youth during
17 the summer who are from a big city, but
18 yet want to experience outdoors, want to
19 experience environmental issues and
20 training.

21 So as we start to plan the
22 future of that facility, I'd like you
23 involved with Fairmount Park to look and
24 see what our options truly are.

25 Thank you, Madam President.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCIL PRESIDENT VERNA:

3 You're welcome.

4 The Chair recognizes Councilman
5 Rizzo.

6 COUNCILMAN RIZZO: Thanks,
7 Madam Chair.

8 Commissioner, it's rare that I
9 get a constituent request that involves
10 the Recreation Department, because you
11 run it well and the people that work with
12 you. One of the issues, though, that on
13 occasion I get a call are these stages.
14 How do you schedule them for events? How
15 do you charge people for the use of them?
16 I assume it's tricky to manage, but could
17 you explain so if there's something we
18 can do to make more of those available to
19 you, I'd like to know that. Because it's
20 very disappointing to get a call from a
21 person on a Wednesday and they need a
22 stage for a Saturday. I'm embarrassed to
23 even call you to ask what you could do to
24 be helpful.

25 COMMISSIONER CARAPUCCI: We get

1 4/1/08 - WHOLE - BILL 080022, etc.

2 numerous requests, and I would say
3 they're scheduled out three months from
4 now. So many people ask for those two
5 stages.

6 COUNCILMAN RIZZO: Two?

7 COMMISSIONER CARAPUCCI: Right.

8 That they go all the way out. So the
9 best thing to do, if you know -- if you
10 have a constituent that wants to have an
11 event, say, this coming July or August,
12 they have to get it in now.

13 COUNCILMAN RIZZO: Is there a
14 charge?

15 COMMISSIONER CARAPUCCI:

16 There's a charge for overtime, and we are
17 trying very hard this year to collect,
18 because it's been a big drain on our
19 budget.

20 See, all these different things
21 that we do that are beyond the workers'
22 hours is what's impacted also some of our
23 budget. When you have all that overtime
24 going out, it's a lot harder for us to
25 get approval to have staff hired. I

1 4/1/08 - WHOLE - BILL 080022, etc.
2 mean, I would like to have a full staff.
3 Everybody would. But we have to live
4 pretty close to what our numbers are.
5 And these things like the chairs earlier
6 and now the stages, that gets costly,
7 because when you put a stage out, you
8 have to have so many men contractually to
9 be there. So all we charge is the
10 overtime. And most of the community
11 groups when it's explained to them that
12 we're doing this citywide and not just
13 for one particular place, I think they
14 will pay the --

15 COUNCILMAN RIZZO: You stunned
16 me when you said you only had two. That
17 seems like they're everywhere you go, and
18 those two really get around then.

19 COMMISSIONER CARAPUCCI:
20 Because they're always out.

21 COUNCILMAN RIZZO: Right. Good
22 job on that, because it really makes an
23 event --

24 COMMISSIONER CARAPUCCI: I
25 would definitely, Councilman, if you know

1 4/1/08 - WHOLE - BILL 080022, etc.
2 somebody that wants to use it this
3 summer, get them in now.

4 COUNCILMAN RIZZO: Get in now.

5 The other observation,
6 Commissioner -- and I know that there's a
7 lot of reasons that what I'm going to
8 describe happens -- is energy management.
9 It's kind of discouraging when you drive
10 by a rec center very late at night and
11 you see all the lights on. And I know
12 that in the past I was told, Well, it's
13 for security. Well, I don't think you
14 need every light on and have the
15 neighbors say, Councilman, you know, you
16 guys really don't do a good job in
17 watching our money. What do we need the
18 whole place lighted at 4 o'clock in the
19 morning? And I try to say that, well,
20 when these facilities were built, that
21 they didn't split the circuits up, that
22 they're all on or they're -- I think
23 eventually, though, with the way energy
24 is heading, Commissioner, that we really
25 have to have a campaign on going back

1 4/1/08 - WHOLE - BILL 080022, etc.
2 into each facility, designing the
3 electrical systems for security, for a
4 small event, a major event, that you have
5 control over the way -- and I talked to
6 one person that said that the timer was
7 broken for many years and that the fact
8 that lights were on 24/7. Something like
9 that is not acceptable, I'm sure to you
10 either.

11 COMMISSIONER CARAPUCCI: I
12 agree.

13 COUNCILMAN RIZZ0: So,
14 Commissioner, do you think that there
15 could be a campaign to look at each
16 facility, look at the way we light them
17 at night? And I heard and I love your
18 idea about making the presentation of the
19 facilities better at night, making them
20 more appealing, but to have a ball field
21 at a particular facility in the middle of
22 the night running full tilt, I can
23 understand security lighting, but I can't
24 understand every light in the place on.

25 COMMISSIONER CARAPUCCI: Any of

1 4/1/08 - WHOLE - BILL 080022, etc.
2 our facilities that are being redeveloped
3 now, we are putting in to where they can
4 all be separated and they are on timers.
5 Plus we did start last year cutting back
6 on the lighting. In fact, I'm going to
7 have Leo Dignam, who I gave this job to
8 last year to oversee, go over some of it
9 with you.

10 COUNCILMAN RIZZO: Thank you.
11 Thanks, Commissioner. That's important.
12 I had one of your colleagues that's no
13 longer here, he thought my question was
14 like crazy. He said, We don't pay the
15 bill; Public Property does. I mean, what
16 a great statement. And one day the
17 budget people have to fix that, where the
18 operating departments are responsible for
19 their utilities, and I think they'd
20 manage it a lot better if they were.

21 COMMISSIONER CARAPUCCI: And
22 I'll give you another suggestion. The
23 more we save, if we were able to get half
24 of that money back by savings, I think
25 you would see even more savings.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN RIZZO: Well, to
3 have a statement, Well, it doesn't come
4 out of my budget, it's out of Public
5 Property's, kind of floored me.

6 COMMISSIONER CARAPUCCI: We're
7 all one city.

8 COUNCILMAN RIZZO: Well,
9 they're not here anymore, so it's obvious
10 that that was not a smart thing to say.

11 DEPUTY COMMISSIONER DIGNAM:
12 Yeah. Councilman, my name is Leo Dignam,
13 Deputy Commissioner for the Program
14 Division.

15 At the end of 2005, we started
16 a campaign within the Program Division to
17 have strict standards in terms of
18 electrical use at the facilities,
19 especially on fields. So if you know of
20 any facilities that are on after 11
21 o'clock at night, that's our drop time.
22 At 11 o'clock all field lights must be
23 off. There should be no lighting that's
24 on after 11 o'clock at night, even for
25 security. We have security lighting on,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 but not field lighting. In fact, we were
3 approached just at the last Managing
4 Director's meeting by somebody from the
5 Managing Director's Office asking us for
6 that memo that we sent out back then,
7 because ours was the only department that
8 decreased electrical use by ten percent
9 in the past two years. So we reissued
10 that statement out and that memo out to
11 our Program Division and we're going to
12 continue to try to save electricity.

13 COUNCILMAN RIZZ0: One of the
14 things I think you might take the rap for
15 is the fact that people assume any time
16 they see a recreational facility that
17 it's yours. The School District has
18 areas. Fairmount Park has areas. So the
19 natural is to think that it's a
20 Recreation Department facility. And I
21 think that they have to get on board,
22 too. I know some of their places, their
23 facilities, not far from where I live in
24 the Northwest, that the tennis courts are
25 on all night.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 DEPUTY COMMISSIONER DIGNAM:

3 Right. And, again, with the change in
4 daylight savings time this year, we have
5 our maintenance staff out changing the
6 timers to make sure that they coincide
7 with the need for the lighting.

8 COUNCILMAN RIZZIO: They have a
9 new timer out that does it automatic. So
10 make sure you check into that one.

11 Thank you, Madam Chair.

12 COUNCIL PRESIDENT VERNA: The
13 Chair recognizes Councilwoman Sanchez.

14 COUNCILWOMAN SANCHEZ: Thank
15 you, Madam President.

16 Thank you, Mr. Carapucci. I
17 like to wait to the end because most of
18 the questions get asked and then I got
19 the easy stuff.

20 I wanted to thank you. When I
21 started January 7th, I had quite a bit of
22 facilities that were either underutilized
23 or closed, and I want to thank the
24 Department, despite the fact that it's
25 been in transition, working with me

1 4/1/08 - WHOLE - BILL 080022, etc.
2 through some of those playgrounds, Hissy,
3 McVeigh, 4th and York and all the other
4 ones.

5 I wanted to go back to the
6 issue around MBEC's businesses and ask
7 you, which services is the Department
8 currently contracting out? What are some
9 of the types of services that we're
10 contracting out? Like we're lawn mowing?

11 COMMISSIONER CARAPUCCI: Grass
12 cutting.

13 COUNCILWOMAN SANCHEZ: Grass
14 cutting, those types of things?

15 COMMISSIONER CARAPUCCI: The
16 Food Program is our largest.

17 COUNCILWOMAN SANCHEZ: The Food
18 Program being the largest, yeah. I want
19 to reiterate, those are the types of jobs
20 and businesses where underrepresented
21 communities have the biggest access. So
22 I want to encourage you, as my colleagues
23 did, to really look at that.

24 The other thing, you mentioned
25 that this is -- you probably are going to

1 4/1/08 - WHOLE - BILL 080022, etc.
2 be doing some of the most hiring given
3 the retirement. I want to encourage you
4 and encourage the Administration to also
5 look at workforce diversity as a
6 priority. I'm hopeful that next year in
7 addition to the contracting numbers, that
8 we could ask the Administration to give
9 us diversity in their departments. It's
10 an area that I'm particularly interested
11 in as we work with Personnel and Civil
12 Service. But I think, again, when you
13 look at 37 custodial jobs, those are,
14 again, jobs that we could probably get
15 the folks in the neighborhood.

16 So I'm going to encourage you
17 and ask that the Administration -- I
18 don't know if Stephen is still around.

19 MR. AGOSTINI: I'm here.

20 COUNCILWOMAN SANCHEZ: -- that
21 we look at, in addition to providing who
22 we're contracting with, how departments
23 are doing as it relates to staff
24 diversity, especially departments who are
25 going to be hiring at this rate.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 In terms of our contracts with
3 the non-profits, can you tell me what
4 types of services? I notice that we got
5 \$1.4 million, Philadelphia Youth Network,
6 Afro-American Museum. How many kids are
7 we servicing through those contracts and
8 how do we evaluate those?

9 COMMISSIONER CARAPUCCI: I'll
10 have to get you that information. I
11 don't have it right here.

12 COUNCILWOMAN SANCHEZ: If you
13 could submit that to the Chair, that
14 would be very important, because I wanted
15 to echo what my colleague, Blondell
16 Reynolds, said around as we look at being
17 smarter in our contracting of services, I
18 definitely look at Class A facilities as
19 potential beacons for kids and really
20 trying to figure out if we can to not
21 only expanded hours but 24-hour services
22 in some of these poorer areas. So I
23 think that that's a conversation that we
24 should have accelerated with DHS and
25 others as we look at that. And I say

1 4/1/08 - WHOLE - BILL 080022, etc.
2 that because I have a district where we
3 have certain rec centers; for instance,
4 Hissy Playground, that has been closed
5 for three years and it's been okay. It's
6 C and Indiana, one of the most
7 drug-infested areas. And what I
8 appreciate about Commissioner Carapucci
9 is that he is not giving me excuses for
10 it. He accepts the fact that that stuff
11 cannot happen and should never happen
12 regardless of who is in leadership in the
13 Council level, that we can allow rec
14 centers to go closed for so many years in
15 underserved communities.

16 I notice that in your
17 professional services you still put in
18 the money for the Dell East. Is that
19 because -- for the professional services
20 I notice it was still here. There's
21 \$350,000 still allocated in professional
22 services to the Dell East. So I was
23 wondering...

24 COMMISSIONER CARAPUCCI: It
25 should not be in there. It's not in

1 4/1/08 - WHOLE - BILL 080022, etc.

2 there for this year.

3 COUNCILWOMAN SANCHEZ: Okay.

4 In Section 41, Page 44, it's still
5 outlined there, or did I read that wrong?
6 Or that was for this year?

7 COMMISSIONER CARAPUCCI: That
8 was for this -- that's what we spent last
9 summer.

10 COUNCILWOMAN SANCHEZ: That's
11 what you spent last summer. So this
12 number was for money spent last year, not
13 for anything for this year?

14 COMMISSIONER CARAPUCCI: Right.

15 COUNCILWOMAN SANCHEZ: Okay.

16 All right.

17 One more thing. As it relates
18 to your maintenance schedule, you talked
19 about you have an added maintenance crew.
20 Who is going to be doing the deployment
21 of that special crew seasonal?

22 COMMISSIONER CARAPUCCI: Frank
23 Fabey is our Maintenance Deputy. His
24 assistant is Michael Mecchella, and we
25 have underneath there -- that's

1 4/1/08 - WHOLE - BILL 080022, etc.
2 citywide -- Tyrone Foster. Then after
3 that, we have three basic District
4 Caretaker Supervisors for a division
5 supervisor. They have three districts --
6 we have nine districts. They're broken
7 up into three districts per supervisor.
8 And then what happens is this: When
9 something is needed, like a special
10 event, chairs, whatever it may be, those
11 guys of those divisions, the supervisors,
12 they have to then pull men out of the rec
13 centers, out of the playgrounds, and then
14 they form what is known as a crew, and
15 they're the guys that do that extra work.

16 Obviously something is going to
17 be missing, and that's where all the
18 overtime comes in, because you still have
19 to maintain the facilities. So you can't
20 give that function up.

21 So now starting in another
22 couple weeks, we're going to be hiring
23 seasonal maintenance aides, and what we
24 do with them, we put for the first -- up
25 until you get into the summer, we put

1 4/1/08 - WHOLE - BILL 080022, etc.
2 some of those guys in that crew to help,
3 and that's more -- that kind of saves us
4 some money. But we need to do that,
5 because now this is our time of the year.
6 April 1st to Labor Day is when we have to
7 earn our money. Not just the
8 maintenance, the program, everybody. So
9 whatever we have, we have to spend now.

10 So I know there's a little bit
11 of money in our budget. By June 30th
12 we're going to use it.

13 COUNCILMAN RIZZO: Point of
14 information. Madam Chair, point of
15 information.

16 COUNCIL PRESIDENT VERNA: Yes.
17 The Chair recognizes Councilman Rizzo.

18 COUNCILMAN RIZZO:
19 Commissioner, how does a person apply for
20 those seasonal jobs? Give us a heads-up
21 on that, please.

22 COMMISSIONER CARAPUCCI: Okay.
23 What happens is this: The supervisors at
24 the rec centers reach out into the local
25 communities, the parks people. They

1 4/1/08 - WHOLE - BILL 080022, etc.
2 reach out to the people that live in
3 there. It's very neighborhood oriented.
4 We delegate that out to where the site
5 supervisor and the parks people, like
6 Barbara, they have some control and they
7 have a good feel for the community.

8 So I'm very confident that all
9 the people that we hire under the SMA
10 program are neighborhood people, are
11 people that represent Philadelphia, and I
12 think we've done a pretty good job of
13 that.

14 COUNCILMAN RIZZO: So if
15 someone would be interested in a summer
16 job, who do they approach at the Rec?

17 COMMISSIONER CARAPUCCI: Their
18 neighborhood rec leader.

19 COUNCILMAN RIZZO: So they need
20 to go look --

21 COMMISSIONER CARAPUCCI: They
22 could go to our rec center.

23 COUNCILMAN RIZZO: And see
24 someone and say, I want to work there?

25 COMMISSIONER CARAPUCCI: They

1 4/1/08 - WHOLE - BILL 080022, etc.

2 will see the site supervisor.

3 COUNCILMAN RIZZO: Okay.

4 Thank you, Madam Chair.

5 COUNCILWOMAN SANCHEZ: The
6 other area that I think is important
7 moving forward is if there is a catalogue
8 of work orders and how they're taken care
9 of, I think that would be important. And
10 I know, again, you took care of this, but
11 I had a toilet for six years that was not
12 functioning in one of my Class A
13 facilities. And I'm glad that you fixed
14 it, but I would think that moving forward
15 we would do a better job of cataloguing
16 those work orders and how they get
17 resolved.

18 COMMISSIONER CARAPUCCI: That's
19 one of our initiatives, and we've had a
20 work order system, but what we're trying
21 to do is become a lot more accountable.
22 One of the things that we do now with the
23 new Administration is a thing called
24 PhillyStat, and we have to go before the
25 Managing Director and a lot of other

1 4/1/08 - WHOLE - BILL 080022, etc.

2 people, and we're held accountable for

3 what we're counting and not counting.

4 And one of the things we are counting is

5 work orders that are called in and how

6 many are completed.

7 So we're on the same page with

8 you with that.

9 COUNCILWOMAN SANCHEZ: Okay.

10 Thank you.

11 COUNCIL PRESIDENT VERNA: The

12 Chair recognizes Councilwoman --

13 (Councilwoman speaking without
14 microphone.)

15 COUNCILWOMAN KRAJEWSKI: -- on

16 the grounds at Lincoln. Have you been

17 getting any requests from our office?

18 COMMISSIONER CARAPUCCI: I just

19 got today, somebody e-mailed me and Frank

20 about -- I just got it today.

21 COUNCILWOMAN KRAJEWSKI: Well,

22 there's a lot of safety issues here as

23 well. I have pictures of children that

24 got hurt there.

25 COMMISSIONER CARAPUCCI: I

1 4/1/08 - WHOLE - BILL 080022, etc.
2 think it's School District property. In
3 fact, I know it's School District
4 property. We'll clean the park, and
5 we've done that over the years, but that
6 all has to be redone by the School
7 District.

8 COUNCILWOMAN KRAJEWSKI: The
9 City can't help us?

10 COMMISSIONER CARAPUCCI: We
11 could help you, but I don't know if we
12 can fix the whole entire area. I think
13 the whole thing has to be ripped out.
14 But Frank will take a look at it.

15 COUNCILWOMAN KRAJEWSKI: Well,
16 I'd be glad to take a tour with you there
17 just to look at it. Would you call my
18 office so we can take a tour?

19 MR. FABEY: We always address
20 the clean problems on a regular basis.
21 However, it's not our play equipment, and
22 many times I've actually done repairs
23 there. Numerous times we've cleaned the
24 facility. It's not even ours. We've
25 addressed the maintenance issues. We've

1 4/1/08 - WHOLE - BILL 080022, etc.

2 done repairs. However, it's School
3 District property and we're very limited
4 to our ability to work there. We need
5 permission from them. It would have to
6 be a capital project that should be
7 addressed through the Capital Office.

8 COUNCILWOMAN KRAJEWSKI: Well,
9 maybe I can get the both of you together.

10 MR. FABEY: I'd be happy to.
11 Absolutely.

12 COUNCILWOMAN KRAJEWSKI: Okay?

13 MR. FABEY: Sure. Absolutely.

14 COUNCILWOMAN KRAJEWSKI: Thank
15 you.

16 MR. FABEY: Thank you.

17 COUNCILWOMAN KRAJEWSKI: And
18 call my office and we'll set something
19 up.

20 MR. FABEY: I'd be glad to.

21 COUNCIL PRESIDENT VERNA: Thank
22 you.

23 The Chair recognizes Councilman
24 Jones.

25 COUNCILMAN JONES: Finally, the

1 4/1/08 - WHOLE - BILL 080022, etc.

2 level of repair of our rec centers, you
3 do a great job.

4 We need to increase the budget
5 of our annual rec centers, Madam
6 President. We have infrastructure that
7 is aging, and we just need to bite the
8 bullet and increase the Recreation
9 Department's maintenance portion, because
10 what good is it if we invite young people
11 into after-school programs if they're in
12 dingy and in some cases even unsafe
13 conditions? We just need to prioritize
14 it. It is not just recreation. It's
15 violence intervention in some areas of
16 the City, and we need to readjust our
17 priorities and give them what they need
18 to operate.

19 COUNCIL PRESIDENT VERNA: From
20 your mouth to God's ears.

21 COMMISSIONER CARAPUCCI: Thank
22 you. I appreciate it.

23 COUNCIL PRESIDENT VERNA: Okay.
24 The Chair recognizes Councilman Rizzo.

25 COUNCILMAN RIZZO: Thank you.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Commissioner, the last question
3 I had I couldn't get to in my last round
4 was, we come here and we talk about
5 sometimes the same thing budget after
6 budget after budget and we bring it up
7 again and again. One of the things that
8 we've talked about for years and now that
9 you're leading Recreation is to see if
10 there's anything we can do to improve
11 upon the swimming pool issue. The School
12 District has pools. Sometimes it's
13 confusing who maintains them. I know
14 that the one on Germantown Avenue, the
15 heater was out for months and months and
16 months.

17 It seems as though this is one
18 thing that could be done better, and with
19 your team, I'm thinking -- do we have to
20 ask the School District to -- what
21 exactly do you perceive to be the
22 problem?

23 COMMISSIONER CARAPUCCI: I
24 understand what you're saying about the
25 indoor pools. We've had this problem

1 4/1/08 - WHOLE - BILL 080022, etc.
2 many times. The indoor pools that we
3 operate are inside of the School
4 District's buildings. They are
5 responsible for the renovation and repair
6 of these pools.

7 I'd have no problem at all if
8 City Council wanted to have some type of
9 meeting where it could be aired out, some
10 of the issues, similar to what's happened
11 now up at Lincoln, because we do operate
12 the pools, but when they have to get
13 fixed, they have to be fixed by the
14 School District. And we have a number of
15 the pools -- I think there's seven of
16 them -- across the City.

17 COUNCILMAN RIZZ0: The one that
18 championship swim team practices, what's
19 the name of the rec center down off of
20 Hunting Park Avenue?

21 COMMISSIONER CARAPUCCI:
22 Foster.

23 COUNCILMAN RIZZ0: And those
24 kids were preparing for a meet and the
25 water was so cold, the coach couldn't

1 4/1/08 - WHOLE - BILL 080022, etc.

2 even let them practice in it because it
3 was just unbearable.

4 COMMISSIONER CARAPUCCI: And
5 we've had pools --

6 COUNCILMAN RIZZO: And it took
7 months and months to get a heater fixed.

8 Is there a way you think if we
9 did get together with the School District
10 that you could be budgeted for the
11 maintenance of the facilities, they could
12 just be your tenant?

13 COMMISSIONER CARAPUCCI: If
14 there's a way that you could work that
15 out -- and it has to be worked out from a
16 higher level than myself -- we are more
17 than willing to take on the
18 responsibility. Obviously there would be
19 some resources to go with that, because
20 it hurts us, too.

21 We had a facility at 57th and
22 Walnut, Sayre-Morris Recreation Center.
23 That pool was shut down for 18 months,
24 and it's because -- it's similar to what
25 Councilman DiCicco is talking about, you

1 4/1/08 - WHOLE - BILL 080022, etc.

2 don't have control.

3 So if I can't control what I'm
4 using, so we do -- I'm willing to work
5 with whoever the Administration appoints
6 to take care of this.

7 COUNCILMAN RIZZO: The School
8 District will be here, and not to belabor
9 the point at another hearing, I think
10 it's important that we really fix this
11 problem, because it's a shame. You take
12 a bad rap for it unnecessarily, and on
13 occasions your people even went and fixed
14 the problem even though it wasn't your
15 responsibility to fix it, just to get it
16 back operational. But I think that we
17 really need to sit down, and I think that
18 a tenant relationship could develop with
19 the required -- letting you do the
20 maintenance of the facilities. I'll
21 facilitate that meeting.

22 COMMISSIONER CARAPUCCI: Thank
23 you.

24 COUNCILMAN RIZZO: Since
25 they're citywide and it's a good issue.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCIL PRESIDENT VERNA: How
3 about the liability? Who would pay for
4 the liability?

5 COUNCILMAN RIZZO: What
6 liability?

7 COUNCIL PRESIDENT VERNA: The
8 liability with the swimming pools with
9 the schools.

10 COUNCILMAN RIZZO: They would
11 have them.

12 COUNCIL PRESIDENT VERNA: Do we
13 take care of the liability of the
14 swimming pools in the schools?

15 COMMISSIONER CARAPUCCI: No, we
16 don't. We just operate the program. So
17 there would have to be some type of
18 structure set up to where that this would
19 change. But it's in the school. They're
20 in schools. Like the pool at Lincoln is
21 within the school of Lincoln.

22 COUNCILMAN RIZZO: What's the
23 problem there, Commissioner?

24 COMMISSIONER CARAPUCCI: No,
25 there's no problem there. I'm just

1 4/1/08 - WHOLE - BILL 080022, etc.
2 saying that all of those indoor pools are
3 inside of schools. So it's a complicated
4 issue, but I would think something like a
5 maintenance -- without getting into
6 everything else, it was just a little bit
7 quicker response to repairing what's
8 needed to be repaired.

9 COUNCILMAN RIZZ0: And the
10 point that you made, you had a swimming
11 pool in West Philly?

12 COMMISSIONER CARAPUCCI: We had
13 a pool out there for --

14 COUNCILMAN RIZZ0: For 18
15 months down because it needed some
16 maintenance.

17 COMMISSIONER CARAPUCCI: They
18 had to redo the whole pool. So that's
19 not an unusual situation, but that
20 affects -- we don't have any control of
21 that. If it took three years, you have
22 to live with it, because we are a guest
23 basically.

24 COUNCILMAN RIZZ0: Right. So
25 what I'm hearing is if you had control of

1 4/1/08 - WHOLE - BILL 080022, etc.

2 that process, that pool could have been
3 back faster?

4 COMMISSIONER CARAPUCCI: We
5 would do everything we can to get it back
6 faster.

7 COUNCILMAN RIZZO: Okay.

8 COMMISSIONER CARAPUCCI: Many
9 times, as you well know and I think a lot
10 of people in here realize, that when a
11 pool goes down, we do what we can to get
12 it open for that season. It's always
13 been our goal to have all the pools
14 operating.

15 COUNCILMAN RIZZO: Well, maybe
16 this is the time to straighten this out
17 with the School District and with the new
18 leadership there, that we'll see that
19 maybe you taking that responsibility
20 would be to the City's advantage. So
21 we'll see.

22 COMMISSIONER CARAPUCCI: Thank
23 you.

24 COUNCILMAN RIZZO: Thanks.

25 COUNCILWOMAN KRAJEWSKI:

1 4/1/08 - WHOLE - BILL 080022, etc.

2 They're also City employees that work
3 there, right?

4 COMMISSIONER CARAPUCCI: The
5 City employees operate the program. The
6 water safety instructors operate the
7 pool. They do the swim lessons. They do
8 all that. As far as the maintenance and
9 repairing of the pools, that's done by
10 the School Board.

11 COUNCILWOMAN KRAJEWSKI: Thank
12 you.

13 COUNCIL PRESIDENT VERNA: Are
14 you finished, Councilman Rizzo?

15 COUNCILMAN RIZZO: Yes. Thank
16 you, Madam Chair.

17 COUNCIL PRESIDENT VERNA:
18 You're welcome.

19 The Chair recognizes
20 Councilwoman Tasco.

21 COUNCILWOMAN TASCO: While
22 we're on repairs, I just got a call from
23 my staff. The refrigerator freezer is
24 down at Finley and we're having an event
25 there on Saturday. We need to have it

1 4/1/08 - WHOLE - BILL 080022, etc.

2 fixed. Thank you.

3 COMMISSIONER CARAPUCCI: Frank
4 will take care of that. Thank you.

5 COUNCIL PRESIDENT Verna: Thank
6 you very much.

7 COUNCILWOMAN TASCIO: He's good.

8 COUNCIL PRESIDENT Verna: Any
9 other questions from members of the
10 Committee?

11 (No response.)

12 COUNCIL PRESIDENT Verna:
13 Seeing none, thank you, gentlemen.

14 Commissioner, I'd suggest you
15 stay where you are.

16 MR. McPHERSON: Camp William
17 Penn.

18 COMMISSIONER CARAPUCCI: We're
19 going to do this as a team. I'm going to
20 start it off, then I'm going to turn it
21 over to Leo Dignam, who did a lot of
22 research on alternatives for the camp.

23 Good afternoon, Council
24 President Mrs. Verna and Honorable City
25 Council members. I am William Carapucci,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Acting Recreation Commissioner for the
3 City of Philadelphia. I would like to
4 introduce my executive managing staff.
5 To my right is Leo Dignam, Acting Deputy
6 Commissioner for Programs, and to my
7 left, Deputy Commissioner for
8 Maintenance, Frank Fabey.

9 Now I would like to have Leo
10 Dignam handle the rest of it.

11 DEPUTY COMMISSIONER DIGNAM:
12 Thank you, Commissioner.

13 The City of Philadelphia
14 Department of Recreation has managed Camp
15 William Penn since 1951. Most of the 100
16 structures on the property pre-date
17 ownership by the City of Philadelphia.
18 The kitchen and dining hall in particular
19 were built in the 1920s and now require
20 substantial renovations and
21 modernization. A recent inspection
22 indicated that kitchen equipment was
23 outdated and poses a safety hazard.
24 Additionally, a local site safety
25 evaluation, as recommended by the

1 4/1/08 - WHOLE - BILL 080022, etc.

2 American Camp Association, noted
3 electrical hazards and the need for
4 emergency generators.

5 Total capital costs for a new
6 kitchen, including new appliances, have
7 been estimated to be over \$100,000.
8 Also, generators to support water
9 generation, infirmary and access lighting
10 will cost an additional \$120,000. In
11 order for the camp to operate safely this
12 year, these capital improvements must be
13 completed.

14 In addition, despite best
15 efforts by Department of Recreation
16 staff, the camp attendance and interest
17 for the camp has diminished. In FY08,
18 there were a total of 313 campers. Other
19 agencies were asked to help with
20 enrollment, but few materialized. With a
21 camp staff of 65 employees and a total
22 budget over \$400,000, the price per
23 camper exceeds \$1,000. These costs
24 coupled with the liability of taking
25 children to an outdated facility 80 miles

1 4/1/08 - WHOLE - BILL 080022, etc.
2 from Philadelphia is an unnecessary risk
3 for the Department and the City.

4 President Verna and members of
5 City Council, I will be glad to answer
6 any questions you may have about this
7 testimony or the operation of Camp
8 William Penn.

9 COUNCIL PRESIDENT VERNA: The
10 Chair recognizes Councilman Rizzo.

11 COUNCILMAN RIZZO: So it's safe
12 to say that there will be no encampment
13 this year, correct?

14 DEPUTY COMMISSIONER DIGNAM:
15 (Witness nods head in the affirmative.)

16 COUNCILMAN RIZZO: My input is
17 the disposal of the property. I looked
18 up the leadership in East Stroudsburg,
19 who the various State Senators, State
20 Representatives, et cetera, et cetera. I
21 would appreciate it if someone would
22 reach out to all of those -- and I have
23 the names -- of those elected officials
24 that represent where the camp is, A, to
25 see if they would first have an interest

1 4/1/08 - WHOLE - BILL 080022, etc.
2 in acquiring that land. I think
3 politically after being there all these
4 years that it would be a good idea to let
5 those folks know of our intention,
6 because you never know. They could have
7 a need for that facility before we
8 actually have a sale sign on it. Because
9 that's what you plan to do, right, put a
10 sale sign on it?

11 COMMISSIONER CARAPUCCI: I met
12 with the Public Property, and they're
13 evaluating the facility itself for its
14 worth. There's 677 acres, and they will
15 either dispose of it through a lease or a
16 sale. But if you have that information,
17 I'll pass it along to Public Property.

18 COUNCILMAN RIZZO: Here's the
19 State Rep and Senators.

20 COMMISSIONER CARAPUCCI:
21 Thanks.

22 COUNCILMAN RIZZO: Thank you,
23 Madam Chair.

24 COUNCIL PRESIDENT VERNA:
25 You're welcome.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 The Chair recognizes
3 Councilwoman Brown.

4 COUNCILWOMAN BROWN: Good
5 afternoon, gentlemen. I want to go on
6 the record of commending the staff that
7 worked there. I did visit Camp William
8 Penn, and much is to be said about the
9 commitment of the leadership there and
10 the staff that were there to try to make
11 that as best an experience as possible
12 for Philadelphia's young people.

13 What is happening with those
14 staff persons? What's their next step?
15 Are they still in the system? Are they
16 laid off? What?

17 COMMISSIONER CARAPUCCI: There
18 are three full-time exempt staff at the
19 camp, and they are not in the budget
20 effective July 1st of this year.

21 COUNCILWOMAN BROWN: And even
22 with the -- did you say 57 vacancies that
23 the Department has?

24 COMMISSIONER CARAPUCCI: We
25 have 57 vacancies.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN BROWN: There's
3 no -- and I am crossing the line, but
4 someone has to look out for somebody who
5 looked out for kids.

6 Any opportunities to match the
7 skill set of those professionals with the
8 existing needs in the Department?

9 COMMISSIONER CARAPUCCI: The
10 two fellows that live at the camp,
11 they -- well, they're from that area. So
12 there's a possibility we could offer them
13 employment because we have many
14 vacancies, but I doubt whether they would
15 come here.

16 COUNCIL PRESIDENT VERNA: And
17 the 65 employees probably live outside of
18 the City and certainly would not be --

19 COUNCILWOMAN BROWN: Do they?

20 COMMISSIONER CARAPUCCI: A lot
21 of our counselors were from Europe.

22 COUNCILWOMAN BROWN: That's
23 exactly right.

24 COMMISSIONER CARAPUCCI: And
25 they were only seasonal employees anyway,

1 4/1/08 - WHOLE - BILL 080022, etc.

2 just hired for the weeks that the camp
3 was open.

4 COUNCILWOMAN BROWN: Okay.

5 Thank you for your testimony.

6 Thank you, Madam President.

7 COUNCIL PRESIDENT VERNA:

8 You're welcome.

9 The Chair recognizes
10 Councilwoman Sanchez.

11 COUNCILWOMAN SANCHEZ: Yeah.

12 My question was along the lines of the
13 staffing. How many staff people are at
14 Camp William Penn?

15 COMMISSIONER CARAPUCCI:

16 There's a camp director and there's two
17 maintenance employees that stay at the
18 camp. That's it.

19 COUNCILWOMAN SANCHEZ: And
20 they're going to be redeployed -- who are
21 the civil service positions that are
22 there?

23 COMMISSIONER CARAPUCCI: No,
24 they're not civil service. They're
25 exempt employees.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN SANCHEZ: So only
3 three people ran that camp?

4 COMMISSIONER CARAPUCCI: And
5 then we would hire in the summer an
6 additional 65 various staff.

7 COUNCILWOMAN SANCHEZ: So are
8 you reallocating those seasonal jobs to
9 other parts in the Department for the
10 summer? You're just wiping it out
11 altogether?

12 COMMISSIONER CARAPUCCI: Part
13 of that money reverts back to the City,
14 and some of it has come to us to send
15 kids to other camping experiences.

16 COUNCILWOMAN SANCHEZ: So how
17 do the kids who normally would have
18 access to Camp William Penn access the
19 other summer camp experiences that you're
20 going to offer?

21 DEPUTY COMMISSIONER DIGNAM: We
22 will do an outreach through our website
23 and through all of our recreation
24 centers, which is normally how we do
25 outreach for Camp William Penn. We'll do

1 4/1/08 - WHOLE - BILL 080022, etc.

2 that outreach and provide the
3 alternatives. We have a phone line still
4 set up for Camp William Penn where those
5 people will be directed to come to us and
6 sign up for the alternatives, and that's
7 how we plan on taking care of the need.

8 COUNCILWOMAN SANCHEZ: How many
9 slots do you think you'll be able to
10 offer through that this year?

11 DEPUTY COMMISSIONER DIGNAM:
12 Approximately 400.

13 COUNCILWOMAN SANCHEZ: Thank
14 you.

15 COUNCILWOMAN BROWN: Can you
16 make sure that Councilmembers are aware
17 of when the outreach effort starts
18 towards the recruitment of young people?

19 DEPUTY COMMISSIONER DIGNAM:
20 (Witness nods head in the affirmative.)

21 COUNCILWOMAN BROWN: Thank you.

22 DEPUTY COMMISSIONER DIGNAM: We
23 hope Council will be part of that
24 recruitment. We'll send you applications
25 and ask you to send us anybody that is

1 4/1/08 - WHOLE - BILL 080022, etc.

2 interested in the camp.

3 COUNCILWOMAN BROWN: Thank you.

4 COUNCILMAN RIZZO: Point of
5 information.

6 COUNCIL PRESIDENT VERNA: Yes,
7 sir.

8 COUNCILMAN RIZZO: Doesn't it
9 make sense -- you might have said this --
10 that we write a letter to the parents of
11 the children that have gone last season?

12 DEPUTY COMMISSIONER DIGNAM: We
13 plan on doing that, but we had to wait
14 until we did testimony today.

15 COUNCILMAN RIZZO: Okay.

16 COUNCIL PRESIDENT VERNA: Thank
17 you.

18 Any other questions from
19 members of the Committee?

20 (No response.)

21 COUNCIL PRESIDENT VERNA:
22 Seeing no one, gentlemen, thank you very
23 much.

24 COMMISSIONER CARAPUCCI: Thank
25 you.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. MCPHERSON: The next
3 department is Atwater Kent Museum.

4 (Witness approached witness
5 table.)

6 COUNCIL PRESIDENT VERNA: Good
7 afternoon. Please identify yourself for
8 the record and proceed with your
9 testimony.

10 MS. SAND: Thank you, Madam
11 President. I'm Viki Sand, Executive
12 Director of the Atwater Kent Museum of
13 Philadelphia, and I am here to speak on
14 behalf of the Museum's budget
15 recommendation of \$320,000. In Class
16 100, the amount is \$264,000 to support
17 five key staff positions. In Class 200,
18 it's \$6,000, which provides funding for
19 fine arts insurance, and the new addition
20 for our budget is in Class 500, which
21 allocates \$50,000 as a portion of the
22 City's rent support for a new collections
23 storage facility.

24 You have the testimony and it's
25 been presented to you.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 This was an extraordinary year
3 for the Museum because in fact our public
4 programs, our school programs, our summer
5 programs have shown significant increase
6 in support, and we also had the
7 opportunity to work with the Free
8 Library, the House of Umoja and WXPB on a
9 wonderful project addressing issues of
10 violence in Philadelphia. This was an
11 effort supported by a federal agency that
12 also gave us the opportunity to really
13 demonstrate what we mean when we say that
14 the City's official history museums
15 provides context, historical context, for
16 issues that are important.

17 At this point, the two key
18 issues for the Museum -- and I think will
19 go a long way to supporting the
20 Administration's focus on its six
21 priorities -- is to secure stable,
22 professional, long-term storage for the
23 100,000 Philadelphia items, Philadelphia
24 City history collection, and that we also
25 prepared a Capital Projects Master Plan

1 4/1/08 - WHOLE - BILL 080022, etc.

2 that will allow us to raise funds to
3 renovate the Museum's historic 1826
4 Museum Building.

5 I want to say something just
6 briefly about the collections storage
7 facility and then I'm happy to respond to
8 any questions.

9 Over the past six years, the
10 Atwater Kent Museum, which has had a
11 collection of 90,000 items, has recently
12 added about 12,500 objects to the
13 collection. Without question, the most
14 important of that was from the Historical
15 Society of Pennsylvania. That was a
16 major collection of about 11,000 items,
17 major in the sense of their importance to
18 Philadelphia. Also material from the
19 Balch Institute, the objects of
20 Philadelphia, and the Insurance Company
21 of North America.

22 This is transforming for us and
23 it's why the support from Public Property
24 to identify a site that we could use that
25 would store the facility and have an

1 4/1/08 - WHOLE - BILL 080022, etc.
2 appropriate professional environment for
3 this collection. It provides us with the
4 opportunity for long-term care. It
5 provides us with the opportunity --
6 access for research and space to prepare
7 exhibitions.

8 It also allows us to add two
9 small galleries to the Museum facility
10 for exhibitions and a new Collection
11 Learning Center on the third floor.

12 We are very appreciative to the
13 Council over the past several years for
14 the support that it's given of this
15 systemic work of the Museum and also to
16 Commissioner Joan Schlotterbeck and her
17 colleagues at the Department of Public
18 Property, who have been instrumental in
19 providing this long-term care.

20 And to conclude my remarks, I
21 wanted to -- I thought of something that
22 would be appropriate for everyone who
23 came to this hearing, and I promised that
24 I would put on gloves just as every good
25 curator recommends. And then in the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 spirit of just how wonderful this
3 collection is and how it is what
4 Philadelphians share, I brought along
5 Mike Schmidt's jersey, and it is now
6 deteriorating because of his sweat that's
7 still on it, but this is an actual jersey
8 that he used. And when we talk about
9 what Philadelphians share, it seemed like
10 this was one that was appropriate for the
11 season.

12 Thank you, Madam President.

13 COUNCIL PRESIDENT VERNA: Thank
14 you.

15 At this time, the Chair
16 recognizes Councilwoman Brown.

17 COUNCILWOMAN BROWN: Thank you
18 very much for that visual. That's
19 another style of learning. So we thank
20 you for that. And let me also
21 acknowledge and thank you for your
22 participation in the work group process
23 around the tour guide bill wherein we've
24 been meeting now for soon a year. So
25 your participation and input has been

1 4/1/08 - WHOLE - BILL 080022, etc.
2 extremely helpful.

3 One of the Mayor's priorities
4 for his term is for the City to do better
5 with regards to holding on to college
6 talent, and we know that the Museum often
7 has a need for teachers. So can you
8 speak to any relationships you have with
9 local universities and how you can hold
10 on to their graduating talent, which then
11 allows us to hold on to that talent for
12 the City of Philadelphia?

13 MS. SAND: Thank you for your
14 question. We have an ongoing program.
15 Actually, a doctoral fellow from Temple
16 University works with us 20 hours a year
17 and has been part of our research team.
18 Along with the Museum of Art and the
19 African-American Museum, the Atwater Kent
20 Museum has been selected as one of the
21 sites in Philadelphia for the very
22 prestigious diversity internship program,
23 a paid internship for people to learn the
24 profession.

25 I think that we always -- we

1 4/1/08 - WHOLE - BILL 080022, etc.
2 work with Penn and Drexel and a variety
3 of different programs, the University of
4 the Arts in terms of their museum studies
5 program. So I think we've tried to do
6 that.

7 COUNCILWOMAN BROWN: So
8 currently you're doing it in a very
9 independent fashion, separate from what
10 the Mayor's plan of action or Strategic
11 Plan might be around that effort?

12 MS. SAND: We have been doing
13 it, but are delighted to work with the
14 Mayor's Office in terms of coordinating
15 these efforts so we can have a greater
16 impact.

17 COUNCILWOMAN BROWN: I would
18 encourage you, and we can find out
19 sidebar who is the point person in the
20 Administration charged with that
21 priority.

22 MS. SAND: That would be very
23 helpful.

24 COUNCILWOMAN BROWN: Okay. I'm
25 also quite impressed with How Philly

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Works. Is there any inclination to
3 partner with, again, surrounding
4 universities, not only for funding but
5 also for the use of interns or
6 volunteers?

7 MS. SAND: Well, that's how we
8 do it, and I think we're always
9 interested in working to expand that
10 program. I think I'd like to talk with
11 your office and others about potentially
12 a high school program that could acquaint
13 even younger people with the idea of
14 working in cultural institutions.

15 So I think that there's a lot
16 of room here and I think the excitement
17 of all of these colleges and universities
18 in the area and then using the rich
19 cultural resources that are here, I think
20 we've just begun to look at. I mean, not
21 that others haven't done a lot and the
22 Museum independently, but it may be time
23 to really form a stronger collaborative
24 effort.

25 COUNCILWOMAN BROWN: Sure.

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Marketing is always a real hurdle. Well,
3 let me say this: Dollars for marketing
4 can be a hurdle for arts and cultural
5 institutions when there's so much you
6 want to get done with the limited
7 resources that you have. Do you know if
8 there currently exists a collaborative
9 effort around the joint marketing of a
10 host of cultural institutions? Any
11 discussions or arrangement with GPTMC
12 along those lines?

13 MS. SAND: Well, we've been one
14 of the founding collaborators in the
15 Philadelphia-based GPTMC Quest for
16 Freedom Program, and that we offer every
17 Friday afternoons a program drawn from
18 the collection that talks about the
19 history of the Abolitionist Movement, the
20 Underground Railroad in Philadelphia. So
21 we're part of that. We're part of a
22 smaller collaborative having to do with
23 seven or eight or ten institutions around
24 William Penn in the fall.

25 So I think that we've worked to

1 4/1/08 - WHOLE - BILL 080022, etc.

2 do that, and we're aligned with all of
3 the major efforts, but I think candidly
4 there's a focus on big institutions. We
5 love big institutions, because they get
6 people here, but I think we really need
7 to work at the second and third tier of
8 organizations that really add richness
9 and texture to the Philadelphia
10 experience, and I think we can all work
11 better to promote these middle range and
12 smaller organizations.

13 COUNCILWOMAN BROWN: Sure. So
14 that's a sidebar we should probably have
15 with GPTMC.

16 MS. SAND: Right.

17 COUNCILWOMAN BROWN: Are you a
18 member of the Multi-Cultural Affairs
19 Congress? Is Atwater Kent a member --
20 that is a division of the Philadelphia
21 Visitors and Convention Bureau.

22 MS. SAND: I don't know that
23 we're a formal member, but now I'm
24 embarrassed. I know that we've worked
25 with them on a number of efforts, Tanya

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Hall and with others. So I know that
3 we've been involved, but I'm not sure
4 that we formally pay dues. I know that
5 we're a part of the --

6 COUNCILWOMAN BROWN: You might
7 want to consider that, only because they
8 serve well your medium-sized, smaller,
9 for whatever that definition is, arts and
10 cultural organizations that are looking
11 for additional marketing opportunities
12 where they can feed off of the bigger
13 marketing activities.

14 MS. SAND: Right.

15 COUNCILWOMAN BROWN: Finally,
16 discuss your storage arrangements with
17 the African-American Museum.

18 MS. SAND: We came to a
19 situation with -- that is still very much
20 a part of the discussion. Because our
21 needs were immediate, meaning that two of
22 our major storage facilities were being
23 closed -- I mean, they were going out of
24 business. One of them already has -- and
25 we had immediate need, it was the thought

1 4/1/08 - WHOLE - BILL 080022, etc.
2 of the people at Public Property that we
3 work to get our needs taken care of,
4 because they are literally closing the
5 doors and we have to be out by the end
6 of -- by the beginning of May. So that's
7 happening. And once we're in place and
8 we're in a space that we can expand, that
9 we can add an amount of space, and it's
10 our intention, absolute intention, to
11 then open this to other City-supported
12 organizations, which was the original
13 idea, and the African-American Museum.
14 They also needed from us a specific
15 price, a specific cost, before they could
16 do their planning.

17 COUNCILWOMAN BROWN: Sure.

18 MS. SAND: And we didn't have
19 that for them.

20 COUNCILWOMAN BROWN: I see. So
21 that is still in the discussion stages --

22 MS. SAND: Yes.

23 COUNCILWOMAN BROWN: -- or is
24 it real?

25 MS. SAND: Well, I think it's

1 4/1/08 - WHOLE - BILL 080022, etc.

2 real once we're able to get moved in and
3 create the space. It's always been
4 central to the concept.

5 COUNCILWOMAN BROWN: Okay.

6 Finally, how do you market the Experience
7 Philadelphia effort currently underway?

8 MS. SAND: Do you mean the
9 program for high school kids?

10 COUNCILWOMAN BROWN: Yes, yes,
11 yes.

12 MS. SAND: We do it through our
13 website. We've just -- and our website
14 includes a video, a movie. We send out
15 two or three times a year information
16 about the program. Candidly, this is,
17 for those who don't know, we've done
18 this -- Experience Philadelphia is an
19 opportunity for high school kids to
20 negotiate solutions to City problems.
21 And so we've tried to market it, but it
22 is expensive, and then school buses are a
23 piece of it.

24 We now have had nearly a
25 thousand kids participate. That's not

1 4/1/08 - WHOLE - BILL 080022, etc.

2 very many, but at \$200 for 20, it's more
3 expensive than a usual program.

4 COUNCILWOMAN BROWN: I see. So
5 is there a relationship then with Dennis
6 Creedon at the School District?

7 MS. SAND: That I don't know
8 specifically whom we've spoken to, but we
9 have a very close relationship with
10 Constitution High School, and they come
11 frequently. We also market to a variety
12 of other schools, like we just had the
13 third year of the Friends School there
14 participating in the program.

15 So I think I can get you the
16 name of who our contact is with the
17 School District, but we've really -- and
18 also a list of which high schools have
19 participated.

20 COUNCILWOMAN BROWN: Sure. My
21 only interest is in seeking to maximize
22 usage from Philadelphia area schools and
23 charter schools.

24 MS. SAND: Yes.

25 COUNCILWOMAN BROWN: Okay,

1 4/1/08 - WHOLE - BILL 080022, etc.
2 then. Thank you very much for your
3 testimony.

4 MS. SAND: Thank you.

5 COUNCIL PRESIDENT VERNA:
6 You're welcome.

7 The Chair recognizes Councilman
8 Greenlee.

9 COUNCILMAN GREENLEE: Thank you
10 very much, Madam President.

11 Along the same line, Council
12 President, I'm on the Board of the
13 Atwater Kent Museum, and at the risk of
14 embarrassing Viki here, working with her
15 these number of years, I doubt if you'll
16 find anybody, along with her staff, more
17 dedicated to make sure what may be not a
18 large museum, but is something that is a
19 real treasure in Philadelphia, and to
20 make it work. And the diversity of the
21 programs you have there are great, and
22 I'm glad we finally worked out that
23 storage facility. That's just a walk
24 down memory lane, just to go through
25 that, to walk up there and walk through

1 4/1/08 - WHOLE - BILL 080022, etc.

2 there and see what you have.

3 So, again, I think that the
4 budget, while it's certainly not one of
5 the largest allocations in the City, I
6 think is certainly money well spent, and
7 congratulations on all you do, Viki.

8 MS. SAND: Thank you,
9 Councilman.

10 COUNCIL PRESIDENT VERNA: Thank
11 you.

12 Any other questions from
13 members of the Committee?

14 (No response.)

15 COUNCIL PRESIDENT VERNA:
16 Seeing none, thank you very much.

17 MS. SAND: I'll let you touch
18 it with a glove.

19 COUNCIL PRESIDENT VERNA: Thank
20 you.

21 MR. MCPHERSON: Philadelphia
22 Art Museum.

23 (Witnesses approached witness
24 table.)

25 COUNCIL PRESIDENT VERNA: Thank

1 4/1/08 - WHOLE - BILL 080022, etc.

2 you very much. You've been extremely
3 patient.

4 Good afternoon. Thank you so
5 much for your patience. Please identify
6 yourself for the record and proceed with
7 your testimony.

8 MS. McCLENNEY-BROOKER: My name
9 is Cheryl McClenney-Brooker. I'm
10 Director of External Affairs at the
11 Philadelphia Museum of Art, and I have
12 with me William Valerio, who is the
13 Assistant Director for Administration at
14 the Philadelphia Museum of Art. We are
15 to be joined shortly by our colleagues,
16 the Director and the Chief Executive
17 Officer, Anne d'Harnoncourt, and the
18 Chief Operating Officer, Gail Harrity.
19 But in the meantime and in respect to you
20 and to everyone here, we want to go ahead
21 and read the testimony.

22 COUNCIL PRESIDENT VERNA:
23 Please do, because we've been sitting
24 here all day, and I know a phone call was
25 made some time ago, and we will not wait.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MS. McCLENNEY-BROOKER: We
3 appreciate that.

4 COUNCIL PRESIDENT VERNA: If it
5 would have to be continued to another
6 date, so be it.

7 MS. McCLENNEY-BROOKER: We
8 appreciate that. No. We are going to go
9 ahead.

10 MR. VALERIO: We will do the
11 testimony, and we will be quick.

12 COUNCIL PRESIDENT VERNA:
13 Please proceed.

14 MS. McCLENNEY-BROOKER: And
15 just pretend that we are Anne and Gail.

16 COUNCIL PRESIDENT VERNA:
17 That's right.

18 MS. McCLENNEY-BROOKER:
19 Greetings to Council President Verna and
20 members of City Council. My name is Anne
21 d'Harnoncourt, the Director and Chief
22 Executive Officer of the Philadelphia
23 Museum of Art. I am joined by Gail
24 Harrity, Chief Operating Officer; Robert
25 J. Marrone, Director of Facilities and

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Operations; and then myself.

3 As you know, the Philadelphia
4 Museum of Art has one of the finest
5 collections of art in the United States,
6 encompassing a great diversity of
7 cultures and historical periods. Housed
8 in a City-owned building and with
9 responsibility to care for City-owned
10 collections, the Museum has depended on
11 annual City operating support to pay
12 security and maintenance costs since it
13 opened the doors of its magnificent main
14 building in 1928. When the core expenses
15 of security and maintenance are funded
16 through a stable annual stream of public
17 support, museums can successfully
18 leverage this support to solicit
19 additional funding from individuals,
20 foundations and corporations for the
21 collection care, special exhibitions and
22 education programs, which have such a
23 deep and positive impact on the City's
24 quality of life, educational
25 opportunities and economic prosperity.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Education is the business of
3 the Museum every day, and an investment
4 in the Museum is an investment in
5 education. The Museum's award-winning
6 education staff collaborates with schools
7 in every councilmanic district in
8 Philadelphia, serving 75,000 to 85,000
9 school children annually. Programs for
10 teachers, after-school art clubs for
11 middle schools, and the Museum's
12 artist-in-residence program multiply the
13 Museum's educational impact. The Museum
14 is proud to be launching Art Speaks in
15 the fall of 2008, which, in collaboration
16 with Philadelphia's other great museums
17 and art organizations, will provide each
18 of the 13,500 fourth grade students in
19 the City's public schools with the
20 opportunity to visit a museum, learn
21 about art, and practice literacy skills.

22 With the opening of the Ruth
23 and Raymond G. Perelman Building in
24 September 2007, the Museum achieved a
25 major milestone, expanding its footprint

1 4/1/08 - WHOLE - BILL 080022, etc.
2 for the first time in 80 years. The
3 Perelman Building includes new education
4 resources and the Museum's enlarged
5 library and archives, as well as new
6 galleries and conservation laboratories.
7 Since September, over 71,000 visitors
8 have come to the Perelman Building and
9 1,200 teachers have used the new
10 facility -- I'm smiling because the real
11 Anne d'Harnoncourt and Gail Harrity have
12 arrived -- Wachovia Education Resource
13 Center to interact with Museum educators
14 and discover new tools and technologies
15 that help energize their curriculum with
16 art. Every day the Museum's Distance
17 Learning Program makes an interactive
18 connection with classrooms and students
19 across the country.

20 (Witnesses approached witness
21 table.)

22 MS. D'HARNONCOURT: Thank you,
23 and my apologies, Madam President and
24 members of City Council. I'm Anne
25 d'Harnoncourt, Director of the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Philadelphia Museum of Art. You have
3 just been hearing from my colleague,
4 Cheryl McClenney-Brooker, our Director of
5 External Affairs. To my right is Gail
6 Harrity, our Chief Operating Officer at
7 the Philadelphia Museum of Art. We are
8 sorry to be late on a very important
9 occasion for us, which is this first
10 budget testimony in a new Administration.
11 And we see many friends in the room and
12 Councilpeople we have been privileged to
13 know for a long time.

14 I would like to continue my
15 colleague's wonderful testimony where she
16 leapt in so gracefully. And to the
17 Museum's mission, the Art Museum's
18 mission, I think you're all very aware of
19 and where we view it as a partnership
20 with the City, the region and art museums
21 around the globe, and we seek to
22 preserve, enhance, interpret and extend
23 the reach, which is very important, of
24 our great collections in particular and
25 the visual arts in general to an

1 4/1/08 - WHOLE - BILL 080022, etc.
2 increasing and increasingly diverse
3 audience as a source of delight, of
4 illumination and life-long learning.

5 And I will move directly
6 into -- I think Ms. McClenney-Brooker has
7 covered our education mission, and we're
8 then going to plunge ahead into jobs and
9 economic development, and Gail Harrity,
10 my colleague, will make the presentation.

11 MS. HARRITY: Good afternoon.
12 I would just like to pick up, as Anne
13 d'Harnoncourt said, on jobs and economic
14 development, and I think the Museum is
15 aware that studies from both the
16 Pennsylvania Department of Community and
17 Economic Development as well as the
18 Cultural Alliance have reported that the
19 tourism industry is Philadelphia's second
20 largest industry, and the Art Museum, as
21 one of the City's premiere cultural
22 attractions, has a unique ability to draw
23 large numbers of out-of-town visitors to
24 our City. The Museum in fact directly
25 generates up to ten percent of the annual

1 4/1/08 - WHOLE - BILL 080022, etc.
2 leisure travel visitors to the City,
3 which in turn generate economic activity,
4 jobs and tax revenues for the City. For
5 every \$1 spent by the Museum, it
6 generates \$4 in economic activity in the
7 City and region.

8 So we have testified before
9 this distinguished group in the past, and
10 as you know, the Museum's annual economic
11 impact ranges from 210 million to 235
12 million annually, resulting in a
13 cumulative economic impact of more than
14 \$1 billion over the last five years.
15 Special exhibitions generate substantial
16 economic activity as well, from a van
17 Gogh exhibition in 2000 generating \$39
18 million over a three-month period to the
19 Salvadore Dali exhibition in 2005
20 generating 55 million, and to our current
21 Frida Kahlo exhibition, which just this
22 past weekend on Saturday and Sunday drew
23 over 10,000 visitors to the Museum.

24 In Fiscal '07, the Museum
25 generated \$16 million of tax revenues for

1 4/1/08 - WHOLE - BILL 080022, etc.
2 the City and the Commonwealth and created
3 approximately 3,200 full-time equivalent
4 jobs.

5 Over the last five years, the
6 Museum's construction projects have also
7 produced over \$65.5 million in
8 expenditures in the region, supporting
9 375 construction-related full-time
10 equivalent positions.

11 So we feel that not only does
12 the Museum have a very strong economic
13 and educational impact on the City, but
14 it helps to sustain healthy neighborhoods
15 throughout the City. So most of all the
16 Museum's collections and programs
17 contribute to an excellent quality of
18 life for all Philadelphians, and as we
19 know from past experience, businesses and
20 their employees choose to locate in this
21 City because of world-class amenities
22 like the Museum.

23 The Museum collaborates with
24 neighborhoods and organizations across
25 the City and in our immediate

1 4/1/08 - WHOLE - BILL 080022, etc.
2 neighborhood of Fairmount.
3 Collaborations, for example, with the
4 Fairmount Civic Association and the
5 Fairmount Community Development
6 Corporation in the Museum's immediate
7 neighborhood have been very productive,
8 and in the spring of 2009 when the
9 Museum's new Sculpture Garden and parking
10 facility opens, it will provide 440 new
11 parking spaces to better serve not only
12 Museum visitors and Fairmount Park users,
13 but it will also serve the neighborhood
14 by helping to alleviate severe parking
15 pressure on the neighborhood streets.

16 MS. D'HARNONCOURT: On the
17 Museum's mission to provide excellent
18 service and accessibility to all, we
19 have, as you know, between the
20 collections, the programs and
21 exhibitions -- and I'm repeating some of
22 what my colleague said -- we attract
23 between 100,000 and one million visitors
24 every year, and approximately 40 percent
25 of the visitors are tourists or visitors

1 4/1/08 - WHOLE - BILL 080022, etc.

2 from outside the region and around the
3 world.

4 We have in place a
5 pay-what-you-wish admission policy, which
6 does make it possible for anyone who
7 wishes to come to the Museum all day
8 Sunday from 10:00 to 5:00 to do so
9 without the admission price to the
10 collections being a barrier for their --
11 to their interest. We've had free
12 admission for children 12 and younger and
13 discounts for students and seniors every
14 day of the week. We take our mission to
15 reach out to all audiences, to diverse
16 audiences and particularly to kids and
17 students to the very best of our ability
18 year in and year out, and we're always
19 expanding that.

20 Our membership program stands
21 at an all-time high of 60,000 households,
22 a wonderful community of friends to the
23 Museum and of friends of the arts in
24 Philadelphia who help make the Museum
25 through their memberships more accessible

1 4/1/08 - WHOLE - BILL 080022, etc.

2 and more affordable for others.

3 We also have a wonderful
4 program with free passes to the Museum,
5 which have been distributed now for many
6 years through the Free Library Summer
7 Reading Program, because you might say
8 that literacy and art and literacy and
9 reading and writing go hand together --
10 hand in hand and that people who are
11 eager to improve their skills in all
12 these areas get a great deal out of their
13 visits to the Art Museum.

14 We're constantly raising the
15 bar on ourselves in terms of measuring
16 progress and raising the standards of our
17 service to all of our visitors. We are
18 proud to be a world-class institution,
19 but also a Philadelphia icon.

20 We believe the Museum is a
21 destination definer, and in that regard,
22 attracting everyone from around the
23 corner to around the world.

24 And we should say that our
25 neoclassical building, which you all know

1 4/1/08 - WHOLE - BILL 080022, etc.
2 so well, which is 80 years old this
3 spring, she's quite a gallant lady on the
4 Parkway. She ranked among -- and I call
5 her she. Pardon the gentlemen in the
6 room. But it's like a ship somehow. The
7 building was ranked among America's, all
8 of the United States's, top favorite
9 buildings in a -- top 25 favorite
10 buildings in a recent Harris interactive
11 poll. So that's thrilling for us and
12 thrilling for Philadelphia.

13 And, finally, on the subject of
14 measuring progress, the Museum's proposal
15 by two of its curators were selected by
16 the U.S. Department of State to represent
17 the United States in the American
18 Pavilion in the Venice Biennale of 2009.
19 It's an international cultural event of
20 the highest visibility, and it will
21 bring, as it were, Philadelphia to a
22 world stage and we hope a world stage to
23 Philadelphia. So we are thrilled about
24 that.

25 Moving to the all-important

1 4/1/08 - WHOLE - BILL 080022, etc.
2 topic of today, the budget for the
3 Museum, the Administration's proposed
4 budget for Fiscal '09 includes 2.5
5 million for the Museum, which covers just
6 37.9 percent of the 6.8 million in
7 security and maintenance costs. And I
8 think you all know that the Museum has
9 flourished as a public-private
10 partnership. I think that we know that
11 the City's support for those crucial
12 costs is a great deal of our ability --
13 gives a great deal of leverage to our
14 ability to raise other funds for the
15 programs and exhibitions and education
16 that brings so many children and adults
17 into our midst and reaches them in so
18 many ways.

19 There is no increase or
20 decrease in that budget from Fiscal '08.
21 We received the same 2.5 million in
22 Fiscal '08, and I think -- I hope it will
23 not come as a surprise that we
24 respectfully request an increase to three
25 million in Fiscal '09, which will still

1 4/1/08 - WHOLE - BILL 080022, etc.
2 only be less than half of the costs to
3 protect the buildings, the collections
4 and the public, which we strive to serve
5 all of Philadelphia and the world beyond.

6 MS. HARRITY: The Budget
7 Director has asked us to highlight the
8 efficiencies and service improvements of
9 the Museum, and the most significant
10 highlight for the Museum's expanded
11 services over this past year is the
12 transformation of the Perelman Building,
13 which, as you know, opened last
14 September, mid September, with new
15 galleries, an expanded art library,
16 education resources and other amenities,
17 and it has attracted over 71,000 visitors
18 thus far. As you've heard from my
19 colleagues, Cheryl McClenney-Brooker and
20 Anne d'Harnoncourt, this also includes
21 over 1,200 teachers who have attended the
22 Wachovia Education Resource Center.

23 I should also note that the
24 extensive building renovations, repairs
25 and system upgrades to the main building

1 4/1/08 - WHOLE - BILL 080022, etc.
2 are underway, and we will need to
3 continue over the next five to ten years
4 to improve the Museum's main building in
5 order for the Philadelphia Museum of Art
6 to not only sustain its world-class
7 facility, but also to sustain and grow
8 our internationally acclaimed exhibitions
9 and programs.

10 And looking forward to the
11 spring, we do anticipate a wonderful
12 opening for the Sculpture Garden and the
13 landscaped parking facility, which we
14 think will not only serve the community
15 as I spoke to earlier, but will also
16 improve the park by weaving and
17 rehabilitating an area of the park that
18 was underutilized.

19 On issues and concerns, I would
20 just reiterate Anne's comment that the
21 Museum does request an increase of
22 \$500,000 to a full \$3 million of
23 operating support in Fiscal '09 and that
24 we hope to see in the future incremental
25 increases to fully restore operating

1 4/1/08 - WHOLE - BILL 080022, etc.
2 support from the City for the Museum's
3 full security and maintenance expenses.
4 We know that this is a significant
5 investment on the part of the City, and
6 yet as we have heard from the economic
7 impact that the Museum generates, we feel
8 it's an important investment for the City
9 to make, and we hope to see that City
10 support reflected in the City's Five-Year
11 Plan.

12 Lastly, I would like to say
13 that our department has contracted with
14 two non-governmental entities in Fiscal
15 '08. These contracts were signed in
16 Fiscal '07 for both projects that are
17 ongoing, the exterior envelope project
18 and the parking garage project, and the
19 total contracts for these
20 non-governmental entities was \$38.7
21 million. As you can see in the materials
22 which we've presented in advance, the
23 contracting participation rate is over 36
24 percent for disadvantaged firms following
25 the following breakdown: With over 29

1 4/1/08 - WHOLE - BILL 080022, etc.
2 percent, almost 30 percent,
3 African-American, 0.6 percent Asian, 2.87
4 percent Hispanic, zero percent Native
5 American, zero percent disabled, 3.39
6 percent women. It's a record that we are
7 proud of.

8 We are as an institution firmly
9 committed to the City's goal to have an
10 inclusive contracting system, and we have
11 worked well with the GPUAC and the MBEC
12 in developing our plans for our
13 contracts.

14 I think if there are any
15 further questions, Anne and I would be
16 happy to attempt to answer them.

17 COUNCIL PRESIDENT VERNA: Thank
18 you.

19 The Chair recognizes Councilman
20 Jones.

21 COUNCILMAN JONES: Well, first
22 and foremost, on behalf of the -- and I
23 know it's going to get reiterated -- the
24 freshman class represented by myself,
25 Councilwoman Quinones and Councilman

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Green, we had an opportunity to tour the
3 facilities of the Art Museum and in fact
4 were enlightened. My colleague, Blondell
5 Reynolds Brown, Councilwoman, always
6 tries to enlighten me about arts and
7 culture. I must admit she has not done a
8 great job of that, but she has not given
9 up on me yet.

10 But when we had an opportunity
11 to tour the facility, not just your
12 traditional art venues, but modern art,
13 when we started looking at the
14 collections of fashions and to begin to
15 understand that your planning and
16 futuristic look at art treasure, the Art
17 Museum is to me right on point and you
18 get it. And I want to commend the Mayor
19 for his commitment early on in his
20 campaign to the Art Museum and his
21 commitment to art and culture in this
22 town. I think it was a statement that he
23 was beaten over the head by Councilwoman
24 Reynolds Brown, and he got it and carried
25 it on to be Mayor.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 So with that said, a couple of
3 things. I'm really encouraged about your
4 visual arts program online and wanted to
5 know how that is going, how that is
6 proceeding and what schools are
7 participating in that in Philadelphia.

8 MS. D'HARNONCOURT: Well, we
9 should maybe answer this together, but we
10 have a very active distance learning
11 program which reaches not only schools in
12 Philadelphia but, of course, deep into
13 Pennsylvania and across the country, and
14 we have -- we work with schools in every
15 councilmanic district. We would be very
16 pleased to forward to you a list of all
17 the schools with which we have
18 partnerships, with which we do major
19 programs. And we are thrilled, I will
20 say -- I'm going away, I guess, from
21 online. I'll get back to that.

22 We're thrilled that next year
23 we will be working with all fourth
24 graders across the Philadelphia public
25 school system in partnership with other

1 4/1/08 - WHOLE - BILL 080022, etc.
2 visual arts institutions in the City,
3 where this is a first for Philadelphia.
4 It's a first for us. So we are thrilled
5 to be involved.

6 I would go back to the online
7 and to say I think we feel that there's
8 virtually no end to what can be offered
9 online to teachers and through teachers
10 to students and also directly to
11 students. And we should say that the
12 1,200 or so teachers who have made use of
13 the Wachovia Education Resource Center in
14 the Perelman Building, which has only
15 been open since September -- and there
16 are 1,200, but you have to multiply every
17 teacher by at least one, two, three
18 classes of children to get the total
19 effect. They use our collections online.
20 They use teacher plans and curricula
21 online, and they have access to really
22 the whole array of resources that we can
23 make available. And through them we work
24 very closely, our Education Department
25 works very closely to provide -- because

1 4/1/08 - WHOLE - BILL 080022, etc.
2 not every school has as much online
3 access as every other one, so we try to
4 do this programming with the schools in
5 each -- sort of tailor made to each
6 school, making it as appropriate for the
7 school and the age of the child as we
8 can.

9 COUNCILMAN JONES: I just can't
10 say enough words of encouragement for you
11 to continue that. As we look at making
12 serious decisions about infrastructure,
13 repairs and things like that, all too
14 often things like art and other what are
15 sometimes miscast as soft skill sets are
16 jettison, and with you stepping up to the
17 plate like this, it allows poor kids who
18 may not get to go to museums on a regular
19 basis to, in a classroom setting,
20 appreciate art, and so I'm so very
21 thankful to you for that.

22 Your marketing of your exhibits
23 has been incredible. The new exhibit --
24 and help me, Maria, with the name.

25 COUNCILWOMAN SANCHEZ: Frida

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Kahlo.

3 COUNCILMAN JONES: Right. And
4 she's from Mexico, correct?

5 I found out some of these facts
6 because of one of my children actually
7 looked into it, went online and then came
8 back to me and talked about her origins
9 and some of the difficulties she
10 experienced in life. And so the way you
11 put out the artist, it makes it exciting,
12 vibrant and creates a spark of interest
13 in young people. So I want to encourage
14 how you're doing that. And I don't know
15 how many of them you have planned a year.
16 What can we look forward to?

17 MS. D'HARNONCOURT: Well, we
18 have a very full schedule of exhibitions.
19 Frida Kahlo, I think -- I thank you for
20 those kind words -- has been wonderfully
21 successful. It is reaching a
22 particularly diverse audience in terms of
23 background, in terms of age, in terms of
24 gender. It's really -- it's remarkable.
25 And I can report a quick walk through the

1 4/1/08 - WHOLE - BILL 080022, etc.
2 Philadelphia Airport carrying a Frida
3 Kahlo bag, it's the first time that three
4 people sort of accosted me and said, Have
5 you seen the exhibition, or How can I see
6 the exhibition. And I was thrilled at
7 that, and at the same time, I'm thrilled
8 that 10,000 school kids will see the
9 exhibition. We have completely filled up
10 the number of classes that are able to
11 attend the exhibition, and many more are
12 able, as it were, to almost attend
13 online.

14 So we do have coming up next in
15 the summer Gee's Bend quilt exhibition
16 from an extraordinary southern rural
17 community.

18 COUNCILMAN JONES: That's hot.

19 MS. D'HARNONCOURT: Very
20 beautiful quilts and extraordinary almost
21 abstract works of art in themselves.

22 COUNCILMAN JONES: I found out
23 how much those things go for. They are
24 art.

25 MS. D'HARNONCOURT: They are

1 4/1/08 - WHOLE - BILL 080022, etc.

2 art. They are definitely art, and the
3 women who made them know they're art.
4 They are very precious to them. The
5 great quilt-making tradition in the
6 United States is deep, it's broad. It
7 relates both back to African culture, it
8 relates back to European culture, and it
9 is a strong force in the country today.

10 And we should say thank you for
11 your mention of our marketing efforts to
12 get the word out for our exhibitions,
13 because we've had wonderful City support
14 over the years specifically for
15 exhibition marketing. Sometimes it's
16 come from the Productivity Bank, which I
17 know is no longer functioning the way it
18 used to, but we hope that there could be
19 opportunities for support in the future,
20 because it makes an enormous difference
21 to -- sometimes we're very fortunate and
22 have a big corporate sponsor that will
23 take that on, in the case of Frida Kahlo,
24 Televisa, one of the great international
25 Latin American-based communications

1 4/1/08 - WHOLE - BILL 080022, etc.
2 companies, as well as two other corporate
3 supporters from Philadelphia. But it's
4 an ongoing concern of the Museum to let
5 everybody know what's going on at the
6 institution.

7 COUNCILMAN JONES: Two quick
8 questions. Our competitors are
9 Washington, DC and New York?

10 MS. D'HARNONCOURT: That's
11 right.

12 COUNCILMAN JONES: How do we
13 compare by way of marketing efforts? Are
14 we unique?

15 MS. D'HARNONCOURT: We like to
16 think we're unique. I would say that
17 what is unique about Philadelphia is the
18 assembled gathering of partnerships that
19 work together to make exhibitions that we
20 do, exhibitions also that the Franklin
21 Institute and others do more visible in
22 the region.

23 And, Gail, you might say a word
24 to our partnerships, because they include
25 Amtrak, but they also include many

1 4/1/08 - WHOLE - BILL 080022, etc.
2 entities in Philadelphia.

3 MS. HARRITY: We have had
4 partnerships with the hotels, because we
5 do attract on average 30 percent of our
6 visitors to these exhibitions are coming
7 in from out of town. So hotels have been
8 very generous in helping to support our
9 marketing efforts. As Anne mentioned,
10 Amtrak, often the airlines, but we also
11 have had partnerships with our fellow
12 arts and cultural institutions across the
13 City. So, for example, with the Degas
14 Dance exhibition, there were some 80
15 organizations in every neighborhood of
16 the City, large and small, that
17 collaborated with the Museum in marketing
18 the Degas and the Dance exhibition.

19 So we make an effort to
20 collaborate as broadly as possible, and I
21 would just reinforce Anne's statement
22 that that has been seen and written up as
23 a national model in both the Wall Street
24 Journal and the New York Times. So I
25 think we distinguish ourselves from

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Washington and New York in that
3 collaborative nature and making
4 relatively small resources stretch to
5 maximum effect.

6 I would just say that the
7 importance of an investment in our Museum
8 is critical from the Museum's perspective
9 because we do compete with both the
10 National Gallery and with the
11 Metropolitan Museum of Art for
12 exhibitions such as Frida Kahlo, and
13 without a world-class facility and
14 without a clean and safe environment for
15 both the works of art and for the
16 visiting public, we will have a difficult
17 time continuing to compete in that
18 national arena.

19 COUNCILMAN JONES: Thank you.
20 Last question and point. Other than in
21 the 4th Councilmanic District, the Art
22 Museum has the best vista backdrop of any
23 area in the City. It is the most
24 recognizable view, other than maybe City
25 Hall, around. We tend to take advantage

1 4/1/08 - WHOLE - BILL 080022, etc.
2 of that on concerts and events, and it
3 was brought to my attention that almost
4 30 weekends a year we kind of block that
5 through activities because of that great
6 view.

7 Are you a part of discussions
8 that looks at other parts of the City of
9 Philadelphia and how that traffic
10 congestion blocking affects you guys?

11 MS. HARRITY: Thank you very
12 much for raising that topic, because it's
13 an excellent question, and as in many
14 things in life, there's always an
15 important balance to strike. It is
16 indeed a spectacular setting and it's an
17 appropriate setting for so many of the
18 City's celebrations, for annual
19 celebrations such as Thanksgiving Day
20 Parade, sort of the 4th of July and for
21 exceptional non-recurring events such as
22 the year in which the City hosted the
23 Republican National Convention or the
24 year in which we hosted Live 8. They are
25 citywide celebrations that enable the

1 4/1/08 - WHOLE - BILL 080022, etc.

2 City to create a national and
3 international visibility and it's
4 important for the City, and we embrace
5 those events.

6 There are, however, as you say,
7 more than 30 events on the Parkway that
8 can partially obstruct access to the
9 Museum, and we have seen year in and year
10 out weekends where an event can cause
11 visitors not to come to a special
12 exhibition.

13 I mentioned earlier in the
14 testimony that we had over 10,000
15 visitors to the Museum this past Saturday
16 and Sunday. However, had there been a
17 major event on the Parkway, that would
18 likely drop to 2,000 visitors, and that
19 has a very negative impact on our ability
20 to raise private funds to sustain the
21 Museum's operations.

22 So we are working very closely
23 with the Parkway Council, with our fellow
24 institutions along the Parkway and with
25 Fairmount Park, and I'm very pleased to

1 4/1/08 - WHOLE - BILL 080022, etc.
2 say with Mayor Nutter's Administration,
3 there's a meeting in fact on Monday
4 established to begin to review this
5 policy to ascertain how we can strike the
6 appropriate balance of having great
7 events that make sense to have on the
8 Parkway and at the same time shift events
9 elsewhere where there may be better
10 retail opportunities for those attending
11 events that would also help generate
12 revenues for the City and would enable
13 visitors to have full access to the
14 institutions along the Parkway.

15 COUNCILMAN JONES: Well, I'm
16 glad the Mayor pays attention to the
17 details of Council's testimonies and
18 questioning, Madam President. I'm done.

19 Thank you very much.

20 COUNCIL PRESIDENT Verna:
21 You're welcome.

22 The Chair recognizes
23 Councilwoman Brown.

24 COUNCILWOMAN BROWN: Thank you,
25 Madam President.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Good afternoon, everyone.

3 MS. D'HARNONCOURT: Good
4 afternoon.

5 COUNCILWOMAN BROWN: We should
6 be excited and encouraged that the new
7 Vice-Chair of Recreation, Parks and
8 Cultural Affairs is the Honorable Curtis
9 Jones.

10 MS. D'HARNONCOURT: Indeed.

11 COUNCILWOMAN BROWN: So we
12 endeavor to never ever give up on helping
13 our colleagues become extremely cultured
14 in all that you do. You do wonderful,
15 wonderful work, and all of my years
16 you've been here, you've every year
17 raised the bar and thought outside of the
18 box, particularly around issues impacting
19 services to children and the like.

20 MS. D'HARNONCOURT: Thank you.

21 COUNCILWOMAN BROWN: I just
22 have a couple of questions. Do you know
23 if there exists a book that talks about
24 theatre, arts, museum etiquette for
25 children?

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2 MS. D'HARNONCOURT: That is a
3 good question. I think that we'll
4 definitely look into it and get back to
5 you.

6 COUNCILWOMAN BROWN: If it
7 doesn't exist, please get back to me.

8 MS. D'HARNONCOURT: And you're
9 going to write one?

10 COUNCILWOMAN BROWN: Or to
11 Madam President, but then I want to know.
12 Because I'm discovering that when young
13 people come to theatre, teachers may not
14 take the time or can't take the time to
15 help them understand what theatre
16 etiquette is and museum etiquette is, and
17 so therein lies an opportunity.

18 MS. D'HARNONCOURT: Yes.

19 COUNCILWOMAN BROWN: So I ask
20 that, because I know it doesn't exist in
21 the performing arts. So I needed to know
22 if it existed in the visual arts.

23 MS. D'HARNONCOURT: I know that
24 we provide or we work with the teachers,
25 who work with us, to make sure that both

1 4/1/08 - WHOLE - BILL 080022, etc.

2 the teachers and the children understand
3 how they're going to get most out of the
4 Museum, which is a certain level of kind
5 of behavior that enables them and enables
6 their colleagues to pay attention and to
7 absorb what's there.

8 COUNCILWOMAN BROWN: The
9 experience.

10 MS. D'HARNONCOURT: And to
11 really take in the experience. But we
12 will definitely see what kind of volume
13 there might be available. And we should
14 also add, as my colleague reminds me, our
15 Department of Conservation, the very,
16 very skilled people who restore all the
17 works of art in the Museum, and actually
18 one of whom advised on the sculpture
19 cleaning for the top of City Hall, the
20 Alexander Milne Calder sculptures, they
21 are very thrilled to work with kids so
22 that they understand why they shouldn't
23 touch works of art and the kind of
24 lasting damage that that may do.

25 COUNCILWOMAN BROWN: Okay.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MS. D'HARNONCOURT: So they
3 have been doing that as a regular basis
4 and after-school programs and whenever
5 they get the opportunity.

6 COUNCILWOMAN BROWN: Okay. All
7 right. I'm excited about the Bends, the
8 Gee's Bend.

9 MS. D'HARNONCOURT: Gee's Bend,
10 yes.

11 COUNCILWOMAN BROWN: I actually
12 saw that a couple of years ago. I had my
13 own DVD. So to know that it's now coming
14 to Philadelphia is huge, and we look
15 forward to knowing how we as members of
16 Council can really blow that up and make
17 sure that everyone knows about it, but
18 particularly children of color.

19 MS. D'HARNONCOURT: Wonderful.
20 We welcome your help and we would
21 particularly welcome your help in
22 spreading the word about it.

23 COUNCILWOMAN BROWN: Lastly,
24 you may not have been here for testimony
25 from Councilman Goode and I wherein he

1 4/1/08 - WHOLE - BILL 080022, etc.
2 talked about a bill that is now law that
3 requires departments to tell us how
4 they're doing around MBE/WBE activity
5 and/or a letter I sent to the Mayor on
6 the same issue. So I must say I'm
7 extremely pleased with the numbers
8 reflecting all communities of color. The
9 only number I'm troubled by is the three
10 percent for women. So can you help me
11 understand what that means? Could it be
12 that the services that you need are not
13 reflected by women who can provide those
14 services, or what?

15 MS. D'HARNONCOURT: This is
16 Robert Marrone.

17 COUNCILWOMAN BROWN: Please
18 make yourself comfortable.

19 MR. MARRONE: This is Robert
20 Marrone, Director of Facilities and
21 Operations for the Museum.

22 We've worked very hard with
23 GPUAC, who we look to to help identify
24 all of the contracting forces out there
25 to bid on the kind of work that needs to

1 4/1/08 - WHOLE - BILL 080022, etc.
2 be done at the building, and due to some
3 of the nature of the work, it is very
4 specialized in certain areas, but they
5 have helped us identify both material
6 suppliers as well as contractors to do
7 that work. And, frankly, it is a
8 challenge, particularly in the
9 women-owned business area, for us to meet
10 the goals that we strive to meet. Not
11 because we don't try. It's just because
12 the businesses aren't there to
13 participate.

14 COUNCILWOMAN BROWN: To
15 capture? Okay. And we all know of the
16 important work of GPUAC. Currently, that
17 is the one entity you deal with around
18 that issue?

19 MR. MARRONE: Yes.

20 COUNCILWOMAN BROWN: So
21 involvement with the Women's Resource
22 Center run by Geri Swift or -- there are
23 a couple of others in the business of
24 helping women have access to these kind
25 of opportunities you haven't had a chance

1 4/1/08 - WHOLE - BILL 080022, etc.

2 to connect with yet?

3 MR. MARRONE: No, we haven't,
4 but I would think that GPUAC, but I'll
5 verify that to make sure that GPUAC is in
6 fact doing that kind of checking, because
7 they do use all of the resources, to the
8 best of my knowledge, out there to help
9 raise our levels of participation.

10 COUNCILWOMAN BROWN: And these
11 are primarily for construction-related
12 opportunities?

13 MR. MARRONE: That's correct.

14 COUNCILWOMAN BROWN: What about
15 professional or food service? Are they
16 handled in-house? Because it's not
17 unusual for an entity to have his own
18 list of caterers, if you will. I can't
19 think of the proper term for that. So
20 with regards to professional services
21 that the Museum uses, external from the
22 Museum, or food service services that the
23 Museum uses, procedurally how do you
24 handle those type of professional
25 arrangements?

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. MARRONE: I can talk to the
3 professional service side for, say,
4 design services and things like that, in
5 which we also strive to get
6 participation. And, again, that varies
7 across the board due to the specific work
8 at the Museum and people that are
9 experienced in those particular areas,
10 but we do encourage even going beyond our
11 prime consultants to sub-tier consultants
12 to get participation to the best that we
13 can do.

14 In terms of food service, I
15 would have to pass that to Gail.

16 COUNCILWOMAN BROWN: I don't
17 even know if you contract out. I mean,
18 you have your own restaurant.

19 MS. HARRITY: We do. We do
20 contract out our dining and catering
21 service to one firm. For museums, unlike
22 many cultural institutions or office
23 facilities where there are multiple
24 lists, we have a single contract for the
25 dining and catering services, in large

1 4/1/08 - WHOLE - BILL 080022, etc.
2 part because of the delicacy of having
3 events near works of art. So we do go
4 through an extensive training period with
5 a contractor.

6 At present, we have a contract
7 with Restaurant Associates, which is
8 owned by Compass, one of the largest food
9 service companies in -- actually based
10 out of Great Britain and one of the
11 largest in the country. It also provides
12 dining services for other area cultural
13 institutions in the City, but in most
14 cities throughout the U.S., such as the
15 Kennedy Center in Washington or at the
16 Metropolitan Museum in New York or sports
17 events, some of the stadium events. We
18 review that contract every few years, and
19 obviously our goal is to get not only the
20 best service, dining services, but to
21 look at participation rates in all of our
22 contracts as well.

23 COUNCILWOMAN BROWN: Isn't it
24 so that they actually use Philadelphia
25 residents, do they not, for the actual

1 4/1/08 - WHOLE - BILL 080022, etc.

2 serving and like?

3 MS. HARRITY: I believe they
4 do, but I'd have to get back to you on
5 the specifics of that.

6 COUNCILWOMAN BROWN: Okay. All
7 right, then. So that was my only
8 observation, the number reflecting women
9 compared to the success you've enjoyed
10 around disadvantaged firms of color. So
11 I clearly understand now why. I can get
12 to you information with Geri Swift and
13 what she's doing.

14 MS. HARRITY: Terrific. That
15 would be most helpful.

16 COUNCILWOMAN BROWN: Because
17 her agency is specifically about helping
18 women get better at accessing those types
19 of opportunities.

20 MS. HARRITY: Well, you can
21 imagine that Anne d'Harnoncourt and I
22 very much share your goal.

23 COUNCILWOMAN BROWN: Thank you
24 very, very much.

25 Thank you.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 MR. MCPHERSON: Councilman
3 Green.

4 COUNCILMAN GREEN: Thank you.

5 Before I go on, I was wondering
6 if you could give clearly the best pupil
7 from the class a grade for his questions
8 and performance. How did Councilman
9 Jones do?

10 MS. D'HARNONCOURT: A plus.

11 COUNCILWOMAN BROWN: And he's
12 my prodigy here.

13 COUNCILMAN GREEN: You still
14 have a lot of work to do, Councilwoman.

15 So I was very interested in the
16 discussion about the visitors that come
17 in from out of town versus come in from
18 the region, and I think you said that --
19 but the overnight guests may include
20 regional guests that are just staying
21 overnight for the weekend, et cetera.

22 Do you know how many are
23 outside the region, how many of your
24 visitors, on a percentage basis?

25 MS. HARRITY: I think outside

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2 the region is about 30 percent, and what
3 we have found, for every exhibition over
4 the last ten years, we have been
5 conducting visitor surveys. So we have
6 extensive information on where our
7 visitors are coming from, and we've been
8 particularly pleased to see on a
9 consistent basis over the last few years,
10 for example, that visitors from literally
11 every state in the United States have
12 come to our exhibitions as well as
13 visitors from overseas. Of course, the
14 percentages vary from exhibition to
15 exhibition, and when you have an
16 exhibition such as Frida Kahlo, which is
17 the only East Coast venue for this superb
18 exhibition, the number of visitors from
19 New York and Washington grow. When you
20 have an exhibition such as the Renoir
21 Landscapes we mounted in the fall, it was
22 the only U.S. venue for that exhibition,
23 and, again, you'll see a great
24 percentage.

25 So on average, we have 21

1 4/1/08 - WHOLE - BILL 080022, etc.
2 percent coming from the City, 38 percent
3 coming from within one hour, 36 from
4 beyond one hour, and five percent from
5 outside of the United States.

6 We've also noticed a trend in
7 these visitor surveys, which is very
8 encouraging for the City and adds
9 tremendously to our ability to generate
10 economic activity in the City, and, that
11 is, that visitors -- and I'll speak in
12 general terms, but visitors ten years ago
13 would come for a day only, and now in
14 part through these collaborations with
15 other cultural institutions, we see that
16 they not only come to see the Frida Kahlo
17 show, but they'll spend an extra day or
18 two or three to visit other great
19 organizations and institutions in the
20 region.

21 COUNCILMAN GREEN: I think most
22 of us are familiar with the benefit of
23 just one extra day's stay in Philadelphia
24 in terms of what it means to the economy
25 of Philadelphia. I think average tourist

1 4/1/08 - WHOLE - BILL 080022, etc.

2 visits are 1.8 days a year. If we could
3 extend that by one day, it would -- I
4 can't remember the number, but mean like
5 \$60 million a year in taxes.

6 MS. HARRITY: Exactly. I think
7 we can get that for you, but we've
8 been -- roughly we've seen it go from one
9 day --

10 COUNCILMAN GREEN: I have it.
11 I just don't --

12 MS. HARRITY: -- beyond to
13 three or four days.

14 COUNCILMAN GREEN: But when I
15 go to New York on a convention, which I
16 do occasionally as an attorney to go
17 learn about securities law or something,
18 it's usually a Wednesday, Thursday and
19 Friday, and then my wife will join me
20 Friday and we'll spend the weekend in the
21 city. And I'm wondering to what extent
22 you're working with the Convention Center
23 to encourage that activity as part of
24 their marketing efforts, because they're
25 reaching out all over the country and

1 4/1/08 - WHOLE - BILL 080022, etc.
2 letting conventioners know what's
3 happening. Their website might have
4 details about the convention who is
5 coming, but is there a cross-pollination
6 or a cross-marketing of our cultural
7 institutions by that organization?

8 MS. HARRITY: We should have
9 mentioned earlier in our partnerships
10 that we have a very good collaboration
11 and partnership with the Convention
12 Center and the PCVB. In fact, we have
13 jointly approached tour operators not
14 only outside the region but outside the
15 country for exhibitions such as the
16 Renoir Landscapes. They have targeted
17 certain tour operators in certain
18 European countries, and when our
19 exhibitions seem particularly
20 appropriate, we are partnering in our
21 marketing effort very early on for
22 visitors and for specific conventions.

23 COUNCILMAN GREEN: And outside
24 of the sort of specific transaction-based
25 situations where it's this exhibit or

1 4/1/08 - WHOLE - BILL 080022, etc.
2 that exhibit, to what extent is it part
3 of the culture of these marketing arms
4 for the State or for the City to promote
5 you in general or promote our arts and
6 cultural institutions -- and I ask
7 earlier the question of the parks -- to
8 promote the parks as part of getting
9 people to stay that weekend when they're
10 here for a convention, et cetera? When
11 it has nothing to do with a specific
12 exhibit, is there -- you asked for help
13 in marketing efforts, so I'm asking some
14 questions.

15 MS. HARRITY: Well, I think
16 it's, again, an excellent question, and
17 there's always room for improvement. I
18 think what we've been encouraged by in
19 these partnerships with the PCVB or the
20 Greater Philadelphia Tourism Marketing
21 Corporation is just that, an
22 encouragement to have visitors to the
23 City for a convention stay for the
24 weekend.

25 As you mention it, I think

1 4/1/08 - WHOLE - BILL 080022, etc.
2 there's no question that we can look to
3 ways to further improve that general
4 approach, because I think what we find
5 again and again is that visitors to the
6 Museum and to the City are surprised by
7 the depth of the cultural attractions
8 throughout the City and the beauty of the
9 parks and the -- I think we can all do a
10 better job working together to
11 cross-promote.

12 MS. D'HARNONCOURT: I think
13 Gail is absolutely right. I think we
14 have seen a huge amount of potential, and
15 the potential is, again, is readier and
16 easier to realize if you're talking about
17 exhibitions, things with time
18 sensitivity. But, in fact,
19 Philadelphia's potential as a tourist
20 destination because there are so many
21 institutions and such a beautiful
22 environment and it's such -- there's so
23 much variety in what people can see and
24 do, that just getting that information
25 out there on a regular basis, it means

1 4/1/08 - WHOLE - BILL 080022, etc.
2 all of our websites working together, it
3 means there's a lot of future potential,
4 and I think -- my guess is, it will have
5 something to do also with the budget for
6 the Convention and Visitors Bureau and
7 the Convention Center to be able to reach
8 beyond the sort of -- but we can say for
9 the specific to a more broader picture,
10 we can say that when there's a convention
11 of dentists or a convention of
12 psychiatrists in town or many numbers of
13 conventions, the Museum's numbers go up
14 no matter whether there's an exhibition
15 on or not, and that tells you something
16 right there. So we think that there's
17 plenty of room to grow that kind of
18 collaboration.

19 COUNCILMAN GREEN: Great. The
20 thing that I wanted to talk about
21 specifically was international -- well,
22 two things, I guess. More people go to
23 Williamsburg than come here, and they
24 make it all up. We've got the real deal
25 here in Philadelphia.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 And so I do want to find a way
3 to coordinate these marketing and
4 economic development efforts so that it's
5 all-encompassing. No matter what's
6 happening or who is coming, we can do
7 that.

8 For example, I went to a
9 convention in Seattle and I got e-mails
10 from the people providing the convention.
11 I guess they were paid something for it,
12 to send it to everybody attending, but
13 the e-mails were what I could do there on
14 the weekend if I stayed, gave me
15 restaurant reviews, gave me different
16 hotels to stay at in this place or that
17 place, a special pass for the museums for
18 the weekend and what that cost. And it
19 doesn't seem to me we're quite at that
20 kind of organized level yet in terms of
21 getting our economic development and
22 marketing agencies and our cultural
23 institutions, which really are economic
24 development engines of the City as well,
25 working completely together. And if you

1 4/1/08 - WHOLE - BILL 080022, etc.
2 have thoughts about how we can try to
3 facilitate that or specific funding
4 requests for trial efforts or other
5 things, if you could provide them to the
6 Chair, I'd be very interested in seeing
7 what your thoughts are.

8 MS. D'HARNONCOURT: We'd be
9 delighted to. This is something that I
10 think particularly in international
11 visitorship means an enormous amount to
12 us. We discover -- I think the records
13 show that, for example, the French
14 visitors as a whole, that Philadelphia is
15 an enormously attractive place because of
16 all the art, because of the landscape,
17 because of the layout of the City and the
18 amount of history, and, of course, the
19 French had a lot to do. There's
20 Lafayette. There's a few other, and
21 there was Benjamin Franklin going to
22 France. And what we can say --

23 COUNCILMAN GREEN: It's
24 probably just his relatives coming back.

25 MS. D'HARNONCOURT: That's it.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 That's it. But we think that there is a
3 lot of hay to be made in the
4 international, particularly right now
5 since the dollar, et cetera.

6 COUNCILMAN GREEN: That's
7 exactly where I was going. This summer,
8 right now everybody is making plans in
9 Asia and in Europe, they're making plans
10 for where to come to the United States,
11 and we should be advertising all over
12 Europe and Asia what is available in
13 Philadelphia and Pennsylvania, and
14 hopefully we can do it through the state,
15 because our resources are more limited
16 here in Philly, but I just wondered your
17 thoughts about international. It sounds
18 like we're --

19 MS. D'HARNONCOURT: Well, we
20 would love to give you more of those.

21 COUNCILMAN GREEN: I'd like to
22 give you a couple of low-cost ideas. One
23 is, do you have any cooperative efforts
24 with other major museums in the United
25 States where they send what you've got to

1 4/1/08 - WHOLE - BILL 080022, etc.
2 their mailing list and vice versa, e-mail
3 list?

4 MS. D'HARNONCOURT: Well, there
5 are a number of cooperative programs, one
6 of which is at a certain level of
7 membership. Your membership in the
8 Philadelphia Museum of Art admits you to
9 a whole flock of other institutions and
10 vice versa. There's an International
11 Council of Museums, which does somewhat
12 the same thing on a different level, does
13 it internationally, but it's not really
14 marketed yet in the way that it might be.

15 But we work very
16 collaboratively. We work, I would say,
17 particularly in this region with the
18 Brandywine or the Delaware Art Museum or
19 institutions, small and large, in the
20 greater Philadelphia area, the tristate
21 area. We do a lot of programming
22 together and cross-exhibition planning.
23 I mean, there's a Frida Photography
24 exhibition at the Delaware Art Museum
25 right now that --

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILMAN GREEN: I'm speaking
3 more nationally and internationally. It
4 just seems to me that it doesn't hurt the
5 Louvre at all to e-mail their list about
6 what's going on in Philadelphia or a
7 series of major institutions like that
8 and the Philadelphia Art Museum to help
9 each other, let their real art
10 connoisseurs and consumers know who is
11 doing what where in terms of trying to
12 get us more exposure internationally and
13 people talking about us.

14 Have you seen this? It's a
15 Paris Museum pass. It also allows you
16 onto any bus or subway. And so you can
17 get around Paris with using public
18 transportation with this pass. It's got
19 a map of where all the institutions are.

20 I'd just like to know your
21 thoughts about whether or not you'd
22 cooperate in an effort to have something
23 like this for Philadelphia.

24 MS. D'HARNONCOURT: I think it
25 looks like a great idea. I mean, it's

1 4/1/08 - WHOLE - BILL 080022, etc.
2 interesting, in Paris, also Amsterdam,
3 there are a number of big international
4 cities in Europe that have been working
5 out -- it helps if the French government
6 is behind you, which in that case is
7 probably the case, because a lot of those
8 museums are state-supported museums and
9 so are the subways and the buses, or else
10 it's either City of Paris. But it's the
11 kind of thing that really needs to come
12 to Philadelphia in one way or another. I
13 think just a user-friendly map
14 particularly focused on cultural
15 amenities, parks, et cetera, could be --
16 I mean, there are a number of maps
17 available, but they're often less --
18 they're more generic and less targeted to
19 specific. I think there's room to make
20 advances in all of these fields.

21 COUNCILMAN GREEN: Great. I
22 look forward to working with you on this,
23 and thank you very much for coming in and
24 your testimony and great work you guys
25 are doing at the Philadelphia Museum of

1 4/1/08 - WHOLE - BILL 080022, etc.

2 Art. Thank you.

3 MS. D'HARNONCOURT: Thank you.

4 COUNCIL PRESIDENT VERNA: The
5 Chair recognizes Councilwoman Sanchez.

6 COUNCILWOMAN SANCHEZ: Thank
7 you.

8 I just wanted to caution you
9 that you gave my colleague an A plus and
10 he has nothing to work towards. I think
11 he's still at like a B minus. We're
12 working on him.

13 But I did want to thank you on
14 the record, because one of the themes
15 that I find myself having in this Council
16 is around diversity, and I want to thank
17 you and congratulate you both on Tesoros
18 and Frida Kahlo, because you have
19 globalized some of these themes. And
20 while they're Latino based or Latino
21 themed, they have done great to highlight
22 our image across the country and across
23 the world. So I want to thank you,
24 because you've proven that it could be
25 profitable and that we can generate new

1 4/1/08 - WHOLE - BILL 080022, etc.
2 partnerships of it, and I would hope that
3 people would be open to more diversity as
4 we really become a global city.

5 I wanted to ask for a point of
6 clarification. I was trying to get that,
7 but my colleague, Blondell, didn't see
8 me. One of the things that you talked
9 about in your minority contracting is
10 that you only contract with two entities.
11 So this \$38 million is contracted out
12 with two just entities. Who are they?

13 MS. HARRITY: These are two
14 different contracts with our construction
15 contract with L.F. Driscoll. So we were
16 instructed by the Finance Department to
17 call them two different entities even
18 though it's one company, two contracts.

19 COUNCILWOMAN SANCHEZ: So our
20 contracting at the Art Museum at 38
21 million is just really one company?

22 MS. HARRITY: Two contracts,
23 one company.

24 COUNCILWOMAN SANCHEZ: One
25 company. Okay. I wanted that

1 4/1/08 - WHOLE - BILL 080022, etc.
2 clarification.

3 You spoke about your request
4 for an increase, because we currently pay
5 37 percent of your operating and you'd
6 like to see us at 50 percent. Can you
7 tell me what your overall budget is and
8 how much you raise of that independently?

9 MS. D'HARNONCOURT: Yes, I
10 think we can. Our budget is, for this
11 year, I think is 45. I was going to say
12 44, 45, looking to my right here, \$45
13 million, and we do an enormous amount of
14 annual fundraising. We are striving to
15 increase our endowment, which the income
16 of which helps the budget very
17 substantially, and that's grown over the
18 last years, although it's still -- the
19 endowment is still more healthy than it
20 was, but it's still only half of that,
21 for example, at some our colleagues,
22 whether the Art Institute of Chicago or
23 the Boston Museum of Fine Arts, which are
24 museums of similar scale and similar
25 fixed obligations to their collections

1 4/1/08 - WHOLE - BILL 080022, etc.

2 and their public.

3 We also have wonderful revenue
4 that comes in from every earned income
5 activity that we can think of that is
6 appropriate to an art museum, whether the
7 store, whether the restaurant, whether
8 the -- of course, the membership is a
9 wonderful income provider. But it's the
10 City's piece, which is, in some ways you
11 could say, modest in the -- certainly now
12 you might say is modest in relation to
13 the total cost of the maintenance and
14 security.

15 If the City were able, over the
16 coming years, to year by year incremental
17 increases to where it could get to fully
18 fund the maintenance and security, that
19 would be an enormous boost for the
20 Museum, because it would be a base off of
21 which we can continue to fundraise and to
22 grow the Museum and grow and diversify
23 our audience, which is really our -- and
24 our service and particularly our
25 education service.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 COUNCILWOMAN SANCHEZ: I wanted
3 just to make my point that at the end of
4 the day, three million out of a \$45
5 million budget is not as much.

6 I had a question. How much
7 money do we get from the state? One of
8 the things that I think we don't
9 recognize is even though you're called
10 the Philadelphia Museum of Art, you're
11 such a regional treasure. How much
12 money, if any, do we get from the state
13 or any of the other governments? I mean,
14 I was pleased to see folks from
15 Wilmington, Delaware. One of the perks
16 of this job is, my husband gets to go to
17 these exhibit openings, the only perk of
18 the job, but I am very pleased to see
19 folks coming from different sectors.

20 So my question is, is the state
21 giving us money? What percentage of the
22 budget do they continuously give you for
23 operating, so that as we begin to talk to
24 our county partners with this new
25 Administration, we begin to sell you as a

1 4/1/08 - WHOLE - BILL 080022, etc.
2 regional institution?

3 MS. D'HARNONCOURT: That's a
4 very good question. The state support
5 for the operating budget comes through
6 the Pennsylvania Council on the Arts, and
7 the Pennsylvania Council on the Arts has
8 been -- there really is a need perceived
9 by all the cultural institutions, not
10 only in Philadelphia, but across
11 Pennsylvania to increase that support
12 relative to the per capita richness of
13 the state in cultural institutions, which
14 contributes -- cultural and historic,
15 which contributes so much to the state
16 economy. The funding is very modest.
17 I'm going to say it's about 450,000 a
18 year, maybe a little bit more, but I
19 don't think so. And they actually had to
20 reduce it slightly last year. And we, as
21 you can imagine, we and the Carnegie
22 Museum of Art in Pittsburgh and the
23 Philadelphia Orchestra, we're at the top
24 and there are lots -- but it's very
25 important that they also give to smaller.

1 4/1/08 - WHOLE - BILL 080022, etc.

2 But there's no question that
3 that state government and we've had --
4 we've been very encouraged in working
5 with our state legislators and with
6 others to help increase that. But we do
7 get capital monies from the state at
8 intervals, not by any means as long a
9 history as we have with the City of
10 Philadelphia, which built our landmark
11 building 80 years ago, and that's
12 important.

13 But I think we're very focused
14 also on working with our colleagues
15 across -- we think that Mayor Nutter's
16 challenge at the Chamber of Commerce
17 lunch to the regional commissioners and
18 counties to help envision a way to
19 fund -- to do more collaboration and to
20 do more funding, regional funding for the
21 arts, would make an enormous difference,
22 and that currently does not, as you know,
23 does not exist in a formal way, including
24 Philadelphia.

25 COUNCILWOMAN SANCHEZ: Thank

1 4/1/08 - WHOLE - BILL 080022, etc.

2 you. Thank you for your staff, Cheryl,
3 Bill, Deanna, everyone for working with
4 us.

5 MS. D'HARNONCOURT: Thank you
6 very much. We are very impressed by the
7 freshman class.

8 MS. HARRITY: Exactly.

9 COUNCIL PRESIDENT VERNA: Are
10 there any further questions from members
11 of the Committee?

12 (No response.)

13 COUNCIL PRESIDENT VERNA:
14 Seeing no one, this Committee will stand
15 in recess until tomorrow, Wednesday,
16 April 2nd at 10:00 a.m.

17 Thank you all very much.

18 (Committee of the Whole
19 adjourned at 3:25 p.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 on April 1, 2008, and that
this is a true and correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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