

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE OF THE WHOLE

Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, April 17, 2012
10:28 a.m.

PRESENT:

COUNCIL PRESIDENT DARREL L. CLARKE
COUNCILWOMAN CINDY BASS
COUNCILMAN WILLIAM GREEN
COUNCILMAN WILLIAM K. GREENLEE
COUNCILMAN BOBBY HENON
COUNCILMAN KENYATTA JOHNSON
COUNCILMAN CURTIS JONES, JR.
COUNCILMAN JAMES KENNEY
COUNCILMAN DENNIS O'BRIEN
COUNCILMAN DAVID OH
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILWOMAN MARIA QUINONES-SANCHEZ
COUNCILMAN MARK SQUILLA

BILLS 120164, 120165, 120166
RESOLUTION 120167

1 - - - - -

2 COUNCIL PRESIDENT CLARKE: Good morning,
3 everyone. Good morning. Okay.

4 (Pounds gavel.)

5 Morning, everyone.

6 (Good morning.)

7 This is a continuation of the
8 Public Hearing of the Committee of the
9 Whole regarding Bills No. 120164, 120165,
10 120166, and Resolutions No. 120167.

11 Ms. Lewis, please read the titles of the
12 Bills and Resolutions.

13 MS. LEWIS: Bill No. 120164, an Ordinance
14 to adopt the Capital Program for the six
15 Fiscal Years 2013 to 2018 inclusive.

16 Bill No. 120165, an Ordinance to adopt
17 the Fiscal 2013 Capital Budget.

18 Bill No. 120166, an Ordinance adopting
19 the Operating Budget for Fiscal Year 2013.

20 Bill No. 120167, a Resolution providing
21 for the approval by the Council of the City of
22 Philadelphia of a revised five-year financial
23 plan for the City of Philadelphia covering
24 Fiscal Years 2013 through 2017, and
25 incorporating proposed change with respect to

1 the Fiscal Year 2012, which is to be submitted
2 by the Mayor to the Pennsylvania
3 Intergovernmental Cooperation Authority, the
4 Authority, pursuant to the Intergovernmental
5 Cooperation Agreement authorized by an
6 Ordinance of this Council, approved by the
7 Mayor on January 3, 1992, Bill No. 1563-A, by
8 and between the City and the Authority.

9 COUNCIL PRESIDENT CLARKE: Thank you so
10 much.

11 I see Parks and Recs are very eagerly
12 sitting at the table. Didn't even have to
13 call you up. Great.

14 (Restore 8 million chanted.)

15 Thank you so much.

16 (Laughter)

17 Good morning.

18 (Good morning.)

19 COUNCIL PRESIDENT CLARKE: Good morning,
20 team. You like to proceed?

21 MR. DIBERARDINIS: Yes. Good morning,
22 Councilman or Council President Clarke and
23 members of Council.

24 I am Michael DiBerardinis, Deputy Mayor
25 and Commissioner for the Department of Parks

1 and Recreation. With me are Susan Slawson,
2 First Deputy Commissioner for Recreation and
3 Programs; and Mark Focht, First Deputy
4 Commissioner for Parks and Facilities.

5 I would like to thank the Commission for
6 Parks and Recreation and its Chair, Nancy
7 Goldenberg, for their continued support and
8 for being with us today and their continued
9 work for the benefit of our department. Much
10 appreciation also should be directed towards
11 our committed and dedicated department staff.

12 Our Parks and Recreation staff continues
13 to provide great work in the form of high
14 quality programming and care of our natural
15 assets and hundreds of facilities. Just last
16 month, the International Travel Guide website
17 Frommer's named the Fairmount Park system, one
18 of the ten best public parks systems in the
19 world.

20 (Applause)

21 I appear before you today to present our
22 proposed Operating Budget for Fiscal Year
23 2013, which includes a general fund obligation
24 of \$47,781,231 and grants revenue of
25 \$9,330,082 and New Program and Facility Fund

1 of \$688,000. The Class 100 request of
2 \$36,239,900 sustains the merged department's
3 authorized level of 609 general fund/full-time
4 positions; 5,776,525 is proposed for Class
5 200; \$2,293,806 in Class 300/400; and
6 \$3,471,000 in Class 500.

7 Our proposed general fund Operating
8 Budget for FY13 represents an increase of
9 slightly over 4percent from the FY12 estimated
10 obligations. This increase is not new
11 funding. It is due to a transfer of existing
12 funds for tree maintenance from the Managing
13 Director's Office as well as an accounting
14 change bringing certain permit fees into the
15 general fund and adding equal appropriations
16 to Parks and Recreation's budget. Our
17 proposed FY13 Operation Budget also reflects
18 an additional fund for concession revenue as
19 authorized by City Council Bill No. 110425.

20 The dedicated women and men serving in
21 the Parks and Recreation Department represent
22 various backgrounds and diversities. We will
23 continue to foster opportunities for staff
24 throughout the department through recruiting,
25 training and career development. Currently,

1 the breakdown of staffing of the department is
2 24percent female, 76percent male, 39percent
3 African-American, 2percent Latino and
4 58percent Caucasian.

5 The Parks and Recreation's executive
6 staff is 53percent women, 46percent men,
7 33percent African-American and 66percent
8 Caucasian. The Department of Parks and
9 Recreation is committed to supporting the
10 Administration's goal of minority women and
11 disabled-business participation in City
12 contracting.

13 Based on the available contracting
14 opportunities, the Department's FY13
15 participation goal as established by OEO is
16 25percent. And we are pleased to report that
17 our current participation is 26.79percent for
18 the second quarter.

19 The remainder of our formal testimony has
20 been submitted for your review. The
21 accomplishments listed throughout our
22 testimony demonstrates that the Department of
23 Parks and Recreation continues to build
24 collaborations across sectors, advance
25 efficiencies and leverage resources to ensure

1 that our children are successful. We promote
2 equity and sustainability in all neighborhoods
3 while fostering deep connection to its
4 citizens and community.

5 Today, Councilmembers wishing to engage
6 in discussion on these matters, my staff and I
7 would be happy to meet with Council at their
8 convenience. We thank you for this
9 opportunity to discuss these important matters
10 before you today and look forward to your
11 questions.

12 COUNCIL PRESIDENT CLARKE: Thank you.
13 Good morning.

14 Couple quick questions. I had one issue
15 about Parks revenue and want to talk about a
16 particular location. The regattas that we
17 have over on East Park, the parking related to
18 the regattas on the Schuylkill is a
19 significant amount of parking taking place.
20 And we basically utilize pretty much the East
21 Park where every available space is not being
22 used for the ball field.

23 The contractual relationship, is it with
24 the Parking Company --

25 MR. FOCHT: Good morning, Councilman.

1 COUNCIL PRESIDENT CLARKE: -- with the
2 organizing of the regattas?

3 MR. FOCHT: The Parks and Recreation has
4 a contractual relationship through competitive
5 bid done by procurement two years ago with a
6 company called Standard Parking to manage
7 event-based parking and also site-based
8 parking. So they manage the parking on Eakins
9 Oval and they manage the regattas parking,
10 also.

11 COUNCIL PRESIDENT CLARKE: That's across
12 the system?

13 MR. FOCHT: It's across the system. And
14 it's a contract between Parks and Recreation
15 and Standard.

16 COUNCIL PRESIDENT CLARKE: Okay. And the
17 revenue goes into the general fund?

18 MR. FOCHT: No. The revenue is split
19 several ways. The Standard Parking obviously
20 takes a fee for their management services.
21 They then pay the parking tax which goes to
22 the general fund. Each regatta operator gets
23 \$2 per car to support the operations of the
24 regatta. And the balance is retained by Parks
25 and Recreation and invested into landscaping

1 into East Park. So, the turf management, tree
2 work.

3 COUNCIL PRESIDENT CLARKE: All right.
4 Prior to the consolidation of Parks and Rec
5 separate Recreation Department, when there
6 were activities at a particular recreation
7 facility, those funds normally went to the
8 Advisory Council. Correct me if I'm wrong.
9 Or certain proceeds from that activity at the
10 site went to the Advisory Council; am I
11 correct?

12 MS. SLAWSON: Good morning, President.

13 COUNCIL PRESIDENT CLARKE: Good morning.

14 MS. SLAWSON: Yes, that's correct.

15 COUNCIL PRESIDENT CLARKE: All right.

16 So, now we have consolidated Parks and Rec.
17 So my question is, as it relates to activities
18 at a particular site, does the bulk of the
19 parking as you said is in East Park related to
20 the regatta and a significant amount of the
21 parking happens to be on the parks where the
22 recreation center, is any of that revenue go
23 to the local organizations, both the Sports
24 League -- Strawberry Mansion Sports League
25 similar to the way it used to happen when it

1 was an activity at the recreation site?

2 Does any of that money filter through the
3 local --

4 MR. FOCHT: Today, Councilman, it is not.
5 It has not gone from -- the generated parking
6 revenue has not gone to organizations. Again,
7 it's retained by Parks and Recreation
8 specifically for landscape maintenance in that
9 section of East Park. It's not gone to the
10 individual organizations.

11 COUNCIL PRESIDENT CLARKE: Is there a
12 reason why it can't? I mean, given that that
13 was the process as related to the former, at
14 that point, supposed to be the Recreation
15 Department.

16 MR. DIBERARDINIS: Local groups can raise
17 money at and around the facility. We have no
18 interest in collecting. So, Advisory
19 Councils, athletic associations, these groups
20 can generate revenue that they keep. And that
21 we sort of get monthly -- we get monthly
22 accountings for those dollars raised. They do
23 not accrue to the either separate or combined
24 Department.

25 But this contract -- this contract is

1 different than those in both the fundraising.

2 COUNCIL PRESIDENT CLARKE: I understand.
3 I mean, I am sure the local group would like
4 to have the parking consent represented by the
5 local group. But it's clear they are not in a
6 position to -- I am just talking about a
7 process that was established in the Department
8 of Rec.

9 When an individual or an organization
10 rented the facility, the recreation site, a
11 portion of the revenue generated from that
12 rental went to the local provisory.

13 So my question is now that we have this
14 consolidation of these two entities, if there
15 is an activity by or there is a rental, a
16 leasing of a particular field for parking
17 purposes, then parking -- I think it's, like,
18 \$12 in parking -- does any of that --

19 MR. FOCHT: That's correct.

20 COUNCIL PRESIDENT CLARKE: Does any of
21 that revenue go back to the local
22 organization?

23 MR. DIBERARDINIS: Well, at this point,
24 no. It doesn't necessarily accrue to the --
25 any of the organizations in the area, but it

1 does accrue to the Park and Rec facility. It
2 does go directly to them.

3 COUNCIL PRESIDENT CLARKE: How?

4 MR. DIBERARDINIS: But it's spent on
5 the -- it supplements our ability to maintain
6 those facilities in that area of the park.
7 Not necessarily -- in this instance, not a
8 direct grant to Mander, but a direct
9 application of those funds for rounds of
10 maintenance and care of resource in -- in that
11 part of the park. It's dedicated to that, but
12 not specifically to any one organization.

13 COUNCIL PRESIDENT CLARKE: All right. I
14 am going to ask you to show me how the revenue
15 generated from the parking in relationship to
16 the maintenance of East Park and Mander or
17 Olmuck, whatever facility is operating at East
18 Park. I want to see direct relationship,
19 direct stream of revenue because I don't see
20 any difference in the maintenance during the
21 course of the year.

22 You're saying that money is phoned into
23 the general fund, and there is a line directly
24 to them? How does that work?

25 MR. FOCHT: Prior to this coming July 1,

1 the month -- moneys were retained in the
2 former Fairmount Park Trust Funds and
3 reinvested through City contracts at those
4 sites. Beginning July 1, that money through
5 all the permit revenues will go to the general
6 fund, and then is reflected back in the budget
7 increase for the application of those
8 services.

9 COUNCIL PRESIDENT CLARKE: The only
10 reason I'm pushing this question because, in
11 all due respect, I know my friends that come
12 in with the regattas, that is quite an
13 intrusive process. They literally shut down
14 East Park for two days during the week. Can't
15 drive. You can't walk. You can't utilize the
16 field. You are limited in terms of space to
17 recreate because of all the traditional picnic
18 sites are taken over by vehicles. So that's a
19 significant impact on that local community.

20 I would think that, you know, there
21 should be some ability for the local community
22 to benefit from that. Once that money goes to
23 the general fund -- being a 30-year member of
24 government, I know once it goes in the general
25 fund, it's going to go where people decide to

1 appropriate it. I would be pretty amazed if
2 you can even show me a direct line of revenue
3 going to the East Park.

4 Got a couple budget questions. Turn to
5 my colleagues. You talk about tree
6 maintenance fund transferred from the Managing
7 Director's officer to the Department. I think
8 it makes a lot of sense.

9 In terms of staffing, how does that
10 happen? Is there any additional staffing
11 added too, or is it just simply the contract
12 for tree maintenance goes from one department
13 to the other?

14 MR. FOCHT: Council President, it's a
15 combination of both. It's a total of \$960,000
16 that had traditionally been in the MBO's
17 budget that has now been moved to Parks and
18 Recreation. Of that 380,000 from the 9 Parks
19 and Recreation employees who have always been
20 employees of Parks and Recreation, and their
21 salaries were covered through an
22 interdepartmental transfer. And there are the
23 tree maintenance workers, those men and women
24 that work on our trees. So, that is 380,000
25 of the 960.

1 The other 580 is Class 200 monies that we
2 use for professional services for tree
3 prunings and removals. So, it's a combination
4 of both staff and contracts.

5 COUNCIL PRESIDENT CLARKE: No
6 additional -- no additional staff?

7 MR. FOCHT: No additional staff.

8 COUNCIL PRESIDENT CLARKE: I want to ask
9 you about budget details.

10 There is a \$175,000 current account for
11 professional services for contract with the
12 School District. FY13 has been reduced to
13 zero. Is that -- will that have an impact?

14 MR. DIBERARDINIS: Well, we are about to
15 begin discussions with the School District
16 around the maintenance and how are we to
17 maintain at some level the services for
18 recreation groups in school gymnasiums. That
19 discussion has not started yet, but it's
20 scheduled to start within a few weeks.

21 As we go through trying to figure out
22 what -- what that program will look like in
23 the fall and reconst -- hopefully reconstitute
24 itself, we will have some sense if there is a
25 clause. Right now we are not sure what that

1 looks like.

2 MS. SLAWSON: That 175 that you are
3 talking about is a one-time deposit to our
4 budget because it was an opportunity to for us
5 to ensure that we maintain programming at 45
6 sites as a result of, actually, City Council
7 support for us to ensure that we can
8 consolidate schools, have our programs and run
9 through March 17. That was a one-time
10 opportunity for us to assist with the School
11 District to ensure programming continuing.

12 COUNCIL PRESIDENT CLARKE: One last
13 question, then I will come back on the second
14 round.

15 We talk from time to time particularly
16 since the consolidation of our external
17 fundraising opportunities. I see you
18 reference certain specific cases where
19 organizations may have contributed to some
20 aspect of the operations.

21 Is there a group that -- I know the
22 Commission Parks and Recs, is actually part of
23 their charge concerning fundraising. Is there
24 like a point person who is actually working on
25 raising revenue outside of additional sources

1 both within the Department and from the
2 Department of Parks and Rec?

3 MR. DIBERARDINIS: Yes. In fact, we have
4 had a three or four-party group, including the
5 Commission and our staff in Fairmount Park
6 Conservancy and Trust, the Trust, to look at
7 together what are our concession opportunities
8 across our system.

9 We had a study recently completed that
10 really set a pretty nice direction for us.
11 And we have already, based on that study, we
12 have just opened up a bike concession in the
13 Park which is a brand new, really high quality
14 new opportunity. We have also recently
15 negotiated a new concession for our Park which
16 we think has really improved the golf and
17 other functions of that concession. So, we
18 are moving forward.

19 We would be happy to brief any
20 Councilmembers interested in the approach we
21 are taking. I think it's pretty
22 sophisticated. It's already very fruitful in
23 this first six months or so of acting on the
24 plan.

25 COUNCIL PRESIDENT CLARKE: Okay. All

1 right. I will come back on the next round. I
2 have a couple other questions related to
3 fundraising.

4 Chair recognizes Councilman Jones.

5 COUNCILMAN JONES: Thank you,
6 Mr. President. Good morning.

7 (Restore 8 million.)

8 COUNCIL PRESIDENT CLARKE: Councilman.

9 COUNCILMAN JONES: First of all, I would
10 ask you to restore the 8 million.

11 (Laughter)

12 I think in budget times we make difficult
13 choices. One of the things that Philadelphia
14 can be most proud about among other urban
15 areas is the fact that our parklands, our
16 outdoor space, is the envy of most cities on
17 the east coast. So, I mean, we are proud of
18 that.

19 (Applause)

20 We want to make sure that you have what
21 you need to maintain Parks and Rec. And I
22 want to thank you all for the cooperation that
23 I received in the 4th District who happens to
24 have most of the parking and more parking than
25 any other District Council person of record.

1 Councilman Johnson, you know, that we have --
2 we are proud that we have that.

3 I want to focus my questions, if I could,
4 from my capacity as Chairperson of Public
5 Safety. So what I have done is I sent it to
6 you and other institutions within city
7 government to ask a question about the issue.

8 So, the letter that I sent to you was to
9 ask what is going on at our rec center? What
10 is going on in our park spaces? And to give
11 us a reporting as to the instances of crime
12 and criminal activity on those grounds.

13 I raise that in part because the parts of
14 the Police Department disbanded the 92nd
15 Police District. And I wanted to -- and I
16 promised when they did that we would from time
17 to time examine whether those impacts were
18 both in our parkland and also in our
19 recreation centers.

20 MR. DIBERARDINIS: We have -- hopefully,
21 that is very detailed data we would like to
22 get, as well. We're expecting to receive that
23 today or tomorrow from the Police Department.
24 But this is an important question for us.

25 We -- when we did the merger process, we

1 talked to both our staff and citizens over the
2 course of six or nine months. And
3 consistently question of safety was raised
4 over and over again during that process. And
5 I may not have known it at the beginning, but
6 that was a deep concern of folks both in the
7 Department and outside the Department, our
8 formal support groups and our users.

9 What we did when we were done -- so we
10 have worked very hard at working in the
11 department, working with the police, working
12 with the Commission and our organized groups
13 to develop a response to that concern.

14 We began with increasing cameras at our
15 facilities. We only had two facilities with
16 cameras. Now we have either in place or
17 funded and in the process of being in place 25
18 facilities that will have security cameras.
19 We have worked with the police over the last
20 two years to focus on where we think geography
21 and where our experience and our -- our core
22 organization of citizens tell us where our
23 issues are most serious. We have police that
24 are driving this.

25 We are in really a unique relationship

1 with our police right now that builds off of
2 their program and our swimming pools. We have
3 certain pools where we know they present
4 management issues for us, and presence of the
5 police officers makes a big difference. So,
6 we are building back from that and trying to
7 figure out where certain leagues that we run
8 present safety questions.

9 We are looking at -- in our Watershed
10 Parks, 18 -- you know, security is a big
11 problem and building from where is their
12 consistent, persistent and identified unsafe
13 or violent activity. That we will work with
14 our department, our support organizations, the
15 police and other city agencies to respond to
16 that question.

17 And that's underway. In fact, Susan
18 might want to talk about upcoming set of
19 meetings with the leadership of the
20 department, the Police Department, to sort of
21 flesh those areas out and really begin to
22 deepen the practice.

23

24 MS. SLAWSON: Councilman Jones, we have
25 scheduled as early as tomorrow meetings that

1 we will continue to have on a monthly basis.
2 We will be meeting with the command staff
3 immediately following their Comsat processes
4 every month starting April 18.

5 And our goal is to present to them areas
6 that we've identified that we know we have
7 some intel. Because one of the best things we
8 can offer them is actual information of the
9 times, the actual locations, where we think
10 our issues are.

11 So, we've come up with a list of
12 facilities, a list of sites and also the
13 issues to present to them to ask them for
14 intentional surveying, signing of logs, making
15 sure that people recognize that we are working
16 with the police and that we recognize that
17 these are areas that we are having issues.

18 And they've agreed to give us the
19 support. The first thing just being able to
20 attend the meetings with them. The Executive
21 Staff will be attending meetings tomorrow and
22 on Thursday. We are going to do the north
23 side of the City and the south side of the
24 City. We will be doing this the entire summer
25 through late October because that's when we

1 find we have most of our issues is during the
2 spring, the summer months. We are going to
3 have that additional support this summer so we
4 can avoid some of the incidents that we had
5 last summer at our facilities.

6 COUNCILMAN JONES: I want to just say
7 that I have total confidence in the three of
8 you. I don't say that about -- I am not
9 disingenuous. I don't say that about
10 Commissioners and Directors of programs that I
11 don't feel that way about. But sometimes the
12 asking of the question begs the analysis which
13 gets the results that you need; and therefore,
14 I have to ask the question.

15 In my district alone, I happen to know
16 that we've had 173 thefts within 15 rec
17 centers. And I won't identify them. I happen
18 to know that we have had 42 aggravated
19 assaults, 42 robberies, unfortunately 3 rapes
20 and 4 murders. I happen to know this.

21 Just in my district alone, we have had in
22 our park facilities 13 homicides, 7 rapes, 63
23 robberies, 67 aggravated assaults, 85
24 burglaries, 340 thefts. Now I said -- 35,
25 interestingly enough, auto thefts. And it's

1 only resulted in the parks, 92 arrests; and in
2 the rec centers, 55 arrests.

3 My grandkids go to your facilities. I
4 understand what limited cutbacks. I get you
5 can't control some of the \$8 million that was
6 taken from you. But when we can't open rec
7 centers because no one can guard the bathroom
8 for children, we have to look at our
9 priorities. We have to look at the fact that
10 the criminal element knows that we've had
11 cutbacks. And whether it's in our parks where
12 they carry out their crimes, we have to be
13 smarter than them.

14 It calls for us to get the police. And
15 if it means restoring the 92nd District in the
16 parks to restore our parks, then that's what
17 we have to do. We can't have the best park
18 system with the lack of security. A lot of
19 people can't go to Disney World anymore. They
20 are going to our Parks and Recreation centers
21 because of the cutbacks.

22 They have to be safe. We have to -- we
23 have to step up to the plate and absorb that
24 added costs in some cases. So, we are
25 partners with you.

1 MR. DIBERARDINIS: Good. Thank you.

2 COUNCILMAN JONES: I want you to know
3 that.

4 (Applause)

5 Mr. President -- Mr. President, as
6 they -- as they pull together their
7 information, we are simultaneously asking that
8 of the police, we will break it down by
9 Councilmanic district, so that you know what
10 recreation centers are hot spots in your
11 respective district.

12 Thank you, Mr. President.

13 COUNCIL PRESIDENT CLARKE: Thank you,
14 Councilman.

15 Chair recognizes Councilman Greenlee.

16 COUNCILMAN GREENLEE: Thank you,
17 Mr. President.

18 Good morning, everyone. I guess somewhat
19 along those lines, how many staff positions
20 are not filled right now?

21 MR. DIBERARDINIS: Well, we have -- let
22 me grab that. We have 28 positions that are
23 vacant; 18 in Operations, 8 in Program and 2
24 in Administration.

25 COUNCILMAN GREENLEE: Does that include

1 or are there actual facilities that do not
2 have -- that have open positions?

3 MR. DIBERARDINIS: Well, if you have --
4 it will certainly deplete our ability to
5 provide whatever service that is. If it's --
6 if it's custodian or if it's a rec leader,
7 won't necessarily close the facility down.

8 We are at about 4percent, which is a
9 little high. But my history of working in
10 this department and others it's an acceptable
11 level particularly when you look at these are
12 lot of drop folks and a lot of folks who are
13 high up in their civil service. And when they
14 retire, filling one position does not fill the
15 job. The person under them and then the
16 person under them and then the person under
17 them.

18 When we get down to the entry level
19 position, we have, in fact, filled the job.
20 So, that takes sometimes months and months to
21 do that even if we are efficient. So, part of
22 the time lag is due to that.

23 We have all our tests, we have lists for
24 every position in the department. And we are
25 actively moving on those positions to fill

1 them.

2 COUNCILMAN GREENLEE: In your opinion,
3 has any program been -- any program been
4 severely cut from that because of your --

5 MR. DIBERARDINIS: Not based on our
6 vacancies, no.

7 COUNCILMAN GREENLEE: Council President
8 talked about permit fees.

9 On a more general basis, do all the
10 permit fees go into the general fund? Is
11 that --

12 MR. DIBERARDINIS: Well, we have --
13 this -- they go through the general fund and
14 are accrued through our budget. We are brand
15 new this year. So, the permit fees for
16 particularly the adult leagues, those fees go
17 into the general fund and then are calculated
18 in advance and then -- and then applied to the
19 general fund.

20 We in turn use that money to support the
21 grounds/maintenance operation. And this year
22 alone, we are going to refurbish in a pretty
23 serious way 160 of our fields.

24 COUNCILMAN GREENLEE: Okay. Great.

25 MR. DIBERARDINIS: That is really where

1 the -- you see the money in play.

2 COUNCILMAN GREENLEE: Could you give us a
3 list of the fees, a breakdown on what they
4 are? If you can send that to the President.

5 MR. DIBERARDINIS: Sure. We have
6 calculated -- there are some questions around
7 this. We have calculated for the adult -- the
8 adult fees, it's about \$0.82 a game per
9 player.

10 So, if you are in a league and the -- the
11 season for your team is 300 bucks. When you
12 look at the average amount of players and the
13 average amount of games per team, it comes out
14 to \$100 per adult player per game.

15 COUNCILMAN GREENLEE: Okay. I appreciate
16 that. Last question.

17 On street trees, I know you talked about
18 the money from Wells Fargo providing 4,000
19 free yard trees.

20 MR. DIBERARDINIS: Yes.

21 COUNCILMAN GREENLEE: They were private
22 yards?

23 MR. DIBERARDINIS: Yes. We are unable to
24 give trees away to private homeowners.

25 COUNCILMAN GREENLEE: Right.

1 MR. DIBERARDINIS: But the capital
2 money -- we are still moving a lot of capital
3 money both in taking dead trees out and
4 putting new trees in. But this program is
5 different in that it -- in areas in the City,
6 in all of the City, but in this instance, we
7 want to focus where there is a limited tree
8 cover but the opportunity for yard -- either
9 front or backyard planning.

10 Wells Fargo has ponied up a pretty nice
11 grant where we can offer citizens a free tree
12 to plant in their yard. And then we add that
13 to our goal or to our number trying to get to
14 the 300,000 new trees in the City.

15 COUNCILMAN GREENLEE: You are trying to
16 include in the park. And how about curb side?

17 MR. DIBERARDINIS: That is done
18 separately. We have capital dollars that are
19 used to do curb.

20 COUNCILMAN GREENLEE: How much is that?

21 MR. DIBERARDINIS: This year?

22 COUNCILMAN GREENLEE: Yeah.

23 MR. DIBERARDINIS: Two million. That is
24 for the installation and in many instance the
25 removal of dead trees which we worked with

1 Counsel President last year, the removal fees
2 of that program. So, that is going very well.
3 We are at this point able to respond to, not
4 immediately, but to all citizens requests.

5 COUNCILMAN GREENLEE: I appreciate that.
6 Thank you, Mr. President.

7 COUNCIL PRESIDENT CLARKE: Thank you,
8 Councilman.

9 Chair recognizes Councilman Johnson.

10 COUNCILMAN JOHNSON: Thank you.

11 (Restore 8 million chants.)

12 COUNCIL PRESIDENT CLARKE: We are having
13 small technical difficulty. We will be with
14 you in a minute.

15 (Brief momentary recess.)

16 COUNCIL PRESIDENT CLARKE: Okay, folks,
17 look, we appreciate your enthusiasm. We
18 probably conceptually support you, but we do
19 have to conduct these hearings. Okay. So, I
20 would ask that you limit your advocacy to a
21 minimum. Thank you.

22 Councilman Johnson.

23 COUNCILMAN JOHNSON: Restore 8 million.

24 (Applause and cheers)

25 COUNCILMAN JOHNSON: Thank you, Coun --

1 thank you, Council President.

2 COUNCIL PRESIDENT CLARKE: You're
3 welcome, sir.

4 COUNCILMAN JOHNSON: First, I would like
5 to start off by acknowledging the hard work of
6 Commissioner of Recreation Sue Slawson for
7 being supportive with some of the efforts I
8 have worked on in the capacity of me being a
9 State Representative and in my current
10 position as City Councilman as well as, I
11 guess I can call him, the Great DiBerardinis
12 for the work he has done in the land of
13 Harrisburg under the Rendell Administration as
14 well as the work they are doing in the City of
15 Philadelphia. I do commend you for your
16 efforts and thank you for being here today.

17 And more importantly, I do want to
18 acknowledge some of the representatives from
19 the great Second Councilmanic District who is
20 here representing their Parks and Recreation
21 starting off with the school of -- the
22 Schuylkill River, Friends of FDR Park, Friends
23 of Finnegan Square, that's in South
24 Philadelphia, Stinger Square and Wharton
25 Square Park.

1 And I never apologize for being a fan of
2 Parks and Rec. I talked about them when I was
3 in trailer parks becoming an elected official
4 on a local government scene just primarily
5 because of the role they played myself growing
6 up as a young man. I echo what my majority
7 leader mentioned. There was no Disney world
8 for me as a young man growing up. But there
9 was Chew Playground. There was Smith
10 Playground. Those were safe havens for me.
11 And if you go out throughout any day during
12 the daytime and you look at some of our
13 daycare center workers, you will see loads of
14 children going to our parks and recreations so
15 they can have an opportunity to enjoy
16 themselves in a safe place.

17 So for me, I thank you for having our
18 young people here. This is democracy at work,
19 so I don't mind the chanting because you have
20 to advocate and fight for what is important.
21 We do prioritize the budget. And those who
22 speak loudly, those who advocate the hardest,
23 we do pay attention to.

24 Just a couple questions, I guess, to the
25 particulars of it. You know, the

1 Administration gives us a budget. And
2 Council, we review the budget and then we
3 approve the budget. Then we go through the
4 process of probably giving a give and take
5 throughout the process; but essentially comes
6 from, you know, the Administration. So a
7 couple things I just want to follow up on.

8 I guess, Rebecca, if you can come up and
9 like give us an idea about the actual
10 commitment for Parks and Recreation from the
11 parking tax. Give us an idea of what
12 happened, the promise made from the funding
13 from Parks -- from the parking tax to go to
14 Parks and Recreation just to kind of get an
15 idea where we at in that process and what
16 actually happened over the last four years.

17 MS. RHYNHART: Sure. Rebecca Rhynhart,
18 Budget Director.

19 Councilman, a lot has happened since the
20 Fiscal '09 original budget. And the deep
21 economic recession, what we felt across the
22 country, hit Philadelphia very hard. We had
23 to make significant cuts across the city. We
24 took a variety of actions.

25 We increased taxes. We made cuts. We

1 made changes to our pension payments, a lot of
2 really significant things. And so a lot has
3 changed since that original '09 Budget.

4 So your reference to the parking tax is
5 that it isn't dedicated to Parks and Rec
6 because we needed it to support general
7 conglomerations given how much change in the
8 fall of '09 going into '10. So, you know, I
9 think we can say now that things are -- look
10 much more stable, and so we are in a better
11 position now because of the tough choices that
12 we have to make. Unfortunately, it's very
13 different than what we originally had thought
14 and the world had thought before the recession
15 hit.

16 COUNCILMAN JOHNSON: Okay. In terms
17 of -- explain to me. So, there was a
18 dedication from the parking tax. And I
19 understand as an elected official we hit tough
20 economical times. And I get it.

21 Will we be revisiting from the
22 Administration standpoint, I guess, there will
23 be the rededication. There was based upon a
24 promise. And so, how will that play out in
25 terms of moving forward?

1 And for the record -- and Rebecca -- and
2 I'm just doing my job. But I do understand,
3 and I work with Mike. And I know Mike have
4 done some things, public/private partnerships,
5 to keep the -- to keep the swimming pools
6 open, so I do applaud his efforts.

7 But we also suffered from public/private
8 partnership. Don't want to lean too heavily,
9 or become too dependent upon the private
10 sector because what that does is it alleviates
11 our responsibility from a government
12 standpoint. As taxpayers who put money into
13 the general fund, my constituents are asking,
14 okay, let's not lean too much on the private
15 sector. Let's look at what we can do from the
16 government side.

17 So if you can just, I guess, give an
18 overview on -- from that perspective, as well.

19 MS. RHYNHART: I mean, there are certain
20 things that we have put back into the General
21 Fund Budget.

22 For example, the funding for the pools.
23 That was something that for three years we got
24 private donations to fully fund pool
25 operations, and now it is being fully funded

1 in the Fiscal '13 Budget out of general fund
2 monies for the full pool season. So, I hear
3 you, and I take that point seriously. And
4 that is something we have made an effort to
5 do.

6 If we are talking about taking an amount
7 equal to what we get in the Parking Tax and
8 putting it into Parks and Rec's Budget,
9 something else would need to get cut by that
10 amount. So that's the -- that's the type of
11 choices we would have to make.

12 COUNCILMAN JOHNSON: This is what I would
13 like to take -- for the Administration to take
14 into consideration as we move forward. Again,
15 I am not about grandstanding or putting people
16 on the spot.

17 MS. RHYNHART: Uh-huh.

18 COUNCILMAN JOHNSON: On the spot. We
19 made promises -- or promises. You know, where
20 I come from, they say all you have is, well,
21 you know, your word. But I do understand
22 based upon unforeseen circumstances sometimes
23 we have to make tough choices and
24 circumstances change. Again, I know the Mayor
25 stepped up in a variety of different ways too,

1 to the best of his ability, trying to balance
2 this process out with the public/private
3 partnership, so I do get it.

4 I just think as we move forward rather we
5 phase in another parking tax, to begin to
6 start restoring the funding. From what I
7 understand, it's been like flatlined over a
8 period of time. And I think to return on the
9 investment from a revenue standpoint to its
10 attraction standpoint and also from a public
11 safety standpoint, it would only -- the
12 investment that we -- that we put on the front
13 end, I think we will all benefit from. Again,
14 it's not a grandstand perspective. But if you
15 look at my track record prior to coming into
16 City Council, I said it would be something I
17 would pay attention to because I know the
18 benefits that it would -- that it would
19 actually have on our young people.

20 So, just as we move forward, I'm willing
21 to work.

22 MS. RHYNHART: Sure.

23 COUNCILMAN JOHNSON: I mean, I'm willing
24 to work not from an adversarial standpoint.
25 I'm willing to work with the Administration.

1 So, let's see how we can come up with some
2 solutions moving forward to kind of look at
3 how do you -- it rather be a portion of their
4 parking tax, a semi-phase of the parking tax.
5 Moving forward, it's something I would be
6 willing to try to help out with.

7 MS. RHYNHART: Okay. We can -- we can
8 talk about it. I mean, I think, again, it's
9 something else we need to get cut to fund it,
10 but it's something we can definitely talk
11 about.

12 COUNCILMAN JOHNSON: Okay. All right.
13 Thank you. And the last --

14 COUNCIL PRESIDENT CLARKE: Thank you,
15 Councilman.

16 COUNCILMAN JOHNSON: I will save for next
17 round.

18 COUNCIL PRESIDENT CLARKE: Thank you,
19 Councilman. Thank you.

20 Chair recognizes Councilwoman Brown.

21 COUNCILWOMAN BROWN: Thank you very much,
22 Mr. President.

23 Good morning. I want to underscore first
24 the wonderful value having young people see
25 and observe up close and personal the process.

1 You can't get a better sitting lesson other
2 than that. So kudos to the partnership that
3 exists between you and schools to make that
4 kind of experience happen.

5 I would like to go for this first round,
6 speak briefly to the contracting
7 participation. You mentioned a goal of
8 25percent for FY13 and about 27percent figure
9 for the second quarters of FY12.

10 What is the goal for FY12? And what is
11 the figure for the first quarter of FY12?

12 MS. SLAWSON: The goal for FY12 was
13 12percent. And our actual is 26percent,
14 Councilwoman.

15 COUNCILWOMAN BROWN: So, can one presume
16 from that that we are on target to meet FY
17 goals -- FY12 goals?

18 MS. SLAWSON: Yes, we are.

19 COUNCILWOMAN BROWN: So, what are you
20 doing differently? Because twelve years ago
21 we did not have that type of participation.

22 What is the -- what are the departments
23 doing differently?

24 MS. SLAWSON: We are doing a number of
25 things. Besides our partnership and having

1 this liaison that's working with OEO, we are
2 reaching out ensuring that we are sending
3 vendors letters, we are making personal phone
4 calls to ensure that we can make people aware
5 of the various opportunities that are coming
6 out.

7 We are having conversations with people
8 that don't realize that they can be certified
9 to try to push them to become certified.
10 Sometimes it's just education, and we are
11 trying to, best we can, inform people of the
12 process. And we've also committed that if you
13 are willing to come down, we will walk you
14 through the certification. It is just a
15 matter of getting people the knowledge and
16 having them come out and say, yeah, we'll do
17 this. And sometimes it just takes a little
18 support.

19 COUNCILWOMAN BROWN: I agree 2000percent.
20 The leadership of all three of you needs to be
21 acknowledged. It requires that leadership
22 goes the extra mile if you are going to be
23 serious about honoring the goals that you put
24 in writing. So, we need to salute you for
25 that. It doesn't happen because you think

1 about it, you have to do the work.

2 (Applause)

3 It needs to be submitted further, Deputy
4 Mayor DiBerardinis, your numbers reflecting
5 the demographics of your department are
6 commendable. Thank you for honoring that
7 request, because we did not get that
8 consistently across the partners as they's
9 come before us. We need to salute the
10 partners that get it. That we want a
11 government that looks like Philadelphia.
12 Thank you for that.

13 MR. DIBERARDINIS: Thank you.

14 (Applause)

15 COUNCILWOMAN BROWN: You mentioned
16 partners on page two of your testimony. The
17 one partner I don't see -- and maybe there's
18 activity that is not revealed, could be or is,
19 the School District.

20 What might be happening with the School
21 District?

22 MR. DIBERARDINIS: Well, our single
23 biggest connection with the School District is
24 we share facilities with them and they share
25 facilities with us.

1 COUNCILWOMAN BROWN: Okay.

2 MR. DIBERARDINIS: I don't quite have the
3 current numbers in my head, but literally
4 hundreds of ball fields that we operate, they
5 use. And we use scores, if not hundreds,
6 scores of their gymnasiums in the winter.
7 That is the essential connection.

8 There was some issue, as everybody knows
9 and Council was very supportive of helping us
10 rectify that. And that is the premature of
11 closing of the winter season --

12 COUNCILWOMAN BROWN: Yes.

13 MR. DIBERARDINIS: -- in the school gyms.
14 And that was worked out between the
15 Administration and the District. And
16 President Clarke referenced about, I think,
17 that question of 175,000 that was used to
18 reimburse the District for their costs or
19 their staff and facility costs to complete
20 this season. So that's -- that's
21 fundamentally the operational connection that
22 we had with the School District.

23 COUNCILWOMAN BROWN: Okay.

24 MR. DIBERARDINIS: We do after-school
25 programs. So, we have an after-school care

1 program that provide for nine months of the
2 year dependable, secure and pretty high
3 quality daycare for kids coming out of the
4 public school. We pick them up at six to six.
5 A parent can be assured they will get in some
6 instances a hot meal, homework help and
7 recreation. That is coordinated through the
8 schools.

9 COUNCILWOMAN BROWN: Okay.

10 MR. DIBERARDINIS: I don't know if I
11 missed anything.

12 COUNCILWOMAN BROWN: We will have more
13 conversations about that. But next question
14 comes in, what are the lessons learned as we
15 look to next year and planning of those
16 activities?

17 Thank you, Mr. President. I will
18 continue on the next round.

19 COUNCIL PRESIDENT CLARKE: You're
20 welcome, Councilwoman.

21 Chair recognizes Councilman Squilla.

22 COUNCILMAN SQUILLA: Good morning. How
23 are you guys? Again, I want to commend you.
24 I was there before I got into Council work,
25 with Parks and Recreation. I know how much

1 that means especially to the residents of the
2 City Philadelphia and beyond. Thank you.

3 (Applause)

4 We are -- I have a budget for preventive
5 maintenance. Do you have guys have a budget
6 for preventive maintenance?

7 MR. DIBERARDINIS: We have 85 skilled
8 tradesmen and women on our staff. They are
9 highly skilled plumbers, electricians,
10 carpenters, roofers. So, that unit takes care
11 of the built infrastructure in the department.

12 They do preventive maintenance, but they
13 are not necessarily a preventive maintenance
14 unit. If a fountain is clogged, if a toilet
15 is broken, if others are -- roof leak, they
16 will go and fix that -- that particular
17 problem.

18 There is a general work on our big --
19 like we do preventative maintenance on our
20 heating system, on our HVAC stuff. We are not
21 consistently strong in that area. Although
22 given our resources, we attempt to do
23 preventive maintenance at the same time we do
24 the day-to-day fix up and repair.

25 COUNCILMAN SQUILLA: Would a specific

1 line of budget for preventive maintenance sort
2 of like Home Property now has instituted by
3 the Administration help that?

4 MS. RHYNHART: Hi, Councilman. The point
5 you raise is a good one on preventive
6 maintenance. And we spoke yesterday in Public
7 Properties Hearing about the new preventative
8 maintenance team that we proposed to add to
9 Public Properties Budget with about 16 people.

10 The idea for preventive maintenance, what
11 our plan is, is to track the cost savings in
12 public property for the Police and Fire
13 facilities, what the cost savings is for the
14 year by not -- by basically putting money into
15 preventative maintenance, then you don't have
16 the bigger capital problems that start to
17 happen. If a boiler is checked on every few
18 months, then it might not burst and cause
19 water damage.

20 The idea is to look at it over the next
21 year. If it results in cost savings, which we
22 anticipate that it will, then the idea is to
23 roll it out to other departments next year and
24 Parks and Recs would be one of them. So, we
25 are on the same page with you with that.

1 COUNCILMAN SQUILLA: Okay. Great. Is it
2 possible, like, if the City -- if the Council
3 or somebody comes up with another revenue
4 streams or sources where we as Council can
5 introduce some type of revenue stream directly
6 to maintenance and upkeep of Parks and Rec?

7 MS. RHYNHART: We would have to talk
8 about what you're thinking about. I'm not
9 sure what you are thinking about, but we can
10 talk about what your ideas are there.

11 COUNCILMAN SQUILLA: I mean, we would
12 talk. And I know Chairperson of Parks and Rec
13 that Cindy Bass, Councilwoman Bass, has been
14 very proactive in looking at other ways
15 besides raising taxes and ways to bring
16 revenue into it. And maybe pinpointing
17 certain areas that we need, if we can get a
18 revenue stream into to pinpoint specifically
19 Parks and Recs and upkeep and maintenance is
20 that something Administration would be able to
21 line item right to Parks and Rec?

22 MS. RHYNHART: Are you talking about an
23 additional revenue stream?

24 COUNCILMAN SQUILLA: Yes.

25 MS. RHYNHART: Like a fee increase or

1 something?

2 I think generally those -- the fees go
3 into the general fund and then we decide
4 appropriate budget for each department. But
5 we can talk about -- if you have ideas about
6 increasing certain fees, then we can
7 definitely talk about it.

8 COUNCILMAN SQUILLA: All right. I do
9 have some ideas. And we -- we can discuss
10 them.

11 But also, I mean, my fear is that you put
12 in the general fund. Can it happen something
13 like the Parking Tax where you have that
14 supposedly earmarked for a certain area and
15 then it's a bad year and we don't use it. We
16 want to make sure that we're able to -- if we
17 do that, then that money cannot be touched and
18 go directly. I think that would be a major
19 concern from Council and from people at Parks
20 and Recs.

21 MS. RHYNHART: We can talk about it.

22 COUNCILMAN SQUILLA: All right. Thank
23 you very much.

24 My question is now that I guess you have
25 funding for the year, are we able to actually

1 have enough funds to, like, fix things in the
2 playgrounds? Are we at a time now where our
3 budget is fully used?

4 MR. DIBERARDINIS: Well, if I said we can
5 get everything done when it needs to get done,
6 I wouldn't be telling you the truth. Can
7 we -- are we most effectively using the
8 resources that we have in our disposal to a
9 general good effect in the system? I would
10 say yes.

11 So, look, it's hard -- just to give you a
12 little bit what vexes us and what is difficult
13 for us to manage, people say, well, you don't
14 have swings and there's no swings -- you know,
15 there is no swings here. Why don't you have
16 swings here.

17 Well, we have an old swing set. The
18 matting does not meet the standards, so it's
19 not a repair problem. It's a capital problem.
20 We can't get to it right away. It gets in
21 line. So, there is that kind of issue.

22 Stuff that we have to repair over and
23 over again, fence lines. We fix a fence, you
24 know, two days later it's cut. We have to go
25 back and fix it again. And we may have to go

1 back six, seven, eight times in a very short
2 period of time. So, it's just hard given the
3 age of the system, particularly the older
4 centers that we have, and the vast amount of
5 acres we have to say that we keep up with
6 everything. We just don't.

7 I think we do a very good job. And
8 working with -- like just this weekend.
9 Working with citizens across the city, many of
10 them are here today in their parks, in their
11 rec centers as in your rec center, working
12 with those organized groups allows us to keep
13 the system at a -- I think a, what we call,
14 safe, clean and ready to use. It's not strong
15 enough, but I think we reached a pretty good
16 standard.

17 Like everybody else -- like everybody
18 else in government, like every other
19 department head, sure, we need -- we could use
20 more money and we can put it to good effect.
21 But I think our challenge is the three of us
22 and our staff and our supporters is we use the
23 money we have to the absolute best effect on
24 our systems and our citizens everyday. I hope
25 that answers the best I can answer.

1 COUNCILMAN SQUILLA: You're doing the
2 best with what you have.

3 MR. DIBERARDINIS: Thank you.

4 COUNCILMAN SQUILLA: Thank you.

5 COUNCIL PRESIDENT CLARKE: Thank you,
6 Councilman.

7 Chair recognizes Councilwoman Bass.

8 COUNCILWOMAN BASS: Thank you, Mr. Chair.

9 COUNCIL PRESIDENT CLARKE: You're
10 welcome.

11 COUNCILWOMAN BASS: Good morning.

12 MR. DIBERARDINIS: Good morning.

13 COUNCILWOMAN BASS: You know, I just
14 wanted to speak briefly about my experience.
15 I am a Philadelphian through and through. I
16 am a public school kid. I am a public
17 university kid, Temple University. I am a
18 public library lover. I am so much of a fan
19 of our public recreation centers and our
20 parks.

21 I spent many a summer at Whittier -- what
22 was then called Whittier at 27th and
23 Clearfield.

24 (Applause)

25 Oh, Whittier in the house. Okay. But we

1 spent so many of our summers at our local
2 recreation center. And it was a place where
3 my mother could know that I was safe and know
4 that I was being cared for and know that I
5 would get a lunch that was provided and know
6 that I was having an opportunity to learn
7 something and to grow and to learn to swim and
8 do so many other things.

9 And so the idea that we have cut
10 \$8 million from the budget to me is just
11 unacceptable. I just don't think that we can
12 be that -- I don't believe that we can really
13 truly be a world class city that we want to
14 be, that we think we can be, that we know we
15 can be without making sure that we dedicate
16 the funds that we need to public recreation --
17 to our Parks and Recreations.

18 Now -- and that being said, you all do a
19 fantastic job with what you have. I really
20 admire -- I really admire being able to do
21 something with nothing. You know, listen, it
22 reminds me of my roots and where we came from
23 and you had to make something out of nothing.
24 And that's what you do every single day. And
25 so I admire the work that you put in, all the

1 things that you do.

2 And so my questions are primarily for
3 Rebecca if you want to come on up for a few
4 moments.

5 Good morning.

6 MS. RHYNHART: Good morning.

7 COUNCILWOMAN BASS: How are you?

8 MS. RHYNHART: I'm good. How are you?

9 COUNCILWOMAN BASS: I'm very well. So
10 Rebecca, I just have a few questions for you.

11 MS. RHYNHART: Sure.

12 COUNCILWOMAN BASS: And the first is just
13 going forward, when we talk about the cuts
14 that Parks and Rec has sustained, is there any
15 plan -- does the Administration or anyone have
16 a plan in terms of how to get back there?

17 Do we -- have we given it thought on how
18 do we right that situation?

19 MS. RHYNHART: The issue is one that
20 departments across the city have faced.

21 COUNCILWOMAN BASS: I understand.

22 MS. RHYNHART: So that almost every
23 department has taken years -- several years of
24 cuts and several rounds of cuts, and right now
25 has to do much more with less.

1 We don't have the funds right now, the
2 tax revenues, to restore the department's
3 budgets back to where they were. And that's
4 an unfortunate thing that is because of what
5 has happened to the economy. I would say
6 that --

7 (Chants -- Promise is a
8 promise.)

9 MS. RHYNHART: I would say that we are
10 doing our best as a city to give departments
11 what they need to manage, but that we have
12 limited options to restore back to them that
13 funding.

14 COUNCILWOMAN BASS: So basically, the
15 answer is no that there is not a plan to try
16 to figure out how to get back to where we once
17 were?

18 MS. RHYNHART: That's right.

19 COUNCILWOMAN BASS: Okay. Let me ask you
20 a question. Now the Department's formal name
21 is Parks Recreation and Cultural Affairs?

22 MS. RHYNHART: I don't know if that's
23 accurate.

24 MR. DIBERARDINIS: No. Our department,
25 this is the Philadelphia Parks and Recreation.

1 COUNCILWOMAN BASS: But you also do
2 Cultural Affairs?

3 MR. DIBERARDINIS: Well, we have
4 cultural -- we don't -- we're not -- that's
5 not in our name.

6 COUNCILWOMAN BASS: Okay.

7 MR. DIBERARDINIS: However, we --

8 COUNCILWOMAN BASS: You have some
9 oversight over cultural?

10 MR. DIBERARDINIS: Right. We have
11 oversight over some cultural facilities.

12 COUNCILWOMAN BASS: Okay. Do those
13 oversights, do they overlap at all with the
14 Office of Arts Culture and Creative Economy at
15 all? Just for clarity sake.

16 MR. DIBERARDINIS: Well, there's been
17 some consolidation in that office. So
18 originally, the former Atwater Museum now
19 Philadelphia Museum was under our
20 jurisdiction. And now it's under the
21 Department of Creative Economy of Cultural
22 Affairs. But they are not reporting to us
23 anymore.

24 MS. SLAWSON: As well as the
25 African-American Museum and the Dell Music

1 Center, they are now under Arts and Culture
2 where prior to this year, they were under
3 Parks and Recreation.

4 COUNCILWOMAN BASS: So, at one time they
5 were part of the Parks and Recreation
6 Department, and then it was sort of split off,
7 I guess, when the Department was created; is
8 that correct?

9 MS. SLAWSON: We are still responsible
10 for the facilities and ensuring that the
11 maintenance is done, but the funding has been
12 moved to Cultural and Arts.

13 COUNCILWOMAN BASS: Okay. And so if we
14 were to -- I guess what I am trying to figure
15 out is how much of the duties are overlapping,
16 and does it make sense that we have
17 potentially two offices that do almost the
18 same thing -- well, not exactly the same
19 thing. But have similar responsibilities when
20 it comes to Arts and Culture, but it was
21 already the Parks and Rec. Maybe it makes
22 sense that it would be moved back there if
23 there was an interest in doing that.

24 MS. RHYNHART: I don't think there's --
25 there's overlap because the Office of Arts and

1 Culture is specifically handling the cultural
2 institutions that -- that fall -- that Parks
3 and Rec helps with, but I do think it gives
4 more emphasis on the actual cultural aspect of
5 those facilities. So, I don't think that
6 there's necessarily overlap there.

7 COUNCILWOMAN BASS: Okay. To be
8 continued. We'll talk about that. We will
9 check off about that now at a later date.

10 A couple of questions that I had also
11 were in reference to safety. Just going back
12 to Councilman Jones and his concern about
13 safety and parks.

14 So one particular -- I have a lot of
15 parkland in my district, as well, which is the
16 Valley Green and Chestnut Hill and parts of
17 Mt. Airy and Germantown. We have just a lot
18 of parkland, and so safety is always a
19 concern. I think that overall you do a very
20 good job in terms of safety and issues that
21 arise.

22 But one particular thing that stays in my
23 mind as a woman who uses the parks on a
24 regular basis, and that is about assault,
25 particularly sexual assaults, which have

1 occurred in the park. And one that occurred
2 probably about three to four years ago in the
3 Valley Green area where a woman was assaulted
4 and then had to drive herself, I believe, to
5 Chestnut Hill Hospital for treatment because
6 she couldn't get access to her cell phone.
7 There are no towers -- cell phone towers in
8 the park.

9 So, has that been rectified? Have their
10 been towers added? Or is that something that
11 is on the agenda?

12 MR. FOCHT: Councilwoman, specifically on
13 the towers, the Department of Public Property
14 about three years ago after that incident did
15 a -- had four cell phone providers survey the
16 Wissahickon Valley to find the dead spots
17 exactly. And then they added transponders on
18 towers adjacent on East and West sides of the
19 Valley to provide better coverage in the park.

20 So, we believe we have better coverage in
21 the entire Wissahickon Valley now. There are
22 occasionally, and they are much smaller number
23 of times, where you will hit a dead spot. And
24 it has to do with atmospheric conditions and a
25 whole bunch of other factors. But there was a

1 concerted effort to identify the dead spots
2 and to add a capacity of towers on either side
3 of the park.

4 COUNCILWOMAN BASS: Okay. And so --

5 COUNCIL PRESIDENT CLARKE: That's all,
6 Councilwoman.

7 COUNCILWOMAN BASS: Oh, my time up?
8 Thank you. Next round.

9 COUNCIL PRESIDENT CLARKE: Thank you,
10 Councilwoman.

11 Chair recognizes Councilman Kenney.

12 COUNCILMAN KENNEY: Thank you,
13 Mr. President.

14 I am hearing a lot of discussion about
15 the \$8 million and the restoration. And, Mr.
16 President, I don't have to tell you because
17 you've been here long enough and
18 Councilmembers who have been here a term -- a
19 term or more know this and hopefully our new
20 folks know this also, the Mayor sends over a
21 budget, we can amend the budget. We can talk
22 about it and negotiate it, but in the end it's
23 up to us to amend it or not to amend it. And
24 to set the priorities.

25 (Applause)

1 COUNCILMAN KENNEY: Before you continue
2 clapping, the second part of it is setting the
3 priorities is where you going to take it from?
4 So that's -- this is what we do. And it's the
5 one time of year that we do it. And if this
6 is what is important to us as a 17-member body
7 with at least 12 people supporting it, that's
8 what we will do.

9 You are going -- we are going to have to
10 be responsive enough -- responsible enough to
11 say where it's coming from. That is all. But
12 that's not my question, that was just a
13 statement.

14 My question to you is with our
15 interaction with prison system, with the
16 criminal justice system, do we have a
17 formal -- formal relationship on a voluntary
18 basis with inmates or people who are on
19 electronic monitor who would volunteer to come
20 into the park system to -- in a restorative
21 justice type of way, in a restitution type of
22 way? After all, these folks are all
23 Philadelphians. They all come from our
24 neighborhoods. And they are in the situation
25 because they have done wrong things.

1 But I find that -- and I think the people
2 who do go out and do tend trees and do things
3 in that kind of recon the environment, it
4 restores them a little bit, restores their
5 souls, makes them more human. Makes them feel
6 happy to be able to work everyday for a
7 living. And I wouldn't want to ever suggest
8 that we force people to do this.

9 But if people want to get out of the
10 institution and outreach on a beautiful day
11 working side by side, maybe minimum wage with
12 one of our recreation and parks workers, isn't
13 that a better way to get a person on the right
14 track back? Or if they end up coming from the
15 institution, you put a monitor on them. If
16 they bolt, we will find them and they won't go
17 again. But do we have the ability now to file
18 for this?

19 I'm not suggesting that we use -- or that
20 our competent workers should remain where they
21 are. I just think that having that kind of
22 interaction with neighborhood folks with our
23 city workers in a wonderful environment like a
24 tree set environment with grass and mowing and
25 all that stuff has got to make them a better

1 person at the end of the day and maybe they
2 can make a few dollars.

3 I know, of course, not summary offenses
4 and clean ups and things like that. I am
5 talking about folks that would be vetted,
6 screened, volunteer for the program and get on
7 that bus every day and go out and do something
8 in the community that is positive instead of a
9 negative, you know?

10 MS. SLAWSON: I do, Councilman Kenney.
11 As a matter of fact, two years ago we started
12 working with a group of adjudicated youth 16
13 to 24 years old and they have been coming to
14 the Dell Music Center for the past two years.
15 The first year we had 15. The last past year
16 we had 24. And they worked the entire summer,
17 eight weeks. And we had a closing ceremony.
18 They have all been in some type of trouble,
19 but they worked the entire summer. They were
20 phenomenal employees.

21 COUNCILMAN KENNEY: Were these folks
22 instituted? Were they in the prison or just
23 adjudicated and on probation?

24 MS. SLAWSON: They were part of De La
25 Salle. And so they are part of a program

1 because they were incarcerated. Those are the
2 young people that we work with.

3 COUNCILMAN KENNEY: They were no longer
4 incarcerated, but part of the program?

5 MS. SLAWSON: Part of the program that
6 they are in is mandatory because they were
7 incarcerated. They are living in specific --
8 I don't want to call it a halfway house. I
9 don't believe it was a halfway house.

10 COUNCILMAN KENNEY: I am talking
11 specifically about those guys, and
12 increasingly more women than ever, that are
13 institutionalized for nonviolent crimes
14 necessarily. That I just believe that we --
15 as the mural program, when Jane goes into the
16 prisons and does the mural projects, her
17 reports back to the Board are just
18 heartwarming.

19 I just, I'm wondering if we can do that
20 with guys raking leaves or doing mulch or
21 helping to clean the park, trimming trees,
22 whatever it is. Got to be voluntary and they
23 should be paid at minimum wage, at least. I'm
24 just wondering if you examined that and seen
25 if we can do something with them.

1 Commissioner Giorla is very forward thinking
2 in these areas. Maybe we can do something
3 with him. I'm just making a suggestion.

4 MS. SLAWSON: We actually did have a
5 meeting with the Commissioner for prisons as
6 well as some of his staff to try and do
7 exactly what you have just laid out. Because
8 it's a great support for us, and it's also a
9 great opportunity to help them work their way
10 back into just regular everyday normal life.
11 We have to work out some contractual issues
12 with the Union.

13 COUNCILMAN KENNEY: Right.

14 MS. SLAWSON: So, we are looking. We
15 have been looking. We have run across a
16 couple of bumps in the road. But we are
17 working and thinking along the same line as
18 you are.

19 COUNCILMAN KENNEY: Just in closing, I do
20 think and know that all those folks are part
21 of our community. I mean, they come from our
22 neighborhoods. To send them back into their
23 own neighborhoods and do something positive,
24 it's got to be restorative and helpful in
25 their rehabilitation.

1 MS. SLAWSON: And just one more thing. I
2 had a meeting just last week with Judge
3 Mayfield to do some of what you are talking
4 about. Some of the young people and some of
5 the older people that may have something on
6 their leg, we are going to be working with
7 them.

8 COUNCILMAN KENNEY: Okay. Good. Let me
9 know what's going on. I will be happy to
10 help.

11 MS. SLAWSON: Sure will.

12 COUNCILMAN KENNEY: Thank you,
13 Mr. President.

14 COUNCIL PRESIDENT CLARKE: Thank you,
15 Councilman.

16 Chair recognizes Councilman Oh.

17 COUNCILMAN OH: Thank you, Mr. President.
18 By the way, is that Category 506, Payment to
19 Prisoners that we are talking about? You have
20 a Category 506, for Payment to Prisoners that
21 has no funds in it, but I think you have an
22 existing category.

23 MS. SLAWSON: I don't know what the
24 category is.

25 COUNCILMAN OH: Okay. Thank you.

1 In light of the economic situation and
2 our issue of trying to hold down taxes, could
3 I get your opinion on the Minneapolis Model of
4 Parks which would be the -- a separate
5 authority that would be an elected entity that
6 would have the ability to raise money through
7 bonds.

8 MR. DIBERARDINIS: I'm not familiar.
9 Mark's more familiar with it.

10 MR. FOCHT: Councilman, the Minneapolis
11 Parks Board is a regional authority that
12 includes Minneapolis and their surrounding
13 lands and counties. And they're an
14 organization that I believe was chartered by
15 State Legislature. And they have an
16 autonomous, independent board and they have
17 taxing authority.

18 So, it's very different. It's not an
19 operating department of the City of
20 Minneapolis. It's a regional organization.
21 In some ways, there are parallels to the
22 former Fairmount Park Commission, but in some
23 ways it's also very different.

24 COUNCILMAN OH: The reason I ask is that
25 typical in times like this, and this seems to

1 be a lot of times, we have, you know, needs
2 that are very immediate such as teachers,
3 firefighters, police. And you know, dollars
4 for cutting grass and trimming trees seems to
5 be on the bottom of the barrel.

6 And this model then creates a separate
7 entity which makes that a priority and really
8 deals with, you know, the use -- the best use
9 of the parks and having, what Councilman
10 Squilla was talking about, a dedicated
11 funding. Although the authority is separated
12 from -- it's not a department of the city
13 anymore, but it's kind of an independent
14 authority.

15 I am just curious what your thoughts are
16 on the model, not advocating for Philadelphia.
17 Not trying to get you in trouble.

18 MR. DIBERARDINIS: No problem. We just
19 spent two years merging the former Fairmount
20 Park with the Department of Recreation. As
21 you know --

22 COUNCILMAN OH: Yes.

23 MR. DIBERARDINIS: I'm certain you know
24 it was done by referendum. That brought the
25 Park into a City Operating Department. That

1 is -- we are sort of at the dawn of that era.

2 You know, I am happy with -- I'll be
3 honest with you. I like the idea of a merged
4 department. I think we are beginning to see
5 separate from -- the Park never had taxing
6 authority. I was serving on the Commission
7 for about ten years. That Commission never
8 had taxing authority, which to me separates it
9 from -- when Chicago, their department has
10 taxing authority, as well, but the Commission
11 never had that. That would be one big benefit
12 to a department to have that.

13 But I think what we are seeing now is
14 what I am excited about is the capacity of the
15 merged department around care of our
16 facilities and our programming potential,
17 which I think are two of the lead ideas for
18 the merger.

19 For instance, we this summer now have an
20 outdoor summer camp program that Park
21 Department couldn't have done it by itself nor
22 could the Recreation Department have done this
23 sort of full summer set of programs throughout
24 the summer that are just pretty phenomenal
25 when you look at this using the park as a

1 platform for youth program. We have kayaking,
2 bike clubs, sort of nature -- sort of nature
3 study, a bunch of stuff that neither
4 department really had a big -- but we combined
5 programming strength of the Rec Department
6 with the overlay of this wonderful park and
7 really provides us a great opportunity to do
8 more with young people.

9 We are also working to sort of unifying
10 the grounds operation. I think have boosted
11 the capability of this Department to do better
12 care of the 11,000-plus acres in the system.

13 So, we are right at the beginning of
14 reaping those benefits. And I don't -- I
15 would -- to answer your question directly, do
16 not think it's a good idea to consider
17 returning to the separated departments and to
18 have one that is not in City Operating
19 Department.

20 COUNCILMAN OH: Okay. So, you do like it
21 as a operating component of the City?

22 MR. DIBERARDINIS: Yeah. That is what
23 I -- if you're asking my opinion, that's what
24 I think. I think the way it is, is a good --
25 we haven't realized all the potential, but I

1 think it's the right formation.

2 COUNCILMAN OH: Okay. Ultimately,
3 because there is no money for it, there is no
4 \$8 million. It's not in the budget. It's an
5 operating thing. There is no money for it.
6 So ultimately, cost savings become kind of a
7 big issue.

8 Since the parks rely so much on volunteer
9 efforts, is there any way to then create a
10 more formal or official goal for all these
11 volunteers that keep the parks up?

12 MR. DIBERARDINIS: I will give Mark and
13 Susan a shot at that, as well. We three or
14 four formal levels of organization that we
15 work. We have the Commission which is Parks
16 and Recreation Commission, which is the
17 evolution and repositioning of the former
18 Fairmount Park Commission.

19 We have our Recreation Advisory Council.
20 There is well over a hundred organized groups
21 that are -- we have a manual. We have sort of
22 a set of relationships set out in the manual.

23 We have work -- we work with the
24 Pennsylvania Horticulture Society and the
25 Fairmount Park Conservancy around. We have

1 friends groups, Parks Revitalization
2 Committee, many of whom are here.
3 Neighborhood parks across the city are in that
4 group, and we have staff dedicated to working
5 with them.

6 And finally, we have our big Watershed
7 Groups. Each one of our Watershed Parks,
8 Friends and, friends of Wissahickon, have
9 formal organizations that we relate to.

10 COUNCILMAN OH: Because my time is short,
11 I would like to key in on the fund. Something
12 I have heard and I come across is that
13 sometimes you have a person that is a
14 volunteer with the rec center or a person is
15 paid. They want to spend more time on a
16 voluntary basis to keep the rec center open.
17 I think there's an ethical issue about
18 employee or nonemployee, they can or can't
19 volunteer.

20 MR. DIBERARDINIS: Here's the -- from
21 what -- it's hard to keep a place open with a
22 volunteer. If our staff is there, we are okay
23 with that. I think having the center open
24 without staff is -- sort of is a liability
25 question and a pretty serious operation

1 question for us particularly rec centers. We
2 do a lot with the park groups. They do a lot
3 of clean ups and we like to assist them, but
4 that is different than leaving an indoor
5 facility open for volunteers. I would not
6 support that in any indoor -- any major indoor
7 facility.

8 COUNCILMAN OH: Right. I understand,
9 Council President, I am taking up extra time.
10 I want to key in on the fact I am talking
11 about city employees who are in a recreation
12 department who at the end of their shift would
13 volunteer to continue to keep the place open,
14 and they have been unable to do that.

15 MR. DIBERARDINIS: I'm sorry. Well, i
16 wouldn't have an issue with that. On the
17 surface, that is not an issue that bothers me.
18 If they would like to stick around, that would
19 mean more hours. I am in. We need to try to
20 figure out how to do that.

21 COUNCILMAN OH: I am taking up a lot of
22 time. I'm sorry.

23 COUNCIL PRESIDENT CLARKE: No problem.
24 Thank you.

25 Chair recognizes Councilman Jones. I'm

1 sorry, Councilman. Councilwoman Sanchez
2 first.

3 COUNCILWOMAN SANCHEZ: Thank you. Good
4 morning.

5 MR. DIBERARDINIS: Good morning.

6 COUNCILWOMAN SANCHEZ: Before we get into
7 afternoon, I too want to kind of echo really
8 appreciated or appreciate the kind of work and
9 collaboration you have done. Just last
10 Friday, Council President and I were at a park
11 opening in Hunting Park. And Saturday I was
12 throwing the first ball out of our Harrowgate
13 PAL Center.

14 When you look at Ed Snyder's scowdering,
15 I think in the 7th Council District with your
16 department we have made some tremendous
17 progress in thinking outside the box and
18 looking at public/private partnerships come
19 about.

20 Wanted to ask -- and maybe Rebecca needs
21 to come back up to the podium. You know, the
22 Mayor pledged in his budget address that we
23 are really going to tackle this capital office
24 problem particularly around the maintenance
25 issues, and that is why we are doing this

1 public property team. And I wanted to remind
2 the Administration that Commissioner
3 Richardson actually did this for eight years
4 and it worked.

5 So my question is in light of the fact
6 that we understand the maintenance, the
7 preventive maintenance money savings that we
8 have, why is it that we have to wait for
9 public property to get together when the
10 Department of Rec has demonstrated that with
11 additional skills trained people, they can do
12 a lot of maintenance.

13 MR. DIBERARDINIS: Well, I think you are
14 referring to -- I don't know. I wasn't here.
15 But if I'm right, Councilwoman, or wrong, you
16 can tell me.

17 That we reconstituted that approach with
18 Council where if a Councilperson is willing to
19 purchase equipment like materials for a roof
20 or a burner, our staff will put that in, and
21 that takes it out of the capital site and, in
22 fact, significantly cheaper.

23 The only limits -- there are two limits
24 to that, only two. One is the size of the
25 project. If it's a major project that is out

1 of our range, we can't do it. And then the
2 other question is, we have to limit it
3 somewhat based on our demands for work orders
4 to be completed. So we can't -- we have to
5 sort of do the emergency repairs as we invest
6 in the infrastructure with the skills trade.
7 Frank is now working with Susan pretty
8 closely. I think it's close to replicating --
9 again, the Council President raises this a
10 lot.

11 I think it's close to replicating that
12 project that was alive, I think, in the last
13 administration.

14 COUNCIL PRESIDENT CLARKE: Maria is
15 saying the proposal on the table now is for
16 non-recreational buildings.

17 Councilwoman's question was why we are
18 not doing it for recreational centers.

19 MS. RHYNHART: Oh, okay. I think it's
20 also two things, Councilwoman, that you had
21 mentioned. A remark made by the Mayor in his
22 budget address, and that was about making some
23 changes to the capital process.

24 COUNCILWOMAN SANCHEZ: Right.

25 MS. RHYNHART: So, there are two things I

1 will speak about; the preventive maintenance
2 and then your reference to the Mayor's remarks
3 about the capital change process.

4 The preventive maintenance team we
5 started with Police and Fire Facility, and
6 hiring 16 people cost about \$735,000. Because
7 of the limited resources that the City has, we
8 wanted to see that this really produced
9 savings which we anticipate that it will. But
10 we wanted to see that before we rolled it out
11 to Parks and Rec and others in the
12 departments.

13 And so we picked Police and Fire to start
14 with. But if we see the savings, we will put
15 it -- our plan is to roll it out just because
16 of our limited resources.

17 COUNCILWOMAN SANCHEZ: No, I understand
18 that. But I think you heard this morning that
19 there is a strong commitment by this Council
20 to provide some resources to the Parks and Rec
21 facility to do its job. If we have a
22 department that has demonstrated that it has a
23 capacity to do this and there's an interest by
24 Council to do that, to me tackling the capital
25 office, the capital contracting and the amount

1 of money that we spent all summer that this is
2 the way to do it, you do public property and
3 rec. Then you begin to look at what internal
4 capacities you have and what, in fact, we
5 really do have to project out and not contract
6 out; notwithstanding that Public Property
7 needs to rev that up, we already have the
8 capacity in the Rec Department.

9 So the question is, you know, can we do
10 this? Can we reconsider this as we deliberate
11 this budget discussion to have this in the
12 Rec. I think this is one of the ways I think
13 the Commissioners can give you examples of --
14 we are paying \$30,000 to get a basketball
15 court sanded and shellacked when we have
16 people internally who can do it. It's an
17 issue of capacity.

18 I think the Commissioner confirmed what I
19 was saying that it's not that they can't do
20 it, it's they have limited capacity. So I --
21 you know, I don't think it's a question we
22 need to answer right now. But I think there's
23 an interest by this Council to set the Rec
24 Department in a way in light of the fact that,
25 you know, the advocates have been able to

1 prove and continue to -- we wanted safety in
2 the Parks and Recs Department in the merger.
3 I think that was -- well, we wanted
4 efficiency, right, President Clarke? You and
5 Rendell wanted, I won't speak on your behalf.
6 It was about efficiency, but it was never
7 about not vesting from the department. I
8 think that is a trend we see. So, that is
9 something that we want to talk about.

10 I will circle back around. In my next --
11 in my next questions, I want to talk a little
12 bit about the Department's diversity plan in
13 light of what you have reported this morning
14 in your testimony, so I will come back.

15 COUNCIL PRESIDENT CLARKE: Thank you,
16 Councilwoman.

17 Chair recognizes Councilman Jones.

18 COUNCILMAN JONES: Thank you,
19 Mr. President.

20 On my colleagues' line of questioning, I
21 have a slight departure. We submitted and
22 have various renditions of an analysis as to
23 whether it is more cost effective to contract
24 something out versus developing internal
25 capacity -- internally to do the maintenance

1 on the -- in various departments of Public
2 Property/Recreation. We have a really good
3 example of how this could be done.

4 When you spend \$40,000 for school
5 equipment to be put up for 20 you start with
6 limited recreation dollars, it starts to go
7 very quickly over the 30-plus recreation
8 centers at least in my district.

9 But on those lines, the Mayor talked
10 about multipurpose buildings when he first was
11 elected in 2007. And I wanted -- I know my
12 colleague also works on a Masters Facility
13 Planning. I understand the School Board is
14 working on a Masters Facilities Planning. I
15 understand that we are looking at all of these
16 different capital structures and saying if by
17 way of location, for example, not going to be
18 held to this example.

19 But if you have a Kroc Center right
20 across the street from a rec center, you have
21 the Kroc Center with a 50-meter pool or things
22 like that, are we better off by working with a
23 private sector group to provide programs that
24 they make where they have the capital expense
25 of maintaining the facility?

1 Are we working with the school? Are we
2 working with that Tom Knox group to talk about
3 where we have physical plan and where we can
4 realize efficiency and still provide quality
5 service to our constituents in a cost
6 effective manner?

7 MR. DIBERARDINIS: I think we do a lot of
8 that. Again, I would -- we do a lot with the
9 School District. We worked really well with
10 PAL over the last two or three years,
11 established a new sort of -- new level of
12 collaboration, cooperation.

13 In fact, we co-run their Cobbs Creek Rec
14 Center, which is a brand new model where we
15 advance that model. So, we are working with
16 PAL. And we are working with the School
17 District, I think, around facilities usage.
18 We could do more programs --

19 COUNCILMAN JONES: But it's not planning
20 --

21 MR. DIBERARDINIS: We have a high level
22 staff person recommended on that. We are
23 anxious to see where that takes us. I
24 believe, personally, that the whole system has
25 to look at itself. I like what you're

1 suggesting. I think we'd be really happy to
2 look at the whole public infrastructure, and
3 what's our role and what's our fit in the
4 public infrastructure.

5 COUNCILMAN JONES: I would like you to
6 provide to the Chair the ranking by age and by
7 physical state of repair the recreation
8 facilities in the City of Philadelphia,
9 ranking from the oldest to the newest as well
10 as all classes.

11 The reason why I say that is because then
12 we can begin to put together a picture of
13 where we can more effectively provide capital
14 to improve them. I know what comes to mind is
15 Henry Recreation Center is probably one of the
16 oldest recreation centers in the City of
17 Philadelphia. So, it's strategically located
18 within a growing population. So when you
19 start to make critical decisions about where
20 we dedicate resources, those factors we need
21 to keep in mind.

22 Then the other request that I would have
23 is that -- show us the future of
24 public/private synergies that can be used to
25 stretch public dollars in a way that maximizes

1 programs and facilities for all citizens.

2 Meaning, if we are talking about naming
3 rights -- which has come up recently -- if we
4 are talking about cooperation between a
5 private entity that may not have the staffing
6 or vice versa where we have the facility where
7 we may not have staffing to keep it open to
8 the out, where we can come up with creative
9 partnership that stretches our tax dollars
10 beyond its limited function today.

11 So, I mean, that kind of long term
12 planning is something I think this body wants
13 to see. That kind of physical capital
14 planning is something that, you know,
15 necessity has made us have to look at and
16 where we can get more value out of our dollar
17 with partnerships.

18 I don't mind naming some of them. I
19 understand with the lesson of the Dell how
20 it's important to, with those naming rights,
21 provide sponsorships. I think my colleagues
22 taking up some money to provide to the Grand
23 Old Lady in the Park of the Dell soon to be
24 named the George Wicks (ck) Entertainment
25 Center.

1 MS. SLAWSON: At the Robinson Center.

2 COUNCILMAN JONES: At the Robinson
3 Center.

4 MS. SLAWSON: Councilman Jones, I just
5 want to comment that I want to say two or
6 three years ago there was an analysis done of
7 all the recreational facilities. So, we will
8 be able to get you that information. They
9 looked at the largest to the smallest to see
10 to prioritize to see what needed to be done.
11 And our whole plan has been designed, so we do
12 have it.

13 COUNCILMAN JONES: I would never name the
14 facility. There are some that are not much
15 more than a shed that are strategically
16 located in great areas. So as the population
17 shifts have to be taken into account, the
18 Mayor's plan of having everyone be able to
19 walk to a rec center or a park is something
20 that we want to work in concert with.

21 Thank you, Mr. President.

22 COUNCIL PRESIDENT CLARKE: Thank you,
23 Councilman.

24 Chair recognizes Councilwoman Brown.

25 COUNCILWOMAN BROWN: Thank you very much.

1 I think the record has to be restated that
2 Councilman Clarke and I worked for eight years
3 on that merger. And we don't want to -- we
4 could not have done that by ourselves.
5 Because we sat for over eight years with
6 enthusiasts at the park to come up with a
7 strategic way to move forward. So, we don't
8 want to lose what Councilwoman Sanchez has
9 stated as well as what Councilman Jones has
10 eluded to going forward.

11 On that, please state what the items of
12 progress for the site for this year as a
13 result of the merger and what the goals are
14 next year as we fix the merger.

15 MR. DIBERARDINIS: Well, I think the big
16 move was getting the merging of the
17 operational program moved. It's really a big
18 deal. So getting that, getting the shops all
19 set up, all the maintenance units merged, the
20 grounds maintenance, skill trades merge, that
21 was big.

22 The program side wasn't as difficult
23 because of the limited size of the park
24 programs. Putting that together, getting a
25 new flowchart and everybody in their positions

1 and functioning was --

2 COUNCILWOMAN BROWN: Huge.

3 MR. DIBERARDINIS: Yeah. Big for us.

4 It's the kind of stuff I don't think like to
5 do because I like to do big stuff. But we --
6 you know, I have a lot of people around me
7 that really forced me and the Department to
8 focus on paying attention to that. I think
9 that was done really well.

10 And I think the staff feels generally
11 good about it. I asked them, but I think we
12 met with them three -- three or four times
13 over -- all of them, three or four times just
14 to make sure we were -- at least they
15 understood what we were doing, why we were
16 doing it and getting their feedback.

17 COUNCILWOMAN BROWN: It's really about
18 the future.

19 MR. DIBERARDINIS: Yes. And we, like,
20 changed some of the reporting. Big sections
21 of the department units report to others. We
22 just didn't slack together. We really paid
23 attention to creating a department that had a
24 reason to be a single department and to grow
25 itself over time as a unified agency. We have

1 a long way to go.

2 That is really -- then we are sort of in
3 the process of codifying our procedures. So,
4 the first big deal was that the field permits,
5 which was a big step forward. And we listened
6 to the people. I think we did it mostly
7 right.

8 We had park permits. We are in the sort
9 of test period of that this year. We already
10 got some serious feedback on that. We are
11 hoping that we can improve it at the end of
12 this year.

13 The area that I am most excited about is
14 where the Park and recognitions around
15 stewardships, sustainability and youth
16 development come together. That is very
17 exciting to me. We are working like -- done
18 work with the Mural Arts in the park. We are
19 extending this program for kids and for
20 adults, as well, but mostly for young people
21 to provide even more opportunity for young
22 people because we are in a unified department.

23 So, like the Rec Department Program,
24 kayaking, this is crazy -- kayaking for kids
25 on the Delaware, I think that is a --

1 COUNCILWOMAN BROWN: That's exciting.

2 MR. DIBERARDINIS: A great thing. The
3 Bike Club at Mander is a great thing,
4 connecting Mander and Dabbers(ck) as a unit --
5 as a programming unit is exciting. Flipping
6 Shissler into a green facility that used to
7 have gravel ball field now it has a grass ball
8 field. Used to have a crazy parking lot that
9 now is a rain garden as well as really high
10 quality place for people to come in and do
11 regular parking.

12 And then working with Mural Arts and
13 other folks to do artwork at the facility that
14 really enlivens the place. That is a Park and
15 Rec, that is really where we work with the
16 School District, as well. They built the new
17 performing arts school behind it.

18 That is -- I think we are at the early
19 stages of we're doing FDR Park and Marion
20 Anderson will be the hub of citywide baseball
21 program that we never had before in
22 cooperation with the Phillies.

23 COUNCILWOMAN BROWN: Very good.

24 MR. DIBERARDINIS: So, that is a park
25 facility and a rec facility coming together to

1 do stuff that we couldn't do before.

2 COUNCILWOMAN BROWN: On programming, I
3 would add this as food for thought.

4 The Health Department got a major grant
5 from the National Institute of Health, I
6 believe, around the issue of obesity.
7 University of Pennsylvania -- C.H.O.P.,
8 forgive me, Children's Hospital of
9 Philadelphia, is doing a lot of work around
10 children and obesity. It is a national
11 crisis. Philadelphia is a leader on losing
12 weight.

13 So, could there be some conversation to
14 look to see how Rec and Park, Department of
15 Health and Children's Hospital could create
16 some synergy for still a City where too many
17 of our young people are overweight?

18 MS. SLAWSON: We were actually,
19 Councilwoman, a part of that grant. We had an
20 opportunity to hire staff. We have people
21 working out in our facilities on obesity as
22 well as making sure that they are out and
23 being healthy. We just put a booklet together
24 that was put on my desk yesterday that Parks
25 Recreation created as a result of that grant.

1 We have been partnering and working and
2 dealing with that obesity issue.

3 We are teaching and training our young
4 people in our after-school programs and our
5 summer camps about the issue and how to eat,
6 so we are a part of that.

7 COUNCILWOMAN BROWN: Terrific.

8 MR. DIBERARDINIS: I just want to add
9 real quick, it's like within our business,
10 particularly with kids, what are the outcomes?
11 Everybody asks us what are the outcomes.

12 The young person comes to your program
13 for four months or for four years, what
14 happens to them? Well, this is one of the
15 areas where I think we can actually measure
16 outcomes. We can do -- it's not as hard as
17 other outcomes to measure.

18 But if we are -- kids are in athletic
19 programs, they are part of the after-school
20 program, they are getting a nutritious hot
21 meal at the end of the day. They are active
22 all week in a set of programs, I think we can
23 measure some basic health outcomes for those
24 that are participating.

25 So, it's exciting to me in that sense.

1 And then given the system that we have now
2 with the trails and the possibilities of bike
3 clubs.

4 COUNCILWOMAN BROWN: Yes.

5 MR. DIBERARDINIS: The possibility of
6 hiking, the whole world of outdoor recreation,
7 kayaking, the fishing, gets kids moving in a
8 different -- in addition to sports, I hope
9 that within the next year or two, we can begin
10 to at least in selective spots look at some
11 real basic health measures, and one of them is
12 obesity.

13 COUNCILWOMAN BROWN: Terrific.

14 MS. SLAWSON: We -- we -- if I can, we
15 were, as a result of this grant, we have
16 pretty much changed our menu in our
17 facilities. So, the menus that we used to
18 serve, we no longer serve.

19 COUNCILWOMAN BROWN: Yay.

20 MR. DIBERARDINIS: Just to brag, we
21 served 3,400,000 meals in -- what is the
22 month?

23 MS. SLAWSON: It's from October through
24 August.

25 MR. DIBERARDINIS: From October of last

1 year through --

2 MS. SLAWSON: August of 2011.

3 MR. DIBERARDINIS: 3.4 million meals
4 served by the Department. We're really proud
5 of that, as well.

6 COUNCILWOMAN BROWN: Important work.
7 Thank you very much.

8 Thank you, Mr. President.

9 COUNCIL PRESIDENT CLARKE: Thank you.
10 Chair recognizes Councilman Johnson.

11 COUNCILMAN JOHNSON: Thank you,
12 Councilman -- Council President Clarke.

13 Just some things I want to clarify. I
14 think there was a brief statement regarding at
15 least a few of the new members have some
16 interests on interests in regards to the
17 Department, that commitment for dedicated
18 revenue for Department of Parks and
19 Recreation.

20 I don't think our impression was more so
21 in these tough economic times trying to amend
22 or come up with a budget. We understand that
23 process. If you do it for one organization,
24 you have to do it for others. So, I think we
25 are pretty clearly educated on the budget

1 process here at City Council. I think we are
2 expressing and moving forward.

3 In this particular case, this one
4 particular department there was a commitment
5 made. As we move forward, how do we look at
6 restoring that funding rather than this
7 Administration and the next administration
8 just in general? That is why there was some
9 questions regarding dedicated line items that
10 will specifically go toward maintenance of
11 buildings and facilities.

12 So, just want to clarify that, you know,
13 at least allowing for the new members versus
14 the old members, who been here longer than
15 others. But I do understand from a common
16 sense perspective, commitment is a commitment
17 just in general. I just wanted to put that
18 out there for whatever it's worth and
19 listening out there.

20 Just for me personally, Mike give me an
21 idea or Susan what your priorities are on
22 moving forward to the future as it relates to
23 the Department of Parks and Recreation.

24 MR. DIBERARDINIS: Well, here is -- one
25 of our big programming goals is, again, having

1 a unified department. How do we not only
2 improve the quality of the programs we
3 provide, but we work with other clubs or
4 nonprofits to provide. Is how do we improve
5 both the quantity and the quality, more and
6 better.

7 So, we're -- we have done -- I think
8 its -- we've done a lot. Just look at what we
9 have done this year. We have had, I think,
10 30 -- we have had 37,000 visits last year --
11 32,000 last year; this year, 82,000. So,
12 that's a significant jump based on the
13 partnership.

14 COUNCILMAN JOHNSON: Just want to clear
15 up, that's the hypothetical. That is a
16 hypothetical question.

17 If you did actually have the revenue -- I
18 asked a hypothetical question, so not about
19 trying to raise expectations but to try and
20 get an idea of, okay, if that funding was
21 there, here is where our focus --

22 MR. DIBERARDINIS: In an imaginary world
23 what would we do?

24 COUNCILMAN JOHNSON: Imaginary. My
25 colleague, he is very strong with focusing on

1 if we maintain buildings, we won't have to add
2 costs to the capital funding. Would be less
3 from capital funding if we would you be
4 maintaining the building. So give me an idea.

5 MR. DIBERARDINIS: We would do what we
6 strive to do every day. And I say that
7 without reservation, of course. That is, we
8 would endeavor to improve the -- not just the
9 amount of programs that are available for
10 young people, but the quality and diversity of
11 those programs. It's at the center of what we
12 do every day. And you know, we seek
13 partnerships and relationships around that
14 strategy.

15 We would elevate the level of our care of
16 the assets. We are entrusted with 12percent
17 of this City's land mass. We would do our
18 best to maintain our neighborhood parks, our
19 watershed parks, our big regional parks and
20 would improve the quality of that work and
21 what we do every day around the maintenance of
22 particularly of the built infrastructure,
23 which really boils down to safe, clean and
24 ready use which is what our guiding -- one of
25 our guiding principles are as well as the set

1 of strategic objectives around youth
2 programming and sort of well cared for and
3 sustainable manageable resources.

4 We have an approach. Everything, every
5 penny we get goes into that approach whether
6 it's public dollars, private dollars,
7 foundation dollars, that's what we use.

8 COUNCILMAN JOHNSON: Just want to wrap up
9 on this one question, this last statement.
10 Our constituents have expressed this to me.

11 As your programs move forward, real
12 essential to get individuals with strong
13 programming background sustained by running
14 the rec centers. The guys running the ball
15 leagues, basketball leagues, the baseball
16 teams, I even seen soccer teams now because
17 that plan is helping get kids off the corner.
18 That is where the playgrounds becomes a hub.

19 So, as you focus on your investment, I am
20 well aware of the partnership with Marion
21 Anderson Rec Center, which is in the 2nd
22 Councilmanic District. Steve has a great
23 Monarchs baseball team. I think that is
24 great. The more we focus on investing on the
25 programming side as well, I think that goes

1 even further to reducing the issue of new
2 funds.

3 And I say this sincerely because it gets
4 many off the street. I don't have to pay any
5 money. Brings parental involvement. More
6 importantly besides parental involvement, I
7 always look for volunteers from the
8 neighborhood to step up and get involved with
9 our rec centers. Can't do it alone. We can't
10 do it alone. I think it takes a full effort.
11 I just want to get an idea where you are going
12 in the future. That's all.

13 Thank you, Council President.

14 COUNCIL PRESIDENT CLARKE: Thank you,
15 Councilman.

16 Chair recognizes Councilman Squilla.

17 COUNCILMAN OH: Good evening.

18 My question is again with the staffing,
19 do we have a list of -- maybe revise one,
20 don't need it now -- there of rec centers that
21 are unstaffed? Would it be possible to get a
22 list of staff centers. I guess by district
23 would be good just so we can at least look at
24 those and see how we can help.

25 MR. DIBERARDINIS: That is easy. We can

1 get that to you right away.

2 COUNCILMAN SQUILLA: All right. And I
3 know you talked about other ideas and coming
4 up with ways to try to help the staff
5 facilitate some of the rec centers that are
6 close by.

7 Is that something that we are going to do
8 citywide?

9 MR. DIBERARDINIS: Yes. This is sort of
10 the clustering of centers. We
11 traditionally -- the rec side and the
12 programming side, we traditionally had
13 recreation leaders stationary at the facility,
14 and they reported to that facility every day.

15 Under Susan and Leo Dignam's leadership
16 over the last year, we have been looking at a
17 way of clustering a set of facilities and
18 responding to the program needs so the staff
19 would move theoretically in the winter, the
20 big indoor facilities people would move to
21 them from the smaller ones where there was a
22 greater program demand. And then in the
23 spring or the summer, they could move back and
24 support the smaller facilities when the
25 outdoor programs kicked up.

1 It was really based on programmatic
2 demand, not on having this staff person at
3 this facility year round. Our hope is to
4 expand that in this next year as part of the
5 work of the merger throughout the system, at
6 least integrated throughout the districts.
7 And hopefully, get the same success we have
8 had in the one or two spots that we have done
9 it already.

10 COUNCILMAN SQUILLA: So, places that you
11 have done it have been successful and the
12 people close by have been happy with the --

13 MR. DIBERARDINIS: That is the feedback
14 to date. It is in -- Grays Ferry is the
15 neighborhood that we have worked on this model
16 the most. And we think it's gotten very good
17 programmatic outputs as well as good community
18 responses, as well.

19 COUNCILMAN SQUILLA: Okay. I just want
20 to end by saying, obviously, a lot of the
21 Council people here are big advocates of Parks
22 and Recs and really believe it's an important
23 factor to growing the City of Philadelphia.

24 The city is now growing. Supposedly,
25 another 7percent increase in 2010. We are

1 getting more people. We have more kids.
2 Besides the kids, looks like we are getting a
3 lot of animals and Parks and Recs involved in
4 dog parks and other things that are going on.
5 So, there is a lot of work still to be done.
6 But I am a big advocate of it. And as
7 Councilman Kenney said, I think a lot of
8 people on Council are gonna have a key for
9 more money for that budget. I want to thank
10 you for all you are doing. Looking forward to
11 working with you.

12 (Applause)

13 COUNCIL PRESIDENT CLARKE: Chair
14 recognizes Councilwoman Sanchez.

15 COUNCILWOMAN SANCHEZ: Thank you,
16 Mr. President.

17 I know we have been having this
18 conversation for a couple of years around
19 staff diversity. I want to thank you for
20 providing it in your testimony; some
21 departments have and some haven't.

22 I notice that in your department you have
23 a 2 percent Latino and there is no Asian
24 Americans. Can you talk to me about now that
25 you have completed the merger, what is your

1 plan to increase diversity in your department?

2 MR. DIBERARDINIS: We have to do more
3 work. I mean, there is no way around it. We
4 have to make a special effort to address the
5 question. As we have discussed a few months
6 ago, this was not a big deal but it is
7 something that we are -- that we think is
8 important. And that is the bilingual
9 specialty list.

10 So when we have our rec leader trainee
11 exam which is coming up, we are working with
12 the HR, essential HR to institute the
13 bilingual specialty list, which is again is
14 certainly not everything but it's a serious
15 effort for us to particularly the program
16 division, to diversify our company.

17 COUNCILWOMAN SANCHEZ: Can you tell me
18 what that means when you are going to -- you
19 are going to use bilingual specialty with a
20 goal of what?

21 MR. DIBERARDINIS: Well, we are
22 constrained in a way by civil service. It's
23 not -- it's not cultural or ethnic based.
24 It's language based. That is what we are
25 allowed to do.

1 We will create a bilingual specialty
2 list. And then we can pull from that list.
3 We can hire directly from that list. So, it
4 gives us a chance to either they can hire from
5 the main list or we can hire from this
6 bilingual specialty list. So, it gives us
7 latitude within the civil service process.

8 COUNCILWOMAN SANCHEZ: Can you get to us
9 a goal? And then I want to talk about exempt
10 positions. But in terms of civil service --
11 the reason I am saying this is because I was
12 very disheartened when Civil Service and the
13 Personnel Department were here and they talked
14 about how 237 jobs had been written in the
15 entire city, and only four departments have
16 requested a bilingual.

17 Your department was not one of them that
18 had officially requested the creation of that.
19 And I know that this is now your target, this
20 rec leader trainee. But without a goal, just
21 like, you know, Wilson Goode and Mandela, we
22 will have this conversation as long as I am
23 here and as long as you are there. So, I
24 would like us to say over the course of the
25 next four to five years as it relates to civil

1 service, these are going to be some of our
2 goals.

3 MR. DIBERARDINIS: Particularly, just for
4 my department to work within or through
5 whatever constraints there are to achieve, I
6 think goals work. I am not opposed to putting
7 pressure on ourselves to reach what I think
8 are important goals for us to adequately serve
9 the citizens of the city.

10 COUNCILWOMAN SANCHEZ: So in addition,
11 because I know that we are dealing with the
12 constraints of Civil Service, one of the
13 things that I have learned in my time in
14 Council is how creative departments can be
15 around transfers.

16 So, the second question that I am going
17 to ask of your department is, what are the
18 comparable positions in other departments so
19 that -- one thing is this training position.
20 But if I am ever going to have a pipeline of
21 folks who potentially can move up to middle
22 management and supervisory, there also needs
23 to be a little due diligence done around
24 comparable transfers.

25 So, I know certain departments master

1 this. And I've seen it where people go from
2 one department to another. So, if the
3 Department can also do a little due diligence
4 around what are comparable positions in other
5 departments where the Civil Service strengths
6 of your particular job specs may be difficult
7 because people are in the Civil Service
8 System, it's easier for them to transfer. And
9 so, I want to request that.

10 Now I want to talk about exempt
11 positions, and the same thing in terms of how
12 many exempt positions were created in your
13 department? And how many of them, if any,
14 would you be looking at hiring Latinos or
15 bilinguals?

16 MR. DIBERARDINIS: Well, we -- anybody
17 else, we have ten exempt positions.

18 COUNCILWOMAN SANCHEZ: That's all?

19 MR. DIBERARDINIS: In the department.

20 COUNCILWOMAN SANCHEZ: Is that combined
21 for your departments?

22 MR. DIBERARDINIS: That's total. The
23 library is different. In all honesty, I am
24 not sure. I think they are different than the
25 operating departments, straight operating

1 departments. So, we have ten positions.

2 COUNCILWOMAN SANCHEZ: If you can send me
3 a roster of those positions and the
4 demographics.

5 MR. DIBERARDINIS: For sure.

6 COUNCILWOMAN SANCHEZ: My time is up.
7 And I will come back on the next round.

8 (Councilman Kenney sitting in
9 for Council President Clarke.)

10 COUNCILMAN KENNEY: Thank you,
11 Councilwoman.

12 Actually, I am the next one on the list.

13 COUNCILWOMAN SANCHEZ: What happens when
14 you sit in that chair.

15 COUNCILMAN KENNEY: Just use the power
16 right away.

17 I am fixated on this question for
18 Councilwoman Brown. But she said -- just to
19 show you this is her question, "I would like
20 to seize the moment" -- she is the only one
21 that says that -- "and ask about the cost
22 associated with improvements to our
23 facilities."

24 And she gives as an example, seems out of
25 common lack of cost, a replacement of a swing

1 set that was in the range of \$36,000. So, I
2 think her question is what price shopping do
3 you do or what restraints do you have with
4 costs? That kind of thing.

5 MR. DIBERARDINIS: Well, that has to go
6 through -- Susan and Mark can help me out with
7 this. But that has to go through the capital
8 program because we have no capacity to lay
9 safety mat. Everybody sees the little spongy
10 carpeted.

11 COUNCILMAN KENNEY: You did it a
12 playground near me.

13 MR. DIBERARDINIS: This is -- Mark or
14 Susan can answer this.

15 When you see a replacement of a swing
16 set, a large portion of those costs will be
17 that safety mat which are very expensive.

18 COUNCILWOMAN SANCHEZ: Okay. Can I get a
19 point of information?

20 COUNCILMAN KENNEY: Councilwoman Sanchez.

21 COUNCILWOMAN SANCHEZ: Let's talk about
22 those mattings since we are talking about
23 those mattings.

24 Is that a state requirement? Is that a
25 code requirement?

1 Somebody has to tell me why we are
2 required to buy safety matting of recycling
3 tires at \$30,000 each. I need to know that I
4 can change that.

5 MS. SLAWSON: It is an OSHA standard. It
6 is a state mandate.

7 MR. FOCHT: Councilwoman, it doesn't need
8 to be recycled tires. But the cost
9 differential between regular matting and the
10 recyclable is very little, so we choose to use
11 the recyclable product for obviously
12 environmental methods. Often recyclable
13 material is oftentimes more pervious, so
14 rainwater can get through which means less
15 water damage.

16 But as Commissioner says, it's an OSHA
17 standard for redoing playground. You have to
18 have a safety surface underneath it. We can
19 no longer put down --

20 COUNCILWOMAN SANCHEZ: But does it
21 have -- specifically says matting?

22 MR. FOCHT: Yes.

23 COUNCILWOMAN SANCHEZ: Okay. My
24 understanding -- I was with an interesting
25 architect. I know I am taking too much of my

1 time.

2 I was with someone who had been designing
3 parks around the world. So he was telling me
4 that part of the reason for the matting is the
5 type of height/fall ratio of everything. So,
6 there is always more than one way to skin a
7 cat. I shouldn't use that terminology.

8 But why are we then looking at setting up
9 some sort of nontraditional playground
10 equipment so that kids are not climbing as
11 high, but they are still climbing. Therefore,
12 we can fall below that threshold that we don't
13 have to use the matting. The gentleman showed
14 me some fabulous pictures of parks in New York
15 and Chicago and other places who understood.

16 Because here is my problem, you know, you
17 ask the question about the matting and we're
18 told it's a standard but we are not told why.
19 My understanding is, we use these kind of
20 traditional playgrounds that if we did some
21 other stuff that was across as opposed to
22 height, that we can get around the standards.

23 It is cost imperative. I love my friends
24 groups. I love my passers -- friends with
25 groups that pass in parks. All of you know

1 that work with me, they are doing incredible
2 jobs. I hate when we are supporting them and
3 they are raising money that 30 or 40,000 of it
4 gets eaten up in this stuff. If we can just
5 be more creative about the type of equipment
6 that we're purchasing.

7 MR. FOCHT: Councilwoman, we are
8 beginning to look at that and trying to have
9 one of our parks as a nature or natural play.
10 You don't even own equipment really because it
11 can be either rocks or logs.

12 COUNCILWOMAN SANCHEZ: Logs.

13 MR. FOCHT: But there are elements that
14 it is not only the height but it's also the
15 type of play that occurs on it that requires
16 whether or not you need matting. So, it is
17 not only height, that is an obvious one; but
18 the swings, farther a young person can swing
19 out and fly off the swing. There are a number
20 of factors.

21 We would be very fine with speaking
22 particularly with the person that you
23 referenced. We are building our knowledge
24 base about these new kind of alternative play
25 forms and whether or not what kind of safety

1 surface -- every play form needs some level of
2 safety surface underneath. Can't put them on
3 asphalt. But maybe if we can get to something
4 that uses a softer safety surface, we are very
5 interested in that.

6 COUNCILWOMAN SANCHEZ: We would be happy
7 to forward that information to you.

8 MR. FOCHT: Great. Thank you.

9 COUNCILMAN KENNEY: Thank you. Thank you
10 for that answer.

11 Councilwoman Bass.

12 COUNCILWOMAN BASS: Thank you. I just
13 really wanted to make a statement to
14 supporting the Parks and Rec. I know I really
15 sort of preaching to the choir here.

16 You know supporting Parks and Recreation
17 Facilities does so much for our cities whether
18 you are looking at crime or you're looking at
19 life and growth of our city in terms of
20 getting people to see Philadelphia is a
21 desirable city that they would want to live
22 in, which is a way to grow our city, grow our
23 tax base and really just be the kind of city
24 that move us into the future.

25 Rebecca, one more question for you. That

1 being said, it really does trouble me that we
2 made a commitment as a city. And then I
3 understand things change, but there was no
4 backup plan. There was no backup plan. There
5 was no strategy in terms of how you get back
6 to our commitment and even move beyond that.
7 You know, it almost gives the impression that
8 you can make a commitment today, things change
9 because things change all the time.

10 You can make a commitment today, things
11 will change, and then you can withdraw your
12 commitment because something happened and the
13 economy changes. I don't believe that we can
14 get to where we want to be if that is going to
15 be our way of operating. So, I would just
16 really encourage that we get back to finding a
17 way to get into our commitment and coming up
18 at least with a plan, a plan of action, that
19 we can begin to see through and dig through
20 and figure it out. Because otherwise we are
21 just going to be in the same place unless we
22 are able to somehow figure out how to get the
23 funding back.

24 MS. RHYNHART: To respond to that, I
25 would say that none of the decisions that were

1 made over the past few years were made
2 lightly.

3 COUNCILWOMAN BASS: I understand.

4 COUNCILWOMAN SANCHEZ: This was the
5 deepest recession that the country is facing
6 since the 1930s.

7 COUNCILWOMAN BASS: We know.

8 MS. RHYNHART: I think I needed to
9 restate it given your comments. Because what
10 we had to do and the decisions we had to make
11 were done very seriously. So, if we decide we
12 want to give more money to Parks and Rec,
13 because there is limited revenue we will have
14 to talk about what department we'll need to
15 cut. And that is the unfortunate conversation
16 that we would need to have.

17 COUNCILWOMAN BASS: Well, it's not
18 necessary. Because even when Councilman
19 Squilla was making comments about potential
20 ways to come up with additional revenue for
21 Parks and Rec, your comments were, "We can
22 talk about it. We can talk about it."

23 We need to embrace it beyond just saying,
24 well, maybe we will talk about it. Maybe it's
25 something that is worth considering. We would

1 like to hear that "we are interested" not just
2 "we will talk about it". There is a real
3 serious interest in trying to find ways to get
4 back to the funding that we should have in
5 Parks and Rec for it to be effective.

6 We understand what the economy is doing.
7 I don't think there is a person in here, I
8 don't think there is a person alive who
9 doesn't understand what is happening with the
10 economy. You know, everybody has taken some
11 sort of hit whether it's to your retirement or
12 your own personal account. Everybody knows
13 that the economy has not been as strong the
14 last few years.

15 But that being said, how will we get back
16 to it? How will we get a plan to get back to
17 where we want to be in the ending?

18 MS. RHYNHART: We can talk about it. I
19 can't promise. I can't. Because I am trying
20 to -- I am trying to answer your question,
21 Councilwoman. I really am.

22 It's difficult because we don't have the
23 same amount of revenue. So, if you are
24 talking about if you want to talk about
25 increasing fees or maybe decisions, then we

1 can talk about it. But I think that's the
2 best answer I can give now and the most honest
3 answer I can give.

4 COUNCILWOMAN BASS: Okay.

5 COUNCILMAN KENNEY: Thank you.

6 Councilwoman Sanchez, you are the last one on
7 the line here. Oh, no, somebody jumped in.

8 Councilwoman Sanchez.

9 COUNCILWOMAN SANCHEZ: You can let
10 Squilla go quickly.

11 COUNCILMAN KENNEY: Okay. Councilman
12 Squilla.

13 COUNCILMAN SQUILLA: My question is --
14 and it's sort of bringing back to what
15 Councilwoman Bass asked.

16 We do want to talk about it. Can we set
17 up a meeting to discuss this week or next
18 week?

19 MS. RHYNHART: Sure. We would be happy
20 to.

21 COUNCILMAN SQUILLA: I think everybody is
22 excited about doing something, and the budget
23 process is long. If we can get the feeling
24 that, all right, yes, we now need to talk
25 about it and do something about it.

1 MS. RHYNHART: Definitely. I will have
2 someone call the office and we will set
3 something up.

4 COUNCILMAN SQUILLA: All right. Thank
5 you very much.

6 COUNCILMAN KENNEY: Thank you.
7 Councilwoman Sanchez.

8 COUNCILWOMAN SANCHEZ: I will not belabor
9 this point since I have a wonderful
10 relationship with the Department, and we can
11 continue to talk about it.

12 I just kind of want to publicly thank
13 again all our Parks and Recreation groups and
14 the partnerships on the ground, the
15 volunteerism.

16 As you know, they should note from the
17 questions asked by my colleagues, this is a
18 department that we know is transformative for
19 departments, for the city in all the
20 neighborhoods throughout the city. It's very
21 dear to all of us. And we want to continue to
22 support it and work with the Administration
23 and the Department to reach the Mayor's goals
24 around free space.

25 But also, with everything that is going

1 on, I know Councilman Jones talked a lot about
2 public safety issue. We want to do what we
3 can. We want to be as preventative and
4 proactive as possible. So I just really
5 appreciate the work. Thank you.

6 COUNCILMAN KENNEY: Thank you. Any other
7 questions or comments?

8 We will let the Council President say
9 something.

10 COUNCIL PRESIDENT CLARKE: Thank you,
11 Councilman.

12 Real quickly, just a request. I need for
13 you to forward information to me, if you can.
14 I need to get a list of the dates on all the
15 regattas. And assuming that those dates --
16 well maybe not. The dates that there is
17 parking requirements that include East Park
18 and all the information associated with the
19 parking revenues, whole nine yards,
20 distribution.

21 And also need information on the ball
22 fields for Edgely and -- what's the other
23 field? Dairy Field in terms of what other
24 details do you have for information of those
25 organizations that have permits?

1 MR. DIBERARDINIS: We have --

2 COUNCIL PRESIDENT CLARKE: Very detailed?

3 MR. DIBERARDINIS: Yes.

4 COUNCIL PRESIDENT CLARKE: I want ZIP
5 codes of the applicants for those ball fields
6 and the permits for those ball fields, okay?

7 MR. DIBERARDINIS: Sure.

8 COUNCIL PRESIDENT CLARKE: Thank you.
9 Thank you very much.

10 (Five minute recess taken.)

11 (Gavel pounds)

12 COUNCIL PRESIDENT CLARKE: Good
13 afternoon, sir.

14 MR. CROCE: Good afternoon, Councilman --
15 excuse me, Council President Clarke and
16 members of City Council. I am Charles Croce,
17 Executive Director of Philadelphia History
18 Museum. I am here today to present testimony
19 supporting the Museum's budget of \$268,630.
20 Those funds support four Class 100 positions
21 in the Museum. And the budget also includes
22 50,000 in Class 500 funds for the consolidated
23 long-term collection facility storage facility
24 which is critical to the care and preservation
25 of our collection of over 100,000 objects and

1 artifacts that represent this city's material
2 culture dating back to 1680.

3 On behalf of the Board of Trustees and
4 everyone associated with the Museum, we do
5 appreciate the efforts and commitment of the
6 Mayor and City Council to maintain our funding
7 level for FY13 especially in light of the
8 economic difficulties of the city at this
9 time.

10 I would also like to recognize and
11 publicly thank three dedicated City
12 Representatives for their guidance and support
13 of the Museum since my appointment just over a
14 year ago; Councilman Greenlee, who serves as
15 Council Representative on the Board; First
16 Deputy Commissioner Susan Slawson from
17 Recreation and also a Board Member who
18 provides us guidance and support through
19 Philadelphia's Art and Recreation Department;
20 and Gary Steuer the city's Chief Culture
21 Officer. Each has been extraordinarily
22 helpful, encouraging and supportive of the
23 Museum's plans to reopen to the public in
24 2012.

25 As many members of Council know, the

1 Museum is located on South 7th Street in the
2 Independence Mall Historic District. We just
3 completed a total interior renovation of its
4 1826 historic building in itself an artifact
5 in the city's history. The process has taken
6 three years to complete and enables the Museum
7 to display extraordinary collections for
8 residents and visitors and guests to enjoy in
9 a newly refurbished space that has
10 contemporary feel employing creative use of
11 technology and innovation.

12 At this time, just briefly state a few of
13 the things that we've accomplished in this
14 past year.

15 We have reduced our debt dramatically.
16 This is a step on the road to financial
17 stability especially now while the Museum has
18 few sources of revenue generation till we
19 fully reopen. We created a full strategic
20 plan for the next three years; developed a
21 fundraising case study used to attract
22 individual and corporate donors. And we have
23 interpretive master plan that details our
24 exhibition concepts and design.

25 Importantly, we increased our Board. We

1 have added three new members with the
2 intention of adding six additional members by
3 year's end which will bring on more
4 multiculturalism and diversity to the expanded
5 group of 24 individuals up from just 12
6 members a year ago.

7 We have continued our very successful
8 conversation program series celebrating
9 various aspects of the city's history from
10 political cartoons to historical documentaries
11 to doo wop and jazz, beer, candy and
12 restaurants. The series has reached 1400
13 people and continues to be very well received
14 by a wide range of audiences.

15 We've increased our membership by
16 58percent. It's a very positive development
17 considering the Museum has been closed for
18 renovation. But this reflects growing
19 interest of Philadelphians in getting to know
20 their hometown history.

21 We continue to work with Philadelphia
22 schools through National History Day, a
23 collaborative issue of bringing together over
24 30 historical organizations to energize
25 history in schools. Museum was and continues

1 to be a leader in National History Day, which
2 is a nationwide program which recently
3 received one of the nation's highest honors
4 for the National Medal for the Humanities
5 presented by President and Mrs. Obama.

6 What lies ahead for the Museum and its
7 opening this summer, a robust exhibition
8 program schedule is being planned as well as
9 focused educational programs aimed at 4th and
10 11th grade students, tying into Philadelphia's
11 School curriculum for students studying State,
12 City and American History.

13 Members of Council, this Museum is
14 turning a corner and will be turning to the
15 city's cultural landscape a new innovative
16 way. On February 15, just two months ago, we
17 opened two fully installed galleries one
18 entitled City Stories, showing objects related
19 to Philadelphia's 330-year history. I think
20 Councilman Squilla came to see that. And the
21 second gallery, City Voices, that engages
22 visitors to tell their own personal stories
23 about family history in the city.

24 So far, we have welcomed 1600 people to
25 this experience in that short time with

1 representation coming from all areas of the
2 city and region as well as guests from 14
3 foreign countries who visited the Museum to
4 gain more insight into the city. Our plan is
5 to build out the remaining six galleries fully
6 and be open to the public this summer.

7 Over the past year we have secured
8 250,000 on one-to-one challenge grant matching
9 it providing 500,000 towards the cost of
10 completing the installation of our
11 exhibitions.

12 We are actively partnering -- pursuing
13 partnership with other cultural and historic
14 organizations, capitalizing on each others
15 strengths and pooling resources to wherever
16 feasible and mutually official. In short, the
17 Philadelphia History Museum is looking forward
18 to its full reopening, will serve as a beacon
19 to draw visitors to gain a perspective of the
20 city's 330-year history. At the same time, we
21 will serve as a lens through which to view
22 major historic highlights or turning points
23 from our past and present.

24 Finally, we will act as a resource for
25 visitors to point them towards peer cultural

1 and historic institutions so that they can
2 delve deeper into aspects of richness that
3 Philadelphia's history has to offer. In
4 short, we strive to be a place all
5 Philadelphians, a true hometown museum for the
6 city.

7 So that basically concludes the
8 testimony. If there are any questions, I
9 would be happy to answer them.

10 COUNCIL PRESIDENT CLARKE: Thank you so
11 much for your testimony.

12 One quick question. In your testimony
13 you talk about having had an opportunity to
14 reduce renovation debt. And given the fact
15 that reducing debt is the catch word not only
16 here vocally but nationally, how in the world
17 did you do it.

18 MR. CROCE: Well, we had 2.5 million down
19 to 300,000 now. One of it was a grant which
20 we borrowed against and paid down that debt.
21 The second was through a deacquisition of work
22 that went to, in fact, our colleagues in the
23 Philadelphia Museum of Art. Those two pieces
24 of -- those two issues and initiatives helped
25 to bring down the deficit dramatically.

1 COUNCIL PRESIDENT CLARKE: Okay. Very
2 good. Very encouraging to see one department
3 in the City of Philadelphia continue to be
4 doing that.

5 Chair would like to recognize Councilman
6 Greenlee.

7 COUNCILMAN GREENLEE: Yes. Very quickly.
8 Mr. President, I don't have a question, just a
9 statement.

10 Obviously, I know a lot about what is
11 going on here at the Philadelphia History
12 Museum, that is at the outbreak. That's the
13 name of it. We finally -- I think everybody
14 will know it is a history museum, which I
15 think a lot of people did not know.

16 I think the city is really going to be
17 excited about what is going on there. I think
18 of any city in the United States of America
19 needs a history museum, it's the City of
20 Philadelphia. And I think this is going to
21 live up to it.

22 I just want to recognize Mr. Croce's
23 efforts because it's got to be tough to take
24 over something when it is closed. That's what
25 he did right in the middle of it. And as he

1 said, even while it was closed, membership
2 increased because I think people were out
3 there. They wanted a history museum.

4 I think we are going to have our -- this
5 will be money well spent. Thank you.

6 COUNCIL PRESIDENT CLARKE: Thank you,
7 Councilman.

8 Chair recognizes Councilman Jones.

9 COUNCILMAN JONES: Yes. And I want to
10 thank Councilman Greenlee for his involvement.
11 In my four years with the name change, it
12 makes it more clear. But for purposes, it's
13 one of our best kept secrets that we had in
14 Philadelphia.

15 My question would be how are you becoming
16 more interactive? The way museums are
17 multi-roles now, are you doing anything with
18 film and particularly when visitors come to
19 the City of Philadelphia, getting out there on
20 the net, internet, connecting with maybe
21 Comcast to do neighborhood profiles?

22 One of the most interesting things I have
23 seen is The Philadelphia Story. That kind of
24 small historical tidbits that are in our
25 museum, the content with that.

1 MR. CROCE: Absolutely, I am glad you
2 asked the question. We didn't put it in our
3 testimony. But we are working with Philly
4 Camp, which is the city's public access
5 television station. And the interactivity --
6 what we are doing is juxtaposing. And I sort
7 of invite you in to see the two galleries that
8 are open.

9 We are juxtaposing artifacts and art that
10 dates anywhere from 1680. But in front of
11 that, we have gone out and videoed various
12 people and citizens who were interested in
13 telling their stories about their district in
14 Philadelphia. That is juxtaposed in the same
15 gallery.

16 So, you might be looking at a portrait of
17 Marsha Washington from 1790, but in front of
18 that is the video of young person talking
19 about what Philadelphia means to them. That
20 is one element.

21 The second is what we call a tag cloud.
22 At the end of your visit at this gallery, we
23 ask you what one word or two words will you
24 use to describe Philadelphia. Let's say you
25 text the word "freedom". That word appears on

1 the screen. The more times people text the
2 particular word, the larger it becomes.

3 There is a lot of connectivity planned.
4 I think you're exactly right. Because just
5 having artifacts with some labels on it just
6 doesn't get it. In today's world you do need
7 to engage your audience.

8 COUNCILMAN JONES: First time hearing
9 pro-stuff. First person hearing a lot of
10 Philadelphia firsts. But for Museums, we
11 wouldn't know that. We always have New York
12 envy about everything. When, in fact, we are
13 the original. They are the copy.

14 MR. CROCE: Thank you.

15 COUNCIL PRESIDENT CLARKE: Thank you.
16 Chair recognizes Councilman Oh.

17 COUNCILMAN OH: Thank you, Mr. President.
18 Some questions about the anticipated use of
19 the space. I understand it's a renovated
20 beautiful building with really the story of
21 Philadelphia and populations and the history
22 of the people of Philadelphia. It seems like
23 a very good asset for promoting Philadelphia.
24 But I understand there is a budget cut. There
25 is a budget constraints and things like that.

1 What are the operating hours, and what do
2 you plan to do to -- how can we use the space
3 to promote Philadelphia?

4 MR. CROCE: The operating hours at the
5 moment, as you know, we said we were closed
6 three years up to a year ago. I said, look,
7 we have to open at least some of this.

8 The first sections of the museum, just
9 the first small three galleries are now open.
10 They are free to the public. We have had
11 1,600 people in. We are open only limited
12 hours, 11 to 4, Wednesday through Saturday
13 now. Once we are fully open in the summer, it
14 will be extended hours.

15 I also think in using the space, it's
16 really having a lot to do with partnerships.
17 For instance, the Independence Visitor Center
18 is sending their guests. Oftentimes, you get
19 a ticket to the Independence Hall. And it's
20 timed even though it's free. Here is a
21 family -- and the ticket says one o'clock and
22 it's eleven-thirty. What do I do, but I don't
23 want to leave the Mall? They are sending
24 their visitors to us.

25 In the testimony, we talked about being a

1 partner with other institutions. And I think
2 it's critically important for us to partner
3 with Historical Society of Pennsylvania, they
4 have made -- the Library Company so that
5 people really get a full sense. So, we would
6 like to be a focal point, if you will.

7 We are going to be working with "In
8 City", which is a every other year festival in
9 the city to show different areas that people
10 don't know exist. And we will be the one-stop
11 shop where you can get a ticket and then go
12 off on your journey. So, I think utilizing
13 the space and capitalizing on the fact that we
14 are less than half a block from Independence
15 Mall is important to us.

16 Our target audience basically is
17 Philadelphia -- there are three of them. The
18 first is Philadelphians. And 1.5 million
19 residents, and most do not necessarily know
20 the broad depth or history of their city.

21 So utilizing this space to tell the
22 story, the good thing is that we are not
23 focused on one area, the American Revolution,
24 for instance. But if you are interested in
25 that, we send you to the American Revolution

1 Center, not yet built. If you are interested
2 in the African-American diaspora here in
3 Philadelphia, we send you to the
4 African-American Museum.

5 We hope to serve as kind of a focal point
6 for Philadelphia's history.

7 COUNCILMAN OH: Seems like a good thing
8 to work with the schools, the Charter schools,
9 the Catholic schools to get that school
10 population to learn the story of Philadelphia.

11 Do you have plans for that?

12 MR. CROCE: Yes. Two areas that we are
13 focusing in on just because we are coming
14 back. And I really think we are a startup in
15 some ways. It is not the old Atwater camp
16 with new lights and paint. It's a very
17 different experience than what that museum
18 was.

19 We are going to focus in on two specific
20 areas that tie into the school curriculum.
21 Fourth grade, where students learn
22 Philadelphia and Pennsylvania History; and
23 eleventh grade where students learn American
24 History. So, our exhibitions and our programs
25 for students will focus in on those two grade

1 levels because it's already being done here in
2 Philadelphia.

3 We are not going to try and reach every
4 student, but we are going to concentrate in
5 the first two years on those two areas and use
6 our collections to illustrate history of
7 Philadelphia, Pennsylvania and the United
8 States.

9 COUNCILMAN OH: Thank you very much.

10 COUNCIL PRESIDENT CLARKE: Thank you,
11 Councilman.

12 Chair recognizes Councilman Squilla.

13 COUNCILMAN SQUILLA: My question deals
14 with as Philadelphia Parks and Recs, the
15 maintenance and upkeep of the facility. I
16 didn't see that noted as far as budget is
17 concerned.

18 How do you plan on maintaining it and
19 keeping it up?

20 MR. CROCE: Good question. The old
21 building certainly had old facilities in it.
22 And Public Property, through Jonas Arbech's
23 office, was responsible for maintenance of the
24 building. We are in discussions with them now
25 because the entire system is computerized.

1 Every single room in the -- and every gallery
2 can be individually controlled through
3 computers.

4 We are talking to Public Property about
5 having subcontract. Would need the City to
6 help maintain that building because the old
7 infrastructure is completely gone. It's a
8 brand new infrastructure which needs care and
9 maintenance. So, Public Property is looking
10 into doing that for us -- with us.

11 COUNCILMAN SQUILLA: As of now, what is
12 --

13 MR. CROCE: We are still in discussions
14 because we basically just opened.

15 COUNCILMAN SQUILLA: All right. How
16 about as far your utilities and stuff like
17 that?

18 MR. CROCE: That is part of our quid pro
19 quo with the City of Philadelphia. Utilities
20 are indeed part of the budget.

21 COUNCILMAN SQUILLA: That's great. I
22 think it's great to have the Philadelphia
23 Museum. I told Councilman Greenlee when it
24 was the Atwater, I didn't realize it was a
25 Philadelphia Museum. There is no better place

1 to have a history museum than Philadelphia.
2 I.

3 Wish you the best with the work you're
4 doing, and will help you in any way.

5 MR. CROCE: Thank you very much.

6 COUNCIL PRESIDENT CLARKE: Thank you,
7 Councilman.

8 Chair recognizes Councilwoman Brown.

9 COUNCILWOMAN BROWN: Thank you very much,
10 Mr. President.

11 Good afternoon.

12 MR. CROCE: Afternoon.

13 COUNCILWOMAN BROWN: Welcome back. This
14 is year what for you? How old are you now?

15 MR. CROCE: How old am I? You don't want
16 to know that. Oh, you mean --

17 (Laughter)

18 MR. CROCE: I been here in this position
19 fourteen months.

20 COUNCILWOMAN BROWN: Okay.

21 MR. CROCE: This is my second term.

22 COUNCILWOMAN BROWN: Well, I am sure you
23 know I followed closely and worked as closely
24 as I could, not as a board member, with your
25 predecessor. Was well aware of the enormous

1 tasks and challenge set after her departure
2 coming in, so successful.

3 So firstly, be commended for you being
4 willing because it was a huge undertaking in
5 what you committed to lead.

6 Secondly, I know about all the
7 relationships that the Art Museum does with
8 the schools. It's wonderful. We can't do
9 enough of it. We would like to do more, but
10 we are limited, of course, always by
11 resources, namely, dollars. So kudos also for
12 the relationship you enjoy with your schools.

13 To see for thought -- food for thought, I
14 would offer for your consideration as you look
15 forward is first my editorial comment.

16 I am of the view that our city still does
17 not do a good job when it comes to linking up
18 with growing, deepening relationship with arts
19 and cultural organizations in the
20 neighborhoods. And so, though we have a rich
21 Center City arts and culture scale of
22 beautifully wonderful institutions, I am still
23 of the view that we could deepen our reach
24 with neighborhood parks and cultural groups by
25 way of making sure there is a thread that

1 exists with our wonderful arts and culture
2 institution downtown with those that are in
3 the neighborhoods.

4 And that is based on anecdotal
5 conversations I have had and complaints that I
6 have had that there is a view that our City
7 could do better, not that we are not doing a
8 good job but that we could do better. I share
9 that with you as you roll out or think through
10 your strategic plan for the future. I don't
11 know what that could look like because I have
12 been removed from that for some time now. But
13 it's something I just lay on the table as food
14 for thought.

15 MR. CROCE: If you don't mind, I will
16 actually address it because you've been
17 very -- critical point that we are addressing
18 it.

19 That is, we don't have a community
20 gallery. The first gallery on the left, that
21 is going to be self-vetted. In other words,
22 different historic organizations across the
23 city, whether it's Frankford Historical
24 Society, South Street has one, Kensington
25 Historical Society will be offered an

1 opportunity to have their story being told in
2 the community gallery for three -- for four
3 months.

4 COUNCILWOMAN BROWN: Wonderful.

5 MR. CROCE: Will switch out every year so
6 the whole point is the community outreach will
7 promote the historic neighborhoods of the City
8 of Philadelphia.

9 COUNCILWOMAN BROWN: Wonderful.

10 MR. CROCE: So we are addressing that in
11 the strategic plans.

12 COUNCILWOMAN BROWN: City Hall does a
13 great job of bringing in organizations from
14 the neighborhoods to City Hall and celebrating
15 various constituencies right here in City
16 Hall. But to hear the reverse of that will
17 just, I believe, strengthen the bonds, if you
18 will, with arts and cultural groups in the
19 neighborhoods.

20 Sometimes we still feel unappreciated,
21 for lack of a better word, with major
22 institutions like yours and others downtown.

23 MR. CROCE: Giving them that Center City
24 venue off of historic Independence Mall to
25 talk about their community to bring their

1 constituents in, to me, it's a win-win. We
2 have about 30 groups already interested in
3 doing that.

4 COUNCILWOMAN BROWN: Already interested.
5 Great. That's great. Well, thank you very
6 much.

7 That's it for me, Mr. President.

8 COUNCIL PRESIDENT CLARKE: Thank you.

9 Chair recognizes Councilwoman Bass.

10 COUNCILWOMAN BASS: Thank you, Mr. Chair.
11 Hello.

12 MR. CROCE: Hello.

13 COUNCILWOMAN BASS: How are you?

14 MR. CROCE: Good.

15 COUNCILWOMAN BASS: I want to follow up a
16 little bit on Councilwoman Brown's question to
17 go out to the neighborhoods.

18 On your pages, page two, talking about
19 actively pursuing partnerships with other
20 cultural and historical organizations to
21 capitalize upon each other's strengths and
22 resources.

23 Can you just talk about that in a little
24 bit of detail and if that applies to, as
25 Councilwoman mentioned earlier, any

1 involvement with existing neighborhood groups.

2 MR. CROCE: The existing neighborhoods
3 would pretty much be that community gallery
4 where they can tell their stories. It's the
5 other part, the partnerships and the
6 alliances, that is our feeling, certainly my
7 feeling, that all of the smaller arts
8 organizations and cultural groups in the city
9 simply need to partner with each other in the
10 rising high raising all boats because each of
11 us are looking for money, to look -- for us
12 looking to membership.

13 Our partnership is going to exist of
14 partnering programmatically.

15 For instance, the Historical Society of
16 Pennsylvania they are doing programs. We are
17 doing programs. We look to each other and
18 say, why are we not doing them together? That
19 is the kind of partnership we are talking
20 about where we are either doing program
21 activities, additional activities where we do
22 it jointly instead of each trying to go it
23 alone.

24 That is what I mean in the sense of
25 partnerships.

1 COUNCILWOMAN BASS: Thanks for clarifying
2 that.

3 MR. CROCE: You're welcome. Thank you.

4 MR. CROCE: You're welcome.

5 COUNCIL PRESIDENT CLARKE: Thank you.

6 Thank you so much, Councilwoman.

7 Any other questions of this witness?

8 Hearing none, thank you so much for your
9 testimony.

10 MR. CROCE: Thank you.

11 COUNCIL PRESIDENT CLARKE: Keep up the
12 good work.

13 COUNCILWOMAN BROWN: Can I just make one
14 recommendation?

15 COUNCIL PRESIDENT CLARKE: Councilwoman
16 Brown.

17 COUNCILWOMAN BROWN: In regard to
18 neighborhood groups, keep the District
19 Councilmembers informed so that they are aware
20 that the mandatory Community Association
21 represented by Councilman Blackwell is coming
22 downtown to the Museum. Keep them in the loop
23 and lets them know what is happening in their
24 district, as well.

25 MR. CROCE: That's very good.

1 COUNCILWOMAN BROWN: Okay. Thank you.

2 (Testimony ends of Mr. Croce)

3 COUNCIL PRESIDENT CLARKE: Like to call
4 the Philadelphia Museum of Art. I understand
5 you need a minute or two.

6 (Brief momentary pause.)

7 MS. HARRITY: I apologize for the delay.
8 I think we are going to be joined momentarily
9 by our Director and CEO, Timothy Rub who had
10 called to say he was struck in traffic but is
11 en route.

12 But I would like to thank City Council
13 President Clarke and members of City Council.
14 I am joined here today by Al Shaikoli, our
15 Director of Facilities and Operations as well
16 as Joe Meade, our Director of Government and
17 External Affairs.

18 Our community shares the pride one of the
19 largest and finest collections of any art
20 museum in the country. A great cultural asset
21 that holds in trusts the strength of the
22 public. Housed in one of the City's greatest
23 landmarks and responsible for the care and
24 management of several other historically
25 important facilities owned by the City; the

1 Rodin Museum, two important colonial
2 residences in Fairmount Park, Mt. Pleasant and
3 Cedar Grove.

4 The Philadelphia Museum of Art and the
5 City of Philadelphia has worked in close
6 partnership with each other since our main
7 building first opened its doors to the public.
8 Over the past eight decades, the Museum has
9 been the recipient of many gifts of
10 inestimable value creating in the process a
11 collection that is today widely admired for
12 its quality, scope and significance. And has
13 attracted millions of visitors from every part
14 of this country and throughout the world.

15 The Museum is recognized as a powerful
16 symbol of Philadelphia's commitment to
17 excellence and its ongoing -- and its
18 engagement with the world; also Philadelphia's
19 Art Museum, an institution created by the
20 leadership of the city from both public and
21 private sectors for the benefit of
22 Philadelphia citizens.

23 Hence, its enduring commitment to the
24 arts education and its wildly acknowledged
25 leadership in the field, its efforts to foster

1 great access to the arts and to building
2 collaborate relationships with other cultural
3 institutions and the great significance of its
4 collections as a record of this City's
5 remarkable creative achievements, past and
6 present.

7 Increasing access and strengthening our
8 relationship with the community remains one of
9 our highest priorities with the development of
10 new audiences and civic engagement emerging as
11 key priority in our strategic planning
12 process. Right now the first Sunday of each
13 month is a Family Day at the Museum. Our Pay
14 What You Wish general admission's policy on
15 the first Sunday guarantees that all visitors
16 will have access to our collections and
17 programs without concern regarding usual
18 admission charges. At all times, children who
19 are 12 years of age or younger are admitted to
20 the Museum free of charge. And we provide
21 discounts for students and seniors every day.

22 Our commitment to education remains
23 strong as ever. And it is a fact that an
24 investment in the Museum is, afterall, an
25 investment in education. The Museum's award

1 winning educators are a dedicated group of
2 professionals. And they work with schools in
3 every Councilmanic District in Philadelphia,
4 serving some 75,000 to 85,000 school children
5 annually.

6 During the past fiscal year, nearly
7 17,000 students visited the Museum for school
8 tours. In addition, classroom groups from
9 Philadelphia's public schools, participate
10 without charge in the Museum's extensive K
11 through 12 education programs and after-school
12 programs. The Museum provides free admission
13 and tours for all students within the School
14 District of Philadelphia and Philadelphia
15 Charter Schools. It should also be noted that
16 these tours are linked with Pennsylvania State
17 standards and the School District curriculum.
18 And all tours are taught by a professional
19 teachers.

20 These rigorous standards heighten the
21 educational experience of visiting the Museum
22 to both learn the art and improve literacy
23 skills. Museum serves all of our city
24 neighborhoods, and we have also pioneered on
25 much lauded program using advance interactive

1 communication technologies to share the
2 Museum's collections with classrooms and
3 students across the country.

4 If you are moved by the numbers of
5 students that our educators reach, I can tell
6 you that what touches both Timothy Rub and me
7 most in the words of these students
8 themselves, are two students: Reginal
9 Coleman, a senior at Murrell Dobbins High
10 School who participated in our summer team
11 media program to produce films inspired by
12 art.

13 He said, "The work that I produced was
14 for a good purpose: To change my environment
15 and other environments in Philadelphia." And
16 he added, "Each day in the program pushed me
17 to a higher level."

18 Another student, Lisa Alexandria, a
19 senior at the Preparatory Charter High School
20 has participated in the Museum's Teen Sketch
21 Club for the past four years. She said it is
22 a meaningful experience to her because, "The
23 art projects we worked on allowed us to
24 express our own ideas." And she reflected
25 that, "I am no longer that 15-year-old girl

1 who is lost in the world of art, but rather an
2 18-year-old woman embracing and connecting
3 with the world of art."

4 We share these words because they come
5 from the mouths of fine, promising and
6 inspired young people here in Philadelphia.
7 And as I noted a minute ago, we serve up to
8 85,000 school children every year.

9 We have also worked diligently over the
10 past decade to not only maintain but to
11 improve the buildings that have been entrusted
12 to our care. The development and ongoing
13 implementation of a facility's master plan for
14 our historic main building remains an
15 important goal and vitally important to the
16 goal of serving the community more effectively
17 in the future. We also continue to invest
18 largely through the generosity of individuals
19 and private foundations in other city owned
20 facilities we manage.

21 This year, for example, Cedar Grove, the
22 lovely park house that was for nearly two
23 centuries as home of a Quaker family here in
24 Philadelphia, will receive much needed repairs
25 to its roof and exterior walls. The Rodin

1 Museum, bringing tall, crazed elephant setting
2 for the largest collection of works by a bust
3 Rodin back to life just in time for the
4 opening of a new home of our sister
5 institution, the Barnes Foundation, across the
6 street.

7 The Museum's renowned collections,
8 exhibitions, programs attract national and
9 international tourists. While visitors are
10 here in Philadelphia, their spending
11 contributes substantially to the City's
12 economic vitality. It creates jobs and
13 generates tax revenue for the City and the
14 Commonwealth. Economic impact studies over
15 the last decade demonstrate that every dollar
16 spent by the Museum produces \$4 in economic
17 activity. As evidence of this, the recent
18 Salvador Dali Exhibition generated 22,000
19 hotel room nights, which is why the
20 Philadelphia Hospitality Industry recognized
21 the Museum with its Heart of Philadelphia
22 Award in recognition of the contribution that
23 exhibit had on Philadelphia's economy.

24 In fiscal 2011, the Museum generated
25 \$186.22 million in economic activity, created

1 over 24,000 full-time job equivalents and
2 generated nearly 12 million in tax revenues of
3 which 6 million in tax revenues came to the
4 City of Philadelphia and the balance to the
5 Commonwealth. The cumulative economic impact
6 over the last five fiscal years totaled more
7 than one billion resulting in over \$72 million
8 in tax revenues and creating 2,800 full-time
9 equivalent jobs for both the City and State.

10 This year the Museum's current
11 exhibition, which is remarkably popular, the
12 Van Gogh Up Close Exhibition, is now on view
13 to the public. And to date the Van Gogh Up
14 Close Exhibition has already sold over 225,000
15 tickets and has attracted visitors from all 50
16 states and from 60 foreign countries on six
17 continents. Once again, those visitors from
18 afar will stay in our hotels, eat in our
19 restaurants, shop, take taxis and enjoy all
20 that Philadelphia has to offer.

21 In short, year after year, the City's
22 investment in the Museum pays a handsome
23 return from two perspectives. It has a
24 positive, educational impact and a very strong
25 economic impact.

1 MR. RUB: Good afternoon, President
2 Clarke.

3 COUNCIL PRESIDENT CLARKE: Good
4 afternoon.

5 MR. RUB: And members of the City
6 Council. As Gail may have mentioned earlier
7 in her testimony, we are at work now --

8 COUNCILMAN KENNEY: State your name for
9 the record.

10 MR. RUB: Timothy Rub, Director and Chief
11 Executive Officer of the Philadelphia Museum
12 of Art.

13 As Gail mentioned a few moments ago with
14 her testimony, we are now at work on the next
15 phases of our facility's master plan. And we
16 anticipate the completion of our new Art
17 Handling Facility this summer on time and on
18 budget. On the south side of the building at
19 the Spring Garden Street Bridge nearby
20 creating easy access from the Expressway for
21 over 6,000 trucks that make deliveries to the
22 Museum each year.

23 As has been the case with all other
24 construction projects, we are working with the
25 Urban Affairs Coalition of Philadelphia, who

1 is providing oversight for the Museum's
2 Economic Opportunity Plan. The Art Handling
3 Facility EOP includes procedures for
4 implementation including participation ranges
5 for contracts and employment. A committee
6 meets monthly to monitor the ranges in goals,
7 and subsequently a report is derived and
8 shared with City Council President's office
9 and the administration, Angela Dowd Burton,
10 the Office of Economic Opportunity.

11 To date the Art Handling Facility is in
12 compliance to the City's goals for total
13 MBE/WBE participation of 25percent. Five of
14 our prime contractors are MBE/WBE contractors
15 for joint ventures with MBE firms. One of the
16 largest subcontractors was the exterior firm
17 female owned quarry firm Russell Stone Company
18 located in Western Pennsylvania.

19 Presently, employment participation for
20 the project is 31percent, which represents a
21 percentage of hours earned by females and/or
22 on site. Employment participation is expected
23 to increase significantly with the addition of
24 site worker hours added to the report in
25 May 2012.

1 Let me conclude this testimony by saying
2 that the Philadelphia Museum of Art is in the
3 broadest sense of the term a civic
4 institution. Few other museums have played or
5 indeed continue to play such a prominent role
6 in their communities. A few have benefitted
7 as much as this institution has from the
8 continued support of the broad range of
9 stakeholders including members, individual
10 donors, foundations, city and state
11 governments.

12 Over the past year, our staff and board
13 of trustees engage in strategic planning
14 process. This will lead to a renewed focus on
15 audience development, on our educational
16 mission especially as pertains to Philadelphia
17 schools and, as we all noted before, a greater
18 emphasis on civil engagement, how we represent
19 Philadelphia globally because we are indeed
20 one of the City's most significant world class
21 assets, but also the role we play in
22 continuing to provide revitalization of our
23 community and as one of Philadelphia's pillars
24 of cultural tourism.

25 To achieve these goals and to contribute

1 in all of the ways that the Museum does to the
2 city's economy, its cultural life and to the
3 education of the citizens, we need continued
4 support of City Council.

5 Given today's economic climate and the
6 City's fiscal challenges, we remain deeply
7 grateful for the steady support of
8 \$2.3 million for fiscal year 2012. And we
9 believe this is a wise investment in the
10 City's future. This, I should add, is a
11 relatively modest percentage of our total
12 operating budget. Far smaller in percentage
13 terms than the support we enjoyed from the
14 city in the past; but remains, nonetheless,
15 critically important to the Museum and to
16 every individual it serves.

17 Philadelphia Museum of Art, in closing,
18 has nurtured creativity, self-expression and
19 the quest for knowledge among generations of
20 Philadelphian over a history that extends back
21 to the Centennial of 1876, more than 135
22 years. With your ongoing support, we will
23 continue to do so for generations to come.

24 Thank you very much.

25 COUNCIL PRESIDENT CLARKE: You're

1 welcome. Thank you for your testimony. Thank
2 you for continuing to be the cornerstone of
3 the department.

4 Couple quick questions. In your
5 testimony, page two, you state that the Museum
6 leverage is stable, annual stream of public
7 funds cover more expenses of security and
8 maintenance and soliciting additional funding
9 from individuals, foundations and corporations
10 for collection care, special exhibitions and
11 education programs.

12 Can you tell me how much money is
13 collected annually by private donors?

14 MS. HARRITY: The Museum's overall budget
15 revenues per year vary from year to year.
16 Roughly, \$55 million of which the City's
17 operating support of 2.3 million is critically
18 important. That coupled with support for the
19 utilities of the City on building is
20 roughly -- accounts for almost 10percent of
21 the overall budget of the Museum.

22 COUNCIL PRESIDENT CLARKE: So how much is
23 private?

24 MS. HARRITY: I would say approximately
25 one-third.

1 COUNCIL PRESIDENT CLARKE: So, one-third
2 is private. Other city is small -- very small
3 player in the overall scheme of things and the
4 rest generated by revenues from operations or
5 exhibits?

6 MR. RUB: I would add to Gail's numbers
7 that Gail just gave you, that is for our
8 operating budget. Memberships through
9 contributing cover a lot. In addition, this
10 has been especially important in recent years,
11 capital projects. Those are funds above our
12 operating budget in addition to that come in
13 off very large numbers to support the
14 renovation of buildings, the Rodin and the
15 like.

16 Furthermore, many of our most significant
17 contributions in recent years have been gifts
18 of cash to support the development of
19 collections, as well. Those come from other
20 sources.

21 COUNCIL PRESIDENT CLARKE: Have you -- in
22 terms of private support, have you seen a dip
23 in that -- in those contributions as a result
24 of the downturn in the economy? Have you
25 suffered in any way noticeable?

1 I know a lot of the philanthropic
2 contributions have been reduced across a
3 number of different organizations that have
4 been dependent on that. Wondering if you all
5 have seen any similar drops in the
6 contributions in levels of support?

7 MS. HARRITY: Unfortunately, the Museum
8 has not been immune to the very challenging
9 economic climate. We, like many of our sister
10 institutions throughout the City but in fact
11 looking at benchmarks throughout the country,
12 have seen a significant drop in the last two
13 fiscal years. We are cautiously optimistic
14 that the economy is improving. And we are
15 seeing some pick up in membership.

16 For example, our -- this year our
17 membership is reaching an all time high for
18 the Museum, close to just shy of 70,000
19 members. That private support is essential
20 for us in keeping the museum doors open to the
21 public.

22 MR. RUB: I would add to Gail's answer
23 that interestingly private support from
24 individuals has been very robust for the last
25 couple several years where we have seen

1 challenges to nonprivate sectors, is the
2 corporate giving from foundations. We also
3 have found it challenging, entirely
4 understanding in terms of capital giving,
5 gifts to endowment from projects like that.

6 It's a mixed record, but we are doing
7 pretty well.

8 COUNCIL PRESIDENT CLARKE: Thank you. On
9 the -- I want to congratulate you for
10 continuing to do this. You provide free
11 admission and materials to every fourth grader
12 both public and parochial schools.

13 Is there a reason why we are doing fourth
14 grade? Is there a thing where eventually
15 everybody is going to make it to the fourth
16 grade? What is the game plan by that?

17 MR. RUB: Well, it provides us with an
18 opportunity to capture as much of the
19 attention -- of attendance in the entire
20 school system as we can in one given year, the
21 fourth grade.

22 One of the interesting things, of course,
23 about the curriculum in K through 12 is that
24 by the fifth grade, students begin to split up
25 in classes in several different disciplines.

1 Fourth grade is the years when they are
2 together throughout the day. It's easier to
3 deal with that.

4 Also, and I think this is a very notable
5 element or aspect of this program, it allows
6 us to work with a number of other
7 institutions, other cultural institutions like
8 PAFA to have workshops and so on to craft
9 something that each of these institutions
10 attribute to or can contribute to when they
11 have the fourth graders come there, as well.
12 Different school systems and different museums
13 do different years, but fourth grade is pretty
14 good.

15 COUNCIL PRESIDENT CLARKE: Thank you.

16 Chair recognizes Councilman Jones.

17 COUNCILMAN JONES: Thank you,
18 Mr. President.

19 It is a fine institution in the 5th
20 District where I am Chairman as.

21 Franklin Delano Roosevelt had it right
22 when they made the new deal and reconstruction
23 of our economy at the time understood it
24 wasn't just bridges and buildings, but it was
25 public art and it was museum and culture that

1 would help heal our country at that time.

2 In that tradition, I am one of those guys
3 that I just recently got rid of my college
4 posters and took them down and put away some
5 art. But I had the opportunity when I was a
6 freshman along with Sanchez and Green to take
7 that tour, and it was transforming. I am not
8 going to say that I have total appreciation
9 for abstract art, but some of the landscapes
10 and things that I could put my arms around
11 actually did move me.

12 When I went through the Barnes, which is
13 now joining you in Museum row, Barnes had it
14 right when he said art isn't for just the
15 rich. It's for every person that has a
16 discerning eye. And so I applaud you in
17 reaching out to the public schools and my
18 history around the city for giving a lot of
19 our new people first exposure to art in a
20 meaningful way.

21 And I wanted to say that in light of the
22 changing technology, at what point will you
23 become an app?

24 MS. HARRITY: Very good question. You
25 want to talk about that?

1 MR. RUB: Well, we will becoming, among
2 other things, an app soon. The new Rodin with
3 the newly reinstalled and renovated Rodin
4 Museum will also be an exercise in visiting
5 and enhancing visitor experience and
6 reinterpreting collections like that for new
7 audiences. So there will be not only a rich
8 array of information for every visitor and
9 every interests, but also we are taking full
10 advantage of new technologies through our
11 website and downloads off that website.

12 We need to learn more about Rodin and
13 bronze heads and making sculpture. Also, when
14 you arrive, we will be handing out to every
15 visitor that wants it a free Ipod with an app
16 that will allow them to listen to recorded
17 tours to hear Rodin speak. And also, they can
18 download the same things onto their
19 smartphones. We are entering slowly and
20 surely into a new technological age.

21 Many of the same things are going to be
22 open soon.

23 COUNCILMAN JONES: I encourage that.
24 More people are finding their source of
25 information electronically than the physical

1 world. I still encourage everyone to visit
2 the Art Museum. There is nothing like
3 standing in front of a multimillion dollar
4 piece of -- and being so close that you can
5 actually see the textures of tapestry.

6 I don't suggest that that ever be
7 replaced by an app, but more people who have
8 physical limitations, more people who are of
9 distance limitations can still experience a
10 lot of this. So I would be encouraged by the
11 fact that you are doing that.

12 MR. RUB: It's often said that picture of
13 the Eiffel Tower would never make anybody less
14 interested to go to Paris to see it. The same
15 way, we are spreading the information about
16 the Museum and its great collection.

17 I should also add, if I could just share
18 an anecdote with you, that one of my favorite
19 museum experiences of technology was a very
20 simple one was sending out not printed
21 invitations to the opening of the Zoe Strauss
22 Exhibition but an e-mail blast saying: Party
23 is on, this is for you. It's a half price
24 sale. It's eight bucks to come in on Friday
25 or Saturday night and enjoy the opening of Zoe

1 Strauss.

2 We had that night nearly 2,000 visitors
3 to that opening most of whom were under the
4 age of 30. It's a great, great way to see a
5 younger side of Philadelphia begin to engage
6 in the Museum on their own terms.

7 COUNCILMAN JONES: My only other comment
8 is thank you for addressing the labor issues
9 of security. And these are people who are
10 predominantly female and head of households
11 often. You were able to work with them in
12 difficult times and in a recession to come up
13 with a compromise on the labor view. And many
14 people went without fanfare, but I want you to
15 know there are people that live in my district
16 and are able to add a living wage work with
17 their families and be supportive based on what
18 we decided to do. You didn't have to do it,
19 but we appreciate the fact that you did.

20 Thank you, Mr. President.

21 COUNCIL PRESIDENT CLARKE: You're
22 welcome, Councilman.

23 Chair recognizes Councilman Oh.

24 COUNCILMAN OH: Thank you, Mr. President.
25 It appears that in a museum, you recognize the

1 economic impact in terms of benefitting the
2 city.

3 My question is, what is the cost
4 associated with keeping the Museum open longer
5 in the evening.

6 MR. RUB: I am going to ask our Chief
7 Financial Officer Bob Rambo to give you that
8 information because he has his hands on the
9 numbers.

10 MR. RAMBO: The question was what would
11 be the cost of extending the hours? Evening
12 hours?

13 COUNCILMAN OH: How much would it cost to
14 keep the Museum open to maybe nine o'clock?
15 And if you know, what would be the
16 commensurate positive economic impact for the
17 City?

18 MR. RAMBO: I don't know the exact value
19 of economic impact. But it would cost us
20 probably in the order of -- if we extended it
21 for another evening for a full year, would
22 probably cost in the order of about 500,000.
23 And offsetting that, you would have additional
24 current income that would come from this. The
25 net cost would probably be around 200,000.

1 COUNCILMAN OH: That's for one evening?

2 MR. RAMBO: For one additional evening.

3 That includes programming cost. We found that
4 to extend the hours that there needs to be
5 some additional programming associated with
6 those hours in order for visitors to be
7 attracted to the Museum.

8 COUNCILMAN OH: So five evenings would be
9 a million dollars?

10 MR. RAMBO: Pardon me?

11 COUNCILMAN OH: Five evenings till nine
12 o'clock would be a million dollars in cost in
13 general?

14 MR. RAMBO: We would have to do an
15 intense study on that. Certainly there would
16 be a change perhaps in visitors and things
17 like that, that would impact that.

18 MR. RUB: In order of magnitude, it's
19 too --

20 MR. RAMBO: At least in my view.

21 MR. RUB: I should say, I think you
22 probably know we are already open one night a
23 week.

24 COUNCILMAN OH: Yes.

25 MR. RUB: Friday until 9:00 p.m. As we

1 work our way through planning and talk about
2 access and new audiences, invariably the
3 conversation comes back to the hours you are
4 open which may be later but also maybe
5 shifting hours to deal with the audiences.
6 They want to recreate it, but also the issue
7 of what we do with time change and how we
8 touch people when they have a moment to share
9 with us. I think that is the most important
10 thing.

11 COUNCILMAN OH: Well, I am also
12 interested because it seems to be a very good
13 fit.

14 For example, if theaters -- because
15 theaters end their programs later, we have
16 developed an entire high class dining for
17 things as far as dining in the City, its very
18 good impact with hotel hospitality. It seems
19 an economic study of some sort would be very
20 good because the cost seems rather low for the
21 economic benefit to the city.

22 And in light of positive cash flow for
23 the City, with later hours and the opportunity
24 for early creative innovative population --
25 see Gary sitting right back there -- we all

1 want to be involved with.

2 The building is owned by the City of
3 Philadelphia, is it not?

4 MS. HARRITY: That is correct.

5 COUNCILMAN OH: Up until some years ago,
6 the City provided the funds for security
7 guards as I believe that is correct.

8 MS. HARRITY: Yes, that is correct. Up
9 until the mid '90s, the City provided a
10 hundred percent of the cost of the security
11 and maintenance. With a flat support from the
12 city, it now covers roughly 43 percent.

13 COUNCILMAN OH: Right. This is just a
14 comment then. It just seems to me that one of
15 those things where it's place where we can
16 spend a dollar and get 10 or \$15 back merely
17 by extending the hours. I think it's well
18 worth it if we can get some kind of report on
19 the economic impact of it. This is a doable
20 amount of money it seems.

21 Thank you.

22 Thank you, Mr. Chairman.

23 (Councilman Jones sits in for
24 Council President Clarke.)

25 COUNCILMAN JONES: Thank you, Councilman.

1 The chair now recognizes Councilwoman Brown.

2 COUNCILWOMAN BROWN: Thank you very much.

3 Good afternoon. One of my favorite
4 institutions in the city, I say that
5 sincerely. I speak sincerely.

6 And kudos with all that you do by
7 Philadelphia public schools. The history and
8 track record is rich and certainly be
9 celebrated and imitator picked up by others.
10 A number of questions.

11 When -- what are your plans -- I have
12 several questions here.

13 With the digital of the Museum for books,
14 magazine or film, are you compensated for that
15 at all?

16 MS. HARRITY: No, we are not.

17 COUNCILWOMAN BROWN: Okay.

18 MS. HARRITY: As a city-owned
19 institution, not only exterior of the
20 building. No.

21 COUNCILWOMAN BROWN: What plans exist to
22 create synergies with the institution that
23 would be on the Parkway now with the arrival
24 of parks.

25 MR. RUB: I will begin and Gail will have

1 a few comments. This is actually a
2 discussion. We are already putting some
3 things together.

4 Last year I had an additional
5 conversation with Gary Steuer.

6 COUNCILWOMAN BROWN: Okay. I have to
7 say, I think that -- I was talking to somebody
8 that mentioned this. Was it you?

9 MR. CROCE: Perhaps.

10 MR. RUB: We got together with PAFA and
11 Barnes and then other groups in the past. And
12 I asked how can we come together, help funds
13 together and work on initiative of Parkway and
14 make sure that the world knows that we are the
15 most interesting art story in this country
16 this coming summer, and we are the place to
17 come and see.

18 So, this is a joint marketing effort for
19 the summer and this fall. We believe it will
20 continue in the coming year and perhaps
21 provide a model for future collaborations in
22 our cultural institutions and we hope for the
23 city and state.

24 Gail has been working diligently on
25 transportation on the Parkway to the Museum.

1 She, perhaps, should talk about that.

2 MS. HARRITY: In addition to the
3 marketing collaboration, we also know that
4 what is important is getting people to and
5 from all of our great cultural institutions.
6 So, with the Phlash we have been working with
7 the International Visitors Center and the
8 Constitution Center along with the sister
9 cities, many organizations along the route
10 including Eastern State Penitentiary, the Art
11 Museum, the Zoo, the Mann, the Please Touch
12 Museum to continue the public -- continue the
13 Phlash service, which is so important for our
14 out-of-town visitors.

15 COUNCILWOMAN BROWN: It is.

16 MS. HARRITY: This has been a very
17 collaborative effort on the part of many
18 institutions. And we are thrilled to know
19 that we feel we will reinstate that service
20 from May through October. Early May.

21 MR. RUB: I should add also that we are
22 always doing collaborative partnerships with
23 the park.

24 So for example, this summer, in the park
25 which is just beyond the west entrance to the

1 Museum, we installed a garden that was
2 designed by the great American contemporary
3 artist Sol Lewitt who was commissioned by the
4 Fairmount Park Art Association 1981. Never
5 realized that this would be a huge, wonderful
6 addition to Fairmount Park experience in the
7 Museum.

8 We are also renovating the Rodin Museum
9 for performances in hoping we want to put our
10 best foot forward to introduce new audiences
11 to it. And the exhibition we are doing this
12 summer, which is called Gauguin, Cezanne,
13 Matisse: Visions of Arcadia is in one sense,
14 kind of homage to the Barnes and not just open
15 on the Parkway. So we have a lot to do.

16 COUNCILWOMAN BROWN: Also, suggest very
17 careful strategic planning.

18 Well, know that the City will be paying
19 attention to the joint marketing initiation,
20 which makes sense given the critical mass of
21 institutions along the Parkway.

22 MR. RUB: This industry has been a
23 really, really supportive partner of this.
24 It's been essential.

25 COUNCILWOMAN BROWN: You may or may not

1 know that there is a resolution asking for us
2 to take a look at what our Board of Directors
3 look like, city wide, particularly corporate
4 boards with noncorporate boards not in
5 session. And it's picked up great interest
6 amongst the business community and others.

7 So I ask the question where appropriate
8 of City agencies, what does your board look
9 like genderwise and in terms of cultural mix?

10 Are there women on your board? What is
11 the total number? And how many women if you
12 did a break down for me?

13 MS. HARRITY: Our current Board of
14 Trustees consists, which is the governing body
15 of the Museum, consists of roughly 60 trustees
16 of whom -- of which 56 percent are male and
17 44 percent female. And of that, 86 percent
18 white and 14 percent are minority.

19 COUNCILWOMAN BROWN: Minority includes
20 Latino and Asian?

21 MS. HARRITY: That's correct.

22 COUNCILWOMAN BROWN: You said 86 percent
23 not African-American. And the other -- I am
24 not a math major. Help me out.

25 MS. HARRITY: Fourteen.

1 COUNCILWOMAN BROWN: Okay, 14 percent
2 minority. Okay. All right. The same
3 question or similar question has been asked
4 of -- my bell rang.

5 Give that on the next round. Thank you.

6 COUNCIL PRESIDENT CLARKE: Thank you for
7 your consideration, Councilwoman.

8 Chair now recognizes Councilman Johnson.

9 COUNCILMAN JOHNSON: Thank you, Mr.
10 Chair.

11 Thank you for being here. I also echo
12 sentiments of my leader as it relates to the
13 contributions that the Philadelphia Art Museum
14 has made to our region, particularly from a
15 cultural like standpoint. I want to fully
16 recognize how the revenues that you generate
17 are helping us balance our own just in general
18 because we want as many businesses,
19 organizations, corporations that can really
20 assist us in keeping our City afloat.

21 If you can just give us your perspective
22 but an analysis, just for the record, of
23 climate impact that the Philadelphia Art
24 Museum has on the City of Philadelphia. And
25 then if you can just briefly touch on what

1 Councilwoman Brown talked about your role with
2 helping our young people that attend the
3 schools in our city.

4 MS. HARRITY: Start by the economic
5 impact as I mentioned in the testimony. Year
6 end and year out is very impressive. We do
7 have the ability with exhibitions such as the
8 Van Gogh Exhibition where it's permanently on
9 view, which is the only venue from the
10 exhibition in the United States to attract
11 visitors from all over the world. So it's --
12 I think it's worth repeating that thus far the
13 225,000 tickets sold, we are -- we have
14 visitors from every state and from every --
15 from 6 different continents, 60 different
16 countries. What we are finding is we need to
17 translate more of the materials because so
18 many foreign languages are spoken.

19 We did just receive -- every year for the
20 last decade, we have been doing economic
21 impact study not only of our individual
22 expeditions but of the year as a whole. And
23 on average, the economic impact that is
24 generated each fiscal year by the Museum is
25 anywhere from about 175 million to

1 200 million. It varies from year to year
2 depending upon the exhibition program.

3 But as I said, sort of year in and year
4 out we create close to 2,800 jobs for the City
5 and State and generate vary substantial tax
6 revenues. In Fiscal '11, \$6 million in tax
7 revenues for the City. I anticipated at the
8 end of this fiscal year when we conduct
9 another study, those numbers will be equally
10 strong if not stronger.

11 MR. RUB: I will speak briefly to your
12 question about education.

13 We included some numbers in our
14 testimony, of course. They are impressive in
15 and of themselves in terms of the numbers of
16 students each year we touch either in the
17 classroom or having them come to the Museum.
18 That number, by the way, is limited by space
19 in the museum. We can do much more and more
20 activity if we had more space for education.
21 And that is going to be one of our principal
22 goals and our facility's planning to do just
23 that.

24 But I think it's important to understand
25 where we are going with education just as much

1 as what we have been doing. It has emerged in
2 our strategic plannings discussions as one of
3 the key priorities for the Museum looking
4 forward. I was not surprised but I was truly
5 heartened, encouraged by the commitment our
6 staff and trustees in those discussions
7 expressed for the support we need to give to
8 the K through 12 system here.

9 We have always done education, but we
10 have done it differently over time and in
11 response to different needs. I must say there
12 is not a more challenging moment than the one
13 we are facing right now in terms of the kind
14 of support we need to go provide to these
15 schools to make sure visual art education is
16 available to the students of K through 12.

17 We know more now we have ever known
18 before about how important it is to creative
19 arts, visual arts. How it inspires
20 creativity. How it helps students understand
21 their world, create greater problem solving
22 skills and, of course, helps with literacy as
23 raised in classrooms. We can make a
24 difference.

25 We know the Museum experience of getting

1 new exhibits to students. I think, if
2 anything, coming here you may see a greater
3 sustaining lesson of education than you have
4 seen at any time in the past.

5 COUNCILMAN JONES: Point of information.

6 COUNCILMAN JOHNSON: Thank you. Have you
7 ever done an analysis of social capital
8 impact -- an analysis of social capital impact
9 in terms of dollars and cents as it relates to
10 outreach that you do of the students? Like in
11 most situations, we have some tough economic
12 times. All the free stuff basically, can
13 usurp stuff, that is where the cuts start at.
14 Obviously, you are maintaining that level of
15 outreach in spite of economic conditions of
16 the -- the Art Museum is going through.

17 MS. HARRITY: I think -- I love the
18 question. And I wish I could say that we have
19 conducted a formal social educational impact
20 study.

21 I think what is clear and is more
22 anecdotal is as the school groups come, some
23 85,000 school children each year, is that
24 exposing, you know, providing the opportunity
25 to see works of art from all over the world,

1 from India from China, is so vitally important
2 for our young people in Philadelphia as they
3 learn about the world and, you know, are
4 educated to be future strong employees in
5 our -- in all of our institutions.

6 So while we don't -- we have not
7 quantified the social impact, I think there
8 isn't a day that goes by without clear
9 demonstration of how powerful that impact is.

10 COUNCILMAN JOHNSON: Let me go back and
11 reframe the question the opposite way.

12 In terms of staffers of the Art Museum,
13 in terms of space that you lend out, in terms
14 of transportation that you basically give away
15 free, have you been able to take a look at
16 that from a financial standpoint just to say,
17 you know, in terms of the last four years we
18 devoted, you know, 4,000 man hours to watch
19 staff? Which in another world, if you weren't
20 going outreach you were actually putting a
21 cost there in terms of spacing, in terms of
22 man hours, such as staff for free.

23 MR. RUB: We have numbers for our
24 programs. We have numbers both on site and
25 off site. We have numbers for the staff

1 involved in this. We have numbers for -- and
2 this is a very important one for us to keep in
3 mind and for you to appreciate. Numbers for
4 the amount of contributing income for
5 educational activities.

6 It is probably the single most important
7 thing for many of our donors. It is what they
8 are most passionate about. We heard it again
9 when speaking about where we are going in the
10 institution. Education is key. Supporting
11 public schools are key. Making Philadelphia
12 strong through what the Museum can do is key,
13 also.

14 MS. HARRITY: Just to add a specific
15 example with regard to the Van Gogh
16 Exhibition, we were successful in raising
17 sponsorship funds to help us mount that
18 exhibition from Sun Financial out of a company
19 in Canada. And as part of sponsorship, it has
20 allowed us to open the doors on Monday for
21 Philadelphia school children to see the
22 exhibition.

23 So again, not having -- we seek corporate
24 funding not only from the region but from the
25 nation and, in this case, internationally to

1 the support programs for Philadelphia school
2 children.

3 COUNCILMAN JOHNSON: Thank you.

4 COUNCILMAN JONES: Quick question. But
5 to the answer of what is the value, priceless.

6 MS. HARRITY: Thank you.

7 COUNCILMAN JONES: Chair now recognizes
8 Councilman Squilla.

9 COUNCILMAN SQUILLA: Good afternoon and
10 thank you. We do appreciate everything that
11 has happened down at the Art Museum and of the
12 service we have down there.

13 My question is as relatable to the
14 Phlash. I see that obviously it's in this
15 also. Is that for Penn Street?

16 MS. HARRITY: This has been a
17 collaboration of the last month and a half.
18 It's changing minute by minute, but it will
19 stand two fiscal years.

20 Traditionally, the Phlash has operated
21 only from early May through October spanning
22 the fiscal year starting July 1. And at this
23 point, it is -- I believe we have a \$100,000
24 commitment from the City, for which we are
25 very grateful. And then commitments from

1 SEPTA and a multiple number of institutions in
2 order to maintain a service which we think is
3 vital for the City of Philadelphia in
4 welcoming visitors from the park.

5 COUNCILMAN SQUILLA: I agree. So that
6 means a two-year commitment for '12 and '13?

7 MS. HARRITY: I think the commitment at
8 this point -- I am only aware of one-year
9 commitment.

10 COUNCILMAN SQUILLA: Oh, okay.

11 MS. HARRITY: There may be a second year.
12 It's now -- I wish I had my colleague Jim
13 Carrato here from the International Visitor
14 Center. We definitely have gotten a one-year
15 commitment. And our goal is not only to get a
16 two-year commitment, but to expand the service
17 so that it's year round.

18 Many of our attractions including the Van
19 Gogh Exhibition, for example, are mounted in
20 Philadelphia during months that don't include
21 May through October. So our -- from the
22 Museum's perspective, our hope would be to not
23 only sustain this spectacular service during
24 the summer months, but to ensure that there is
25 something year round that can serve all of our

1 visitors in Philadelphia.

2 COUNCILMAN SQUILLA: I would agree. I
3 think it's a great idea. Some of these issues
4 I have spoken to who want to go down to the
5 Visitor Center and then not want to drive down
6 to the art Museum, Please Touch Museum or
7 places like that, it's a great feature to
8 have. We want people to enjoy the city, we
9 should make it as easy as possible for them to
10 do that. As Council, I would be very
11 proactive to looking into different resources
12 to make that happen.

13 I am glad to hear you have it for this
14 year. But I know talking about the season
15 next year, looks like it's an unknown to know
16 whether you will have that or not. It's
17 something we would look into.

18 MS. HARRITY: That would be wonderful.
19 Thank you.

20 COUNCILMAN SQUILLA: Also, I hear you
21 talk about the City's input into the Museum.
22 They do, I guess, help you with the utilities
23 and things like that. But the only thing that
24 was taken back then was the security
25 department; is that correct?

1 MS. HARRITY: That is correct. The City
2 has been extraordinarily generous in providing
3 utilities for the city-owned building. And we
4 are working very closely with several
5 departments, most recently the Office of
6 Sustainability, to manage the utility cost and
7 to provide a service that is efficient and,
8 you know, gets the job done but which is as
9 efficient as possible.

10 The -- we do have -- we did enjoy until
11 the mid '90s a hundred percent support of the
12 maintenance cost and security costs to manage
13 the Museum. And those costs not surprisingly
14 have risen over the years.

15 In the mid '90s, if I recall correctly,
16 the City support was in the neighborhood of
17 \$4.5 million for operating costs. While we
18 remain forever grateful that the 2.3 million
19 is extremely generous and where -- helps us
20 keep the doors open, our maintenance and
21 security costs are close -- for this year, are
22 close to 5.4 million. So, there is a gap of
23 about a little over \$3 million.

24 COUNCILMAN SQUILLA: Is that where you
25 come up with your grants or --

1 MS. HARRITY: Well, yes, we do. We -- as
2 we were describing earlier in an overall
3 budget, the City support for operations and
4 for utilities was approximately ten percent of
5 the Museum's overall costs annually. And the
6 balance whether through earned revenue,
7 contributed revenue or, you know, endowment
8 which is, in fact, the result of generous
9 private gifts over many decades, covers the
10 balance of also 90 percent.

11 COUNCILMAN SQUILLA: I want to thank you
12 for the work that you do. And hopefully,
13 continues getting better and better as we go
14 in. Everybody that does go there actually
15 loves it. I think we need to make it easier
16 for more people to get to these locations who
17 want to come down and have a great museum
18 experience and history experience and they can
19 do everything all at the same time.

20 Thank you for the work.

21 MS. HARRITY: Thank you.

22 COUNCILMAN JONES: Thank you, Councilman.
23 Chair now recognizes Councilwoman Brown.

24 COUNCILWOMAN BROWN: Thank you, Chairman.

25 As much as we pay attention to the Board

1 compensation across government, we also pay
2 attention to the demographic breakdown of
3 executive level staff of that organization.
4 We should know that, I believe, at the hearing
5 of the Chief of Staff for the city, we asked
6 that that message be delivered to all parts of
7 government and those who are directly or
8 indirectly affiliated with government.

9 I do not recall seeing that in your
10 testimony. Could you share with us the
11 demographic breakdown of the executive level
12 staff?

13 MS. HARRITY: Councilwoman, what I have
14 in front of me, and then we will look for more
15 in terms of the entire staff -- I know that
16 you asked for our executive staff.

17 The entire staff is 67 percent female,
18 17 percent nonwhite and 45 percent are over
19 the age of 40. I am happy -- I think you can
20 see most of us here from the Museum today,
21 executive staff today, are in that over-40
22 category.

23 COUNCILWOMAN BROWN: That's to be
24 celebrated.

25 MS. HARRITY: That's to be celebrated.

1 Also to be celebrated is -- and we are very
2 proud of our newest executive staff member Joe
3 Meade who is under 40 and was recently
4 celebrated by the Tribune as one of the top
5 ten African-Americans to watch in Philadelphia
6 under the age of 40. So, we are thrilled
7 that -- I think we are making great progress.
8 And the Museum is committed to having a
9 diverse staff in its entirety as well as an
10 executive staff.

11 COUNCILWOMAN BROWN: Okay. The record
12 should reflect that Joe Meade is a former
13 legislative aide.

14 COUNCILMAN JONES: Dually noted.

15 COUNCILWOMAN BROWN: We are proud of
16 that. Proud of where he landed. We are.

17 So, that gives me a snapshot, but it
18 doesn't capture in total. So, if you can
19 simply submit to the Chair the complete
20 breakdown of the executive level staff and
21 demographics, that would be useful.

22 Thank you for honoring the request to
23 provide the detail of MBE/WBE activity. We
24 are thrilled to hear that the Art Museum is
25 acknowledging and respecting and understanding

1 the importance of participation of lists of
2 people across the board.

3 Just a couple more, Mr. Chairman. We
4 talked a lot about the School District, so I
5 am pleased with that. And thank you for
6 getting the fact that smaller arts and
7 cultural organizations have value and going to
8 be embraced by the large institutions
9 downtown. To see your relationship with, I
10 believe it's others, is a signal that the
11 leadership here understands the importance of
12 value of small arts and cultural groups.

13 That concludes my questions for the Art
14 Museum. Thank you.

15 COUNCILMAN JONES: Are there any other
16 questions for this panel?

17 Seeing none, thank you so much for what
18 you do for Philadelphia.

19 MS. HARRITY: Thank you.

20 MR. RUB: Thank you so much.

21 COUNCILMAN JONES: Next we will be
22 hearing from the Free Library.

23 Good afternoon.

24 MS. REARDON: Good afternoon.

25 COUNCILMAN JONES: Would you please state

1 your name for the record and proceed.

2 MS. REARDON: I am Siobhan Reardon,
3 President and Director of the Free Library of
4 Philadelphia. I am joined today by the Chair
5 of the Board of the Trustees for the Free
6 Library, Mr. Robert Heim. And I am also with
7 our Deputy Mayor for Environment Community and
8 Resources, Mike DiBerardinis. Before I begin
9 I do want to acknowledge and offer condolences
10 to both the Fire Department and the families
11 of those firefighters who lost their lives
12 because of the tragedy recently. So with
13 that, I am sorry for those departments.

14 I look forward to working with all of you
15 and your colleagues in the coming months and
16 years to continue to bring the best possible
17 library services to the City of Philadelphia.
18 Needless to say the Free Library of
19 Philadelphia is on the move. Exciting
20 initiatives, innovate ways of delivering
21 services and standing room only programs are
22 indications of increased demand for our
23 services and the Library's ability to meet
24 those needs.

25 In order to continue this trajectory, the

1 Free Library is requesting \$33,353,362 in City
2 funds for Fiscal Year 2013 comprised of
3 29 million and 283,00 in Class 100;
4 2.2 million in Class 200; 1.8 million in Class
5 3 and 400. This represents no change to our
6 Fiscal Year '12 estimated obligations. In
7 addition, we are also seeking \$9.1 million in
8 this Commonwealth support.

9 Abbreviating our testimony, I do want to
10 go through that we are on the move. There is
11 a lot to talk about. I will give you a brief
12 summary in a second. I do want to note that
13 the work described in our statement is carried
14 out every day by Free Library's hard working
15 and dedicated staff. I want to publicly thank
16 them for their diligence and commitment to
17 outstanding customer service.

18 The Library's Senior Management,
19 approximately 40 people is 68 percent women,
20 14 percent African-American, 3 percent Asian
21 American. Overall, the Free Library staff's
22 full and partial and seasonal employees is
23 60 percent female, 40 percent male, 47 percent
24 African-American, 47 percent White, 3 percent
25 Asian and 2 percent Hispanic.

1 Of note, our staff speaks 29 different
2 languages including Chinese, Kiswahili,
3 Punjabi and Vietnamese. The skills are called
4 upon in our work to serve the new Americans
5 that come to the Free Library on a daily
6 basis. Our FY12 minority and women owned
7 business participation rate is more than 25
8 percent exceeding our goal of 12 percent. The
9 goal will continue to be 12 percent of the
10 Fiscal Year 2013.

11 Some of the highlights for the Free
12 Library is I can't help but the note the study
13 that was recently done by the Pew Research
14 Initiative on behalf of Free Library -- not on
15 behalf, but cited Free Library of Philadelphia
16 noting that 51 percent of adult Philadelphians
17 use the public library here in Philadelphia
18 and 30 percent of those people use it on a
19 monthly basis.

20 Recently, we had a study conducted by the
21 Fels School of Government to look at the
22 economic impact of having a Free Library of
23 Philadelphia. And some of the highlights of
24 that report are nearly over 10,000 people
25 could not have learned to read without the

1 Library and over 14,000 people taught somebody
2 else to read using the resources of the Public
3 Library. The economic impact of these two
4 statements is \$22.8 million.

5 Nearly 1,000 individuals found jobs
6 correctly because of the Free Library of
7 Philadelphia, with an annual economic value of
8 \$6 billion. 8,600 small businesses were
9 either started or improved because of the
10 Library's resources resulting in almost \$4
11 million in economic value. In homes within a
12 quarter mile of the Library are worth an
13 average of more than \$9,000 than homes further
14 away.

15 In Fiscal Year '11, in-person visit to
16 the Library's locations increased by 9
17 percent, virtual visits by 6 1/2 percent. We
18 also experienced a 10 percent increase in use
19 of our 850 computers. There was a 47 percent
20 increase in the use of electronic resources
21 including databases that support school
22 assignments, small businesses and job seekers
23 and downloads of electronic media, electronic
24 books, music and videos increasing from 43,000
25 to 179 representing over 400 percent increase

1 in music visitation. I happen to know you are
2 personally interested in this.

3 And the number of hours at our branches,
4 open hours at our branches increased by
5 7 percent when compared to Fiscal Year '10.
6 And first six months of Fiscal Year '12, over
7 35,000 page views of our special web pages for
8 job seekers and no more than 5,200 of our
9 entrepreneurial pages.

10 The extended Library is reached by
11 partnering the community organizations and
12 establishing computer hot spot locations
13 around the City where we have had over 21,000
14 people come into these community-based hot
15 spots to learn to get onto computers and onto
16 the digital highway for the first time in
17 their lives. And all these people are new
18 card holders to the Free Library of
19 Philadelphia.

20 We have to talk about our important
21 partnerships with the School District of
22 Philadelphia where the Free Library is
23 piloting with the School District of
24 Philadelphia to become the instruction
25 component of the educational process for

1 children hosting these classes in the Library.
2 So, supplementing the fact that many of these
3 schools no longer have a library.

4 Of course, our fabulous partnership with
5 the Children's Hospital of Philadelphia,
6 moving our Read, Baby, Read Program, so that
7 our children start school ready to learn.
8 Then recently, we implemented a pilot project
9 through our Parkway Central Senior Center
10 lending electronic devices, E-readers, Nooks
11 to senior citizens and providing training for
12 their use.

13 I know Bob wants to make a comment. So,
14 I entertain any questions and I look forward
15 to your comments.

16 I have pages. I just wanted -- I was
17 hoping to do an abbreviated version.

18 COUNCILMAN JONES: She was very judicious
19 in providing only the summary. I have the
20 actual six pages manifesto here.

21 MS. REARDON: We have a lot to talk
22 about.

23 MR. HEIM: Good afternoon. My name is
24 Bob Heim. I'm the Chair of the Board of
25 Trustees of the Free Library. And thank you

1 for permitting me to appear before you once
2 again.

3 I, of course, echo Siobhan's pride in the
4 Library. I am fond of saying that maybe I
5 should have said it while the Art Museum was
6 here, but I am still fond of saying that the
7 Library is the greatest of our cultural
8 institutions because we reach every segment of
9 this City. Every -- every child is a
10 potential patron of our Library. We reach out
11 to every child. We reach to every adult. It
12 makes no difference what race, gender, income
13 bracket you are. The Library is there for
14 you. And that is why I truly believe it is
15 the greatest of our culture institutions.

16 We're fond of saying that a world class
17 city deserves a world class library, and that
18 is what we aspire to be. That is what we
19 think we are becoming. And we are working
20 very hard to make you all very proud of us.

21 Over the last many months, we have been
22 working on and finally concluded and had
23 approved by the trustees a strategic plan for
24 the Library to move us forward for the next
25 several years. And we decided that the

1 mission for the Library want to be articulated
2 in very short spurts, and that mission is to
3 advanced literacy, to guide learning and to
4 inspire curiosity. And that is what we hope
5 to do among everyone in the city.

6 The plan on that sail is increased
7 services for children under five, people with
8 disabilities, new entrepreneurs and new
9 Americans while continuing to support children
10 of all ages. And critical to doing that is
11 the LEAP After-school Program, which we think
12 is -- continues to be one of our hallmark
13 programs and our summer reading program.

14 We look to the future. We know how
15 difficult it can be. The funding situation
16 can be very, very difficult depending on the
17 times. And we are very fortunate to have the
18 partnership with the Free Library Foundation.
19 The Free Library foundation does wonderful
20 things to raise money for the Library. That
21 is a purely private organization, but works
22 hand in glove with the trustees.

23 Just as we know that the Mayor of the
24 City does everything he can to support the
25 Library, as we go forward we are also looking

1 for whether there are revenue possibilities,
2 ways for us to develop our own revenue
3 sources. We are looking at such things as
4 advertising on the web and maybe charging for
5 some premium services, but we are committed to
6 making sure that the Library -- that no one in
7 the City who wants Library services has to
8 pay. This is the Free Library of
9 Philadelphia.

10 Technology is critical for us. We are
11 seeking constantly new ways to bring access to
12 technology to the community. Siobhan just
13 talked about the hot spots. I am very proud
14 of that. Siobhan Reardon is well-known and
15 well-established throughout the country as a
16 leader in understanding how technology can be
17 brought to bear and to work for the benefit of
18 children and adults and patrons of all ages.

19 We are doing lots of things, as Siobhan
20 said. The renovation to the Central Branch.
21 I think led by Siobhan, we rethought what we
22 were doing. We decided to open up a lot of
23 space. There is more -- there will be when we
24 are finished, there is already more space now
25 open to the public to the Central Library than

1 ever before. The new reading room is open.

2 You cannot only go into the popular
3 Reading Room and get books and CDs or DVDs but
4 you can actually sit down and read them now.
5 There is space to read. We have a teen center
6 in that room. We are going forward doing
7 that. At the same time, we are very mindful
8 of the importance of the branches.

9 I frequently on Saturdays in my car drive
10 around to the different branches. It's always
11 great fun for me and a wonderful experience
12 talking to the librarians and assistant
13 librarians and the security guards at the
14 branches. They are so devoted and so
15 committed. It's a tremendous experience.

16 But I always ask them what is their wish
17 list? What would you like to have? I was
18 telling Siobhan today it was in Santore
19 Library. And I said to the children's
20 librarian, what is your wish list if you can
21 have anything you wanted? She said, I would
22 like a little children's puppet stage. I
23 said, my God, we ought to be able to do that.
24 If that is your wish list, we can give you
25 that.

1 We are moving forward. We are challenged
2 as always. We are very grateful and working
3 with Mike. We are trying to do something
4 about improving our capital funding. Because
5 the one problem -- if Mike, you ask me what
6 problem do we have -- it's when these almost
7 100-year-old libraries, these Carnegie built
8 libraries, when the HVAC system goes out, when
9 the rain is coming through the windows, we
10 have to shut it down because we don't have
11 capital funds to immediately get in and fix
12 them; or more importantly, make sure it
13 doesn't happen in the first place. That is
14 the most frustrating thing.

15 We see some really opportunities with
16 Mike. And we work together for some creative
17 ways to increase the capital funding for the
18 branches because the branches are still, you
19 know, the living pulse of the Library. It's
20 where people come. It's the living pulses,
21 the neighborhoods. So while we describe
22 Central as the jewel, you know, without those
23 things and art regions, we don't have much.

24 So, that is where we are. We are excited
25 about where we are right at the moment. We

1 are moving forward on some many other levels.
2 And we are very, very grateful for City
3 Council's support. They have been terrific to
4 us. And we are very grateful. Thank you.

5 COUNCILMAN JONES: Thank you. I would be
6 remiss if I didn't say we have come a long way
7 from our '07 and '08 adventures in struggling
8 to make difficult choices about libraries. I
9 would be equally remiss if I didn't recognize
10 Councilwoman Blackwell and Councilman Green's
11 intervention in trying to -- in that struggle
12 in time to deal with that. I am glad to see
13 Sophie is in here who represented us in court
14 and fought for the libraries. We acknowledge
15 her and her contributions.

16 Also, I was educated by the friends in
17 the Free Library who were zealous. When I say
18 zealous, I mean zealous of representing all of
19 the libraries in the City of Philadelphia.
20 But what it showed us here is that from
21 different perspectives how much people care.
22 I mean, you have no idea. It was a lot of
23 things that were on the chopping block. And
24 you were dealing with trying to keep the
25 lights on in the streets.

1 When it came to the Library, human up cry
2 of people that cared about the literacy, about
3 culture, about access issues and -- I don't
4 think there was a lobbying entity equal to
5 Friends of the Free Library and the Library
6 advocates. We thank you for that and fighting
7 the good fight and us coming together at this
8 point.

9 Couple of quick questions. One,
10 obviously, you have an app. Can you talk
11 about that a little bit.

12 MS. REARDON: Sure. Our Free Library App
13 is downloaded to any device. I am second
14 guessing the -- any device you can download
15 our app. On that app you have our catalog
16 where you can actually search our entire
17 catalog. You can place a hold on an item and
18 pick it up wherever you want to pick up. You
19 can search and download everything from any of
20 our database. We have several thousand
21 databases right now.

22 COUNCILMAN JONES: Is that database as in
23 books?

24 MS. REARDON: No. So, the databases are
25 electronic. What used to be encyclopedias,

1 are electronic serials.

2 For instance, we have Dun and
3 Bradstreets, we have been able to do legal
4 environments. You name it, of course, it's in
5 the spectrum of materials that the Library has
6 on the electronic side. But it crosses, you
7 know, business, it crosses social, it crosses
8 religion and philosophy. So, we have all of
9 that in electronic format.

10 But the eBooks is -- we have 34,000 eBook
11 titles that you can download. Of course our
12 circulation -- a year ago our eBook
13 circulation was about 17,000 eBook downloads a
14 month. We are now up to 34,000 eBook
15 downloads a month. That is, of course,
16 children's, adults and teen titles, as well.

17 Of course, we have -- a Sony catalog
18 where you can download music. So, we have the
19 entire Sony Catalogue, as well. Of course,
20 all of our author series are now archived as
21 podcasts and you can download any author that
22 you have wished to ever hear that have been at
23 the Free Library. Of course, we have 135
24 authors every year.

25 COUNCILMAN JONES: Is there going to be a

1 technological means by which you share books
2 with other internet virtual libraries?

3 MS. REARDON: That is a really good
4 question. There hasn't been that conversation
5 because each library purchases a series or
6 number of titles from the Legacy Publishers.
7 And it's unique to each individual library.
8 It's sort of when you are downloading a book
9 from Apple.com or somebody else where you are
10 on your device, you can actually share it.
11 You buy one and you share -- I can share it
12 with my daughter or my son, so that -- we
13 haven't gotten that far yet. That is actually
14 a really interesting --

15 COUNCILMAN JONES: So we can do away with
16 late fees?

17 MS. REARDON: You know, that is actually
18 a thing that we are looking at right now. You
19 and I were talking about this just recently.
20 So, the concept of the fine, the more we move
21 toward the digitized material, is actually
22 going to go away because you are not returning
23 the physical tactile material.

24 So, because you borrow it for three
25 weeks, it disappears after the three weeks.

1 The consequences of the fine will actually be
2 a substantial reduction in that sort of
3 revenue stream for almost every library that
4 is doing it.

5 COUNCILMAN JONES: So, how many devices
6 are you compatible with?

7 MS. REARDON: Everything. Pretty much,
8 it's an Android device. It's an MP3 player.
9 If it's an Apple product, we can download
10 materials from the site.

11 COUNCILMAN JONES: Couple of mundane real
12 world questions.

13 MS. REARDON: I want to go back to the
14 Councilmembers. One of the most important
15 things you and I were talking about just
16 recently.

17 Councilman was asking me about Nooks. So
18 I said, the thing is when you buy the Nook,
19 you bought that one time. You can actually
20 for the rest of your life as long as you own a
21 Free Library Card, you can download items
22 instead of going to commercial vendor, you can
23 actually download material from the Free
24 Library of Philadelphia.

25 There is not only what is available at

1 the Free Library, you have to remember there
2 is the entire public purview of materials,
3 books, whole titles that are out there that
4 you can download at any point in time. Music
5 and videos are available as downloads, as
6 well.

7 COUNCILMAN JONES: Fascinating.
8 According to your testimony, you're looking
9 for \$9 million from the Commonwealth?

10 MS. REARDON: Yes.

11 COUNCILMAN JONES: What is the prospect
12 of that?

13 MS. REARDON: The latest report we have
14 to the Governor's submitted to the Executive
15 Budget and the subsidy for public libraries is
16 scheduled for potential 5 percent reduction,
17 which means the Free Library is taking another
18 loss, about a 340 roughly thousand dollar loss
19 of state support.

20 COUNCILMAN JONES: More good news from
21 Harrisburg.

22 According to your testimony, you have six
23 hot spots in community centers, free computer
24 access. How many of these computers are
25 available at these hot spots? And what are

1 your hours?

2 MS. REARDON: So there is on average,
3 there eight to ten computers in each of the
4 hot spots at the hours of 20 hours a week.
5 And each of the hot spots is staffed by pretty
6 advanced computer assistant.

7 So, one of the most significant aspects
8 of the hot spot is that one-on-one mentoring
9 that that computer assistant has with that
10 individual patron that comes in and this is
11 their first time getting on a computer. What
12 we do is give them -- we make them first
13 register for a library card. Then we give
14 them an e-mail address.

15 Then we teach them how to search the
16 internet, help them with their resume and
17 conducting job searches, help them with cover
18 letters, all of that.

19 The difference at the hot spot is that
20 these are not timed participation on the
21 computer. So when you are in most of our
22 locations and during our busiest times, you
23 are pretty much limited to half an hour on
24 each computer on the hot spots. But you are
25 not time limited because too many of these

1 folks are coming in for the first time and
2 they need the time to learn.

3 They are only open 20 hours a week. This
4 entire project has two sources of funding; the
5 Knight Foundation has supported the five out
6 of the -- it's actually seven hot spots we
7 have now once we launch the Tech Mobile last
8 week.

9 The second support is from the Broadband
10 Opportunities Program that supports joint high
11 school and the Tech Mobile.

12 COUNCILMAN JONES: Tech Mobile launching,
13 when is that --

14 MS. REARDON: We launched it last
15 Thursday at People's Emergency Center, so it
16 is officially on the road.

17 COUNCILMAN JONES: Do you have a rational
18 where it will be and reason why --

19 MS. REARDON: Yes. We are focusing the
20 Tech Mobile in mostly disadvantaged
21 communities where we have low adoption rates.
22 So, we have a map that is done by the City's
23 Office of Information Technology along with
24 Temple University.

25 We have identified areas are where there

1 are low broadband adoption, low diversity
2 rates and are economically challenged, so that
3 we be a priority for the stops. We are
4 actually beginning to schedule each of those
5 stops now. But if you would like the Book --
6 Tech -- keep calling it Book Club. It's a
7 default of mine. It's a difficult -- if you
8 would like it, if you have an event and would
9 like to have the Tech Mobile at your event,
10 just let us know.

11 COUNCILMAN JONES: I noticed in your
12 report about your survey about use of the
13 Library. That vast number of people visiting
14 the Library wanted some type of social service
15 report. I don't understand that.

16 MS. REARDON: People come to the Free
17 Library with help with their tax support,
18 getting tax forms. They want health
19 information. They want -- particularly in
20 October/November time frame when you are
21 signing more Medicare, Medicaid, a lot of
22 folks aer coming in to ask for support in that
23 regard.

24 In many cases our libraries are right
25 next door to either Social Security Office or

1 other offices. These folks are coming in and
2 asking for support. We will help them get
3 online. So much of this is online, and we
4 have to teach our patrons how to go online to
5 search for information.

6 COUNCILMAN JONES: So, it's more for use
7 of the technology?

8 MS. REARDON: Right.

9 COUNCILMAN JONES: Having access to it?

10 MS. REARDON: Exactly. Then getting them
11 the right guidance to ask the right questions.

12 COUNCILMAN JONES: Do you collaborate
13 with some of our departments that directly
14 provide these services?

15 MS. REARDON: Always. Absolutely.

16 COUNCILMAN JONES: Okay. Says the summer
17 reading with the after-school programs with
18 the School District, how are -- you're doing a
19 pilot program with them?

20 MS. REARDON: That is the pilot program.
21 That is mostly -- when we are talking about
22 specifically in three specific neighborhoods
23 is where we are working with the School
24 District where the Library will pick up
25 information, the instruction. Normally, what

1 would happen -- each school had a library in
2 it. School children would go into the library
3 and they would receive information and
4 instructions how to conduct research, how to
5 look for good information, how to prepare your
6 term paper, that sort of thing.

7 The Free Library of Philadelphia is now
8 going to a be a part conduct that work, those
9 classes in the Free Library so we become part
10 of the curriculum. So, it's more than just a
11 class visit in these particular neighborhoods
12 that we are actually part of the working day
13 of a child's education.

14 COUNCILMAN JONES: You have an adult
15 literacy program that you targeted, seven
16 neighborhoods. Which ones are those and why?

17 MS. REARDON: That is specific work of
18 the Mayor's Commission on Literacy. I think I
19 am going to ask Judith to come up and talk --

20 This is Dr. Judith Renyi. I will ask her
21 to come up and talk specifically about the
22 seven locations where they have given grants.

23 MS. RENYI: Good afternoon.

24 COUNCILMAN JONES: Good afternoon. State
25 your name.

1 MS. RENYI: I am Judith Renyi. You want
2 to know about where the neighborhoods are?

3 COUNCILMAN JONES: Yes.

4 MR. CROCE: They are clustered at the
5 moment -- the first seven that we funded are
6 clustered North of Market Street up to Olney.
7 There is one project in the Greater Northeast,
8 but most of them are in the Central North part
9 of the City. And we have one project that is
10 in West Philadelphia at Mill Creek Parkside,
11 so Lower Olney. We have a group that is
12 calling itself Lower Northeast. We have North
13 Central. We have Eastern North Central, et
14 cetera.

15 COUNCILMAN JONES: How many people do you
16 intend to serve? You have a number?

17 MS. RENYI: In this short planning
18 project they are doing now, it will be over
19 300 learners to be served. And they are also
20 spending some serious time on getting local
21 neighborhood tutors and neighborhood mentors
22 started up and trained. So, the core idea of
23 the neighborhood Learning Centers is to start
24 to create learning of and by and for the
25 people right where they live and where they

1 work.

2 COUNCILMAN JONES: My final question
3 would be, your E-rate Federal Program. And
4 you are looking for a federal grant for that?

5 MS. REARDON: No. We receive -- what you
6 are seeing here is that the Free Library of
7 Philadelphia wants to expand broadband
8 capacity in an additional 14 libraries
9 throughout the City. What we are doing is --
10 90 percent of that support is reimbursable by
11 the Federal Government. So we are looking for
12 support to make sure that 14 additional
13 libraries grow from the 10 mega-big libraries.

14 COUNCILMAN JONES: Who does the up front
15 initial capital improvement?

16 MS. REARDON: The City of Philadelphia,
17 and then it's reimbursed.

18 COUNCILMAN JOHNSON: Okay. With that,
19 Chair now recognizes Councilwoman Brown.

20 COUNCILWOMAN BROWN: Good afternoon.

21 MS. REARDON: Good afternoon.

22 COUNCILWOMAN BROWN: Let me say first how
23 your enthusiasm is contagious. It's wonderful
24 to see. Really is. You should know that I
25 read with interest the Pew Report. I find

1 these documents to be very instructive for us
2 where we sit.

3 And so given the great amount of wealth
4 of data that was in this report, simplifying
5 the government structure, prioritizing
6 services, reevaluating branch hours, making
7 Parkway Central more welcoming place, securing
8 sustainable funding, of these where do you see
9 placing your next steps in terms of strategy?
10 Given these guide posts that have been
11 stipulated, how are you going to use it for
12 your next steps?

13 MS. REARDON: I think that is going to be
14 a shared response between Bob and myself. I
15 think that we have to absolutely take a look
16 at -- well, making Parkway Central more
17 welcoming is absolutely the project that we
18 have been involved with literally for about
19 the past 13 years.

20 But in the past year and a half, that we
21 have completely rethought how it is we want to
22 move on the project. And have decided it's
23 still a massive project that there still will
24 be an expansion to the North of the building
25 only much smaller in scope than we had

1 originally projected.

2 But what we are doing is really focusing
3 on reenergizing and start building on 19th and
4 Vine, opening up the amount of public space
5 available to the public. It was around
6 34 percent. It was only available to public.
7 Our goal is to make it close to 70 percent.
8 That's just reorganizing, redistributing
9 space. And to take advantage of technology,
10 we are disassembling the stacks to the north
11 of the building, rebuilding them, and then
12 putting compact shelving and opening two
13 levels of compact space.

14 COUNCILWOMAN BROWN: I see.

15 MS. REARDON: And all of which I think
16 we're in a total of 30,000 additional square
17 feet open to the public. Now, the Public
18 Commons, the floor underneath that we are
19 going to decide now exactly what goes into the
20 public space underneath the Common. We will
21 have a new mezzanine level above the Common.
22 This is all reducing the stacks space to the
23 north of the building where we are reopening
24 it.

25 And then -- what happens is when you

1 reopen space to compact shelving, you take all
2 the books that are in the middle of the floor.
3 What we have done now is put them into
4 prioritize what needs to be on the floor
5 versus what needs to be in the stack for easy
6 retrieval. Then there is a conversation about
7 in the stacks there's about 850,000 items. A
8 very large percent of that isn't requested on
9 a regular basis. We would then move them off
10 site and then go and retrieve those materials
11 from an off site location. That is how you
12 open more space and make it much more
13 inviting.

14 If you have not seen the Fill Recall,
15 which is our reopened popular library research
16 basically is the branch name of the library
17 for Logan Square and Fairmount. It's a
18 spectacular restoration event. And you can
19 see the vibrancy of the room. And it's the
20 model for what will happen in the rest of the
21 Library, the rest of that physical plan.

22 COUNCILWOMAN BROWN: Maybe with consent
23 of the President we can arrange for
24 Councilmembers and staff --

25 MS. REARDON: I would love to host a

1 Council meeting at Filbert Hall. That would
2 be great. That is number one. That is
3 basically a work in progress.

4 We are going to look in our hours to see
5 how it is. We can talk about additional
6 weekend shifting hours. We can't add hours
7 really. It's how it is. We would look at the
8 current schedule and see if there is more that
9 we can push toward Saturday openings versus
10 midweek openings. That is a long
11 conversation.

12 COUNCILWOMAN BROWN: For sure.

13 MS. REARDON: Bob will talk about the
14 floor structure.

15 COUNCILWOMAN BROWN: Let me just say, to
16 let you know the context of all this, we have
17 asked all departments to be -- to share with
18 us what your prior government looks like from
19 a demographic standpoint. You should know,
20 that I introduced a resolution asking about
21 women on boards. And so that is the universal
22 question being asked across government for a
23 lot of reasons.

24 I am sure you understand where you have a
25 mixed perspectives and views, you have a

1 richer outcome with that.

2 MR. HEIM: Councilwoman, as to that, the
3 structure of the Board of Trustees as I
4 believe you know the Trustees are under a
5 charted of an independent board. But the way
6 it is set up under the charter for various
7 reasons that are more to start than anything
8 else, possibly, the Mayor selects the trustee,
9 and then the trustees select the trustee. It
10 alternates.

11 So when a Mayor selects a trustee and the
12 Mayor is good enough to talk to us about who
13 he thinks might be a good trustee, and then we
14 appoint the trustee. And we do the same with
15 the mayor.

16 Right now the Trustee Board is 21
17 trustees, 11 are women and 10 are men. And
18 the of those 21; 10 trustees are White, 8 are
19 African-American, 1 is Hispanic and 1 is
20 Asian. That adds up to 20, so I don't know
21 where I missed one here.

22 COUNCILWOMAN BROWN: That is a remarkable
23 mixed.

24 MS. REARDON: It's Mike.

25 MR. HEIM: Mike falls into Italian.

1 COUNCILWOMAN BROWN: That is a rich mix.
2 That is what we really are shooting for and
3 aiming for. And I will say to you upon your
4 arrival years ago, you were very open and
5 honest about the need to do better. And the
6 work product shows, so thank you.

7 MR. HEIM: As to the other inquiry,
8 Councilwoman, I share with Siobhan, I think, a
9 principal effect is to do everything we can to
10 keep the hours -- the open hours up. We
11 managed to make great progress in shutting
12 down and stabilizing the number of closures,
13 so we moved that way down. And that has been
14 an improvement. But it -- you know, if we can
15 have our way, there wouldn't be any shut
16 downs. That is the goal to get it as low as
17 possible.

18 The other items are more difficult. I
19 mean, if you were to ask me, just me, would I
20 like to have a sustainable independent funding
21 base? Pittsburgh, for example, Carnegie just
22 had 70-some percent of their voters approve
23 a -- I forget how much. What is it? 0.23 tax
24 that would go directly to the sustain their
25 business. They did a website, they had a

1 referendum on it. They got over 70 percent of
2 the cities to approve it.

3 With all of those kinds of things, the
4 devil is in the details. How you actually do
5 it and how you implement them is very
6 complicated. So, if you ask me, would like to
7 have that because to be able to plan, sure.
8 But there are a lot of issues with respect to
9 it, and I understand that there are.

10 The Board structure, it is in a way an
11 unusual board structure because we have the
12 trustees who operate the system, and then you
13 have the foundation that is so important to
14 us, that a private foundation help sustains
15 many of our operations.

16 But we work together very well. I mean,
17 we -- I have to say that the relationship
18 between the trustees and the foundation is
19 superb. If you think of it as triangle, as a
20 three-legged stool, where the City's
21 participation has been also terrific. Mike
22 DiBerardinis attends all of our trustee
23 meetings. We frequently go to Mike and say
24 help us with this or help us with that.

25 So while that is probably something that

1 ought to be looked at, you know, I don't have
2 that as high on my hit list as some of the
3 other things.

4 COUNCILWOMAN BROWN: The report is
5 comprehensive and gives a lot of opportunity
6 for progress and growth. And you can't beat
7 it out all at one time. You have to do it a
8 bite at a time. To hear where your
9 preliminary priorities are is very, very
10 helpful. Thank you.

11 I will come back on the next round,
12 Mr. Chairman.

13 COUNCILMAN JONES: Thank you
14 Councilwoman.

15 Chair recognizes Councilman Johnson.

16 COUNCILMAN JOHNSON: Thank you,
17 Mr. Leader.

18 Thank you for being here today. Just got
19 a couple of questions in regards to -- well,
20 one statement from a statement perspective.

21 Port Reed is in my district, and I
22 haven't had an opportunity to revisit the hot
23 spots, so I will make that a priority.

24 Two, hopefully if the funding goes right
25 from a public/private partnership, I would

1 like the development of a new health center at
2 Broad and Market, which is in my district, and
3 I've always gone to the South Philadelphia
4 Library. As a kid growing up in South Philly,
5 that was a hub for studying. Hopefully, that
6 project directionally can be something that
7 comes to fruition.

8 My questions are along the lines of --
9 one is a statement and the other one is a
10 question.

11 First question would be, I know you have
12 a job fair coming up next week. I am always
13 getting mail or some type of information
14 regarding the various job readiness, workshops
15 that you offer. So can you give me some
16 numbers how many people participate? How many
17 people land jobs? What the demographic looks
18 like for the job fairs as well as the actual
19 workshops for job readiness.

20 MS. REARDON: I am going to get back to
21 you because those are not numbers I know off
22 the top of my head. What would be good is to
23 make sure that when we host our job fair next
24 week, that we keep track of the number of
25 people coming in and sort of ask them sort of

1 how many resumes were taken.

2 We did it last year. We had a range of
3 people come into the job fair at Parkway
4 Central. And I forget the number of people,
5 but it was known a number people were able to
6 leave their resume and quite a number of
7 people were able to get jobs. Rather than
8 make up a number, I would rather wait
9 until next week.

10 COUNCILMAN JOHNSON: That's not so much
11 to put you on the spot, but to look at the
12 Philadelphia Free Library as doing their part
13 in terms of getting people employed.

14 MS. REARDON: We sure do. Again, with
15 our work and Mayor's Commission on Literacy,
16 this is an essential focus. It's a major
17 component of our strategic plan. It's one of
18 the five target groups is job seekers. It's
19 been an important focus with the Free Library
20 because it's been what -- who we have been
21 working with on a much -- enormously, it's a
22 staggering number of people that are coming in
23 that used to never come into the Free Library
24 of Philadelphia, hadn't discovered the Free
25 Library of Philadelphia not only in the 54

1 locations including the library with basically
2 handicap, but also in our neighborhood hot
3 spots. I think that's sort of what we've been
4 working with. Of course, Judith has seen
5 tremendous number of people in some weird job
6 instances.

7 MS. RENYI: Yes. At the heart of your
8 question is, is finding out what the outcomes
9 are for some of these things. It's an issue
10 that we are working on between the Literacy
11 Commission in the Library but also the career
12 links and trying to make sure that we can not
13 just serve people but keep on serving them.
14 And it's not enough that they get that first
15 job, we need to make sure they stay with the
16 education and the learning and credential
17 getting so that they can get a really good job
18 and a career.

19 COUNCILMAN JOHNSON: I just wanted to
20 comment in regards to capital improvements,
21 very critical issue. If you can just briefly
22 just reiterate your perspective to me. And I
23 know operating capital versus capital
24 improvements are two totally different
25 budgetary items. I know the Department of

1 Parks and Recs, we have capital budget. Which
2 you can do improvements throughout recreation
3 centers throughout the district. As District
4 Councilperson, it would be interesting to see
5 if the same formula can be applied for
6 libraries. All we are doing is borrowing
7 revenue that we will pay back in the future,
8 but if that is something that could be
9 explored in terms of the maintenance, the
10 upkeep of our actual library facilities.

11 MR. HEIM: I think that is something that
12 could be explored for a long time. We are
13 running -- forgive me. I don't have these
14 numbers correctly. But for a good while, we
15 were running with a capital budget for 53
16 branches of somewhere, what, a million or
17 little close to a million two or something.
18 If you think about trying to maintain 53
19 buildings for a million dollars a year, it's
20 just impossible. I mean, it's just totally
21 impossible. You just can't do it.

22 And as a result, we have run -- a number
23 of these libraries are badly in need of
24 repair. The Library staff does a great job
25 and went kind of spit and bailing wire -- hold

1 them together, as we used to say in the Navy,
2 jury rig them.

3 But we recently have seen more money
4 coming to us from in the capital budget, and
5 we are working Mike DiBerardinis who has put
6 together a plan to try to not only increase
7 the capital budget that comes from the City,
8 but to work with a kind of private/public
9 partnership to get funds that would go into
10 our capital plan and that we could use for the
11 neighborhood branches, which is what I would
12 really -- where we need it.

13 So, I am feeling better about it than I
14 have any time in the last few years. We don't
15 have it done it yet. I hope that when I come
16 back next year, I will be able to say this
17 really worked. We were able to dramatically
18 increase the capital funds available, and this
19 is how we use them. We are not there yet, but
20 we actually have a plan to do it.

21 COUNCILMAN JOHNSON: Mike, you want to --

22 MR. DIBERARDINIS: It could happen very
23 well.

24 COUNCILMAN JOHNSON: Thank you.

25 COUNCILMAN JONES: You haven't been in a

1 library till you been in any of our libraries.
2 But the Carnegie Mellon libraries are
3 particularly stunning. Just create an
4 atmosphere where you want to be shushed, you
5 know.

6 MS. REARDON: Not anymore.

7 COUNCILMAN JONES: Chair now recognizes
8 Councilman Oh because this is first round.
9 Then we'll go back to you.

10 COUNCILMAN OH: Thank you very much,
11 Mr. Chairman.

12 Just two comments or questions. One is
13 about your technical assistance. You have a
14 help desk or technical assistance. And can
15 you tell me a little bit about that?

16 MS. REARDON: I think I am going to ask
17 you to say more on your question. We do have
18 a help desk at the Free Library of
19 Philadelphia that's open. We have two things.

20 We have a Help Desk that works with our
21 customers if they are having technical
22 problem, and there is an inside and outside.
23 Then there is the line that you call when it's
24 called Ask A Librarian. So if you need a
25 research or reference question, there is that

1 line that you also can call.

2 Which of those are you talking?

3 COUNCILMAN OH: The second one where you
4 actually get someone to help with questions
5 and problems.

6 MS. REARDON: Okay. So, that is a line
7 that is personned for the better part during
8 the working hours of the Library. Then you
9 can leave a message or you can either call or
10 you can send in a question electronically.
11 So, we will always get back to you within a
12 24-hour period of time. And there will be
13 times when we say we will get -- this needs
14 deeper research, particularly if it's a
15 research question that needs a lot of
16 research. We will say we will get back to
17 you. Then we will say, it's going to take us
18 X period of time to do that research for you.

19 COUNCILMAN OH: That is a free service?

20 MS. REARDON: Everything we do is free.

21 COUNCILMAN OH: That is an extraordinary
22 service. Almost anybody can call and leave a
23 question and get an answer back.

24 MS. REARDON: Right.

25 COUNCILMAN OH: I was just wondering, is

1 that available during the regular hours?

2 MS. REARDON: Yes. Ask a Librarian is
3 always open. It's 24/7 service.

4 COUNCILMAN OH: How many people use that
5 service?

6 MS. REARDON: I will have to get back to
7 you. I would be making up a number. I can
8 get back to you. Dr. McVee is shaking his
9 head no, so we will get back to you.

10 COUNCILMAN OH: Seems like a number we
11 would like to know to see, you know, the
12 resources and whatnot.

13 MS. REARDON: Sure. Absolutely.

14 COUNCILMAN OH: And then just a thought
15 is I see so many communities where parents
16 don't speak English. Kids are going to school
17 and just the ability for the Library to fill
18 in that gap of both providing the resources to
19 the children but also kind of interfacing with
20 parents to help children if they were
21 bilingual services available.

22 MS. REARDON: What is very interesting
23 now because Philadelphia has a large number of
24 what we call new Americans or immigrants. It
25 is often the child that you will connect with

1 first, and then we will connect with a parent.
2 We will bring the parent and introduce our
3 English As A Second Language classes.

4 We will introduce our conversation
5 classes for somebody who is literate in their
6 native language and is going to come to
7 literacy in the English language. And you
8 begin a conversation round tables. So, you
9 have their round of system, as well.

10 We would like to connect with the parents
11 usually through their child because the child
12 has already established a comfort zone in the
13 Library. Of course, what also happens is so
14 somebody is new to English, they will often
15 use a lot of children's material and take them
16 out because it's some very fundamental
17 learning lessons in there. But there is also
18 the children's audio books that also get
19 borrowed by people who are new to English, as
20 well, which is how they build their English
21 skills.

22 COUNCILMAN OH: These are two great
23 resources. I understand because of budget
24 cuts that there was a lack of money to market
25 all these services out to the public.

1 Is that still is case?

2 MS. REARDON: We do a pretty good job of
3 marketing. What we try to do is bundle our in
4 larger messages and talk about more about the
5 Free Library and the opportunities we afford
6 and the experiences we afford versus what I
7 will call the stuff, the collections and the
8 spaces.

9 So, we do -- we have not done targeted
10 marketing. And that is probably something
11 that we are going to look at. It's a major
12 initiative in a strategic plan. It was one of
13 the high levels of what came out of that two
14 years worth of strategic planning of top
15 seven -- one of the top seven items that we
16 have to do a bunch of more significant
17 targeted marketing campaigns so that are new
18 Americans, and particularly in the languages
19 in which people speak. As we said, we have a
20 staff that speaks 29 different languages, so
21 we are able to communicate on some level.

22 I think, you know, as we talk about
23 technology, there is an app which translates.
24 Somebody come in speaking Mongol, will
25 actually ask the question in their language.

1 And you hit the app and it will translate it
2 into English. At least we can begin having
3 the conversation and that sort of transaction
4 between customer and our staff.

5 COUNCILMAN OH: That's great. Thank you
6 very much, Mr. Chairman.

7 COUNCILMAN JONES: You are more than
8 welcome, Councilman.

9 Chair now recognizes Councilwoman Brown.

10 COUNCILWOMAN BROWN: Thank you. Couple
11 remaining questions that I've asked of other
12 departments, as well.

13 I looked in the document here. It says
14 that compared to other cities, Philadelphia
15 sees about two-thirds of its total funding
16 from the City of Philadelphia. With that, we
17 wanted to know the composition breakdown of
18 the executive staff, as well.

19 Before you give me that, you did provide
20 the numbers around MBE/WBE participation. I
21 believe you said you met your goal.

22 Is that not correct?

23 MS. REARDON: Yes. That's correct. We
24 more than met our goal.

25 COUNCILWOMAN BROWN: Knowing that you

1 indeed achieved the goal, why not raise the
2 goal for the next year?

3 MS. REARDON: Well, we have one
4 significant contract for Fiscal Year '13 and
5 that is with Pomeroy. That is our -- that was
6 contract that I was -- actually approved by
7 this Council in December. It is the contract
8 for next year.

9 The other is General Asphalt, which
10 actually abides by the MBE/WBE standards.
11 Pomeroy is a different situation. We know
12 these are PC. These are public PCs. It's a
13 four-year lease, so we had to come knowing it
14 was not -- that we were not going to be able
15 to take it up to 25 percent like we are now.
16 We are actually going to meet the -- we are
17 going to meet what we need, the 12 or 13
18 percent.

19 We would like to and we'll still work
20 with as new contracts come along. It's a
21 constant. Bill Flemming and Norm Reilly on
22 our staff focus on this as we look to contract
23 this. This is a major area of focus for us.

24 COUNCILWOMAN BROWN: Well, know that we
25 appreciate, what they call, good faith effort.

1 MS. REARDON: Absolutely.

2 COUNCILWOMAN BROWN: Also, leaders are
3 made not by what they say but by what they do.

4 MS. REARDON: Absolutely.

5 COUNCILWOMAN BROWN: We appreciate that.

6 MS. REARDON: And Councilwoman, I did in
7 my initial opening marks, but I am also going
8 to have you look on page five of my testimony,
9 does talk about what we have are 40 people in
10 our communications council, which is the
11 leadership of the Library that breaks down
12 5 percent women and 14 percent
13 African-American and so forth.

14 Do you see that?

15 COUNCILWOMAN BROWN: Okay.

16 MS. REARDON: All right.

17 COUNCILWOMAN BROWN: I did overlook that.

18 MS. REARDON: You asked a question on
19 revenue. I know you were looking at the Pew
20 study. Did you have a question on that,
21 Councilwoman?

22 COUNCILWOMAN BROWN: No. The question
23 with regard to the Pew study was more than
24 adequately addressed. I think that that might
25 be it.

1 Thank you, Mr. Chairman.

2 COUNCILMAN JONES: Sure, Councilwoman?

3 COUNCILWOMAN BROWN: I am.

4 COUNCILMAN JONES: Are there any other
5 questions for this panel?

6 Seeing none, thank you very much.

7 We will be on recess until Wednesday,
8 April 18, 2012, 10 a.m.

9 (Ending time, 2:58 p.m.)

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