

Uptown Task Force Meeting Minutes
June 5, 2018
8:00 – 10:00 a.m.
Life'sWork, 1323 Forbes Avenue

Present: Anthony Boule (Parking Authority), Derek Dauphin (DCP), Grant Ervin (City of Pittsburgh), Bill Generett (Duquesne University), Tad Hale (Avenu), Simona Loberant (SEA), Sean Luther (InnovatePGH), Breen Masciotra (Port Authority), Jeanne McNutt (Uptown Partners), Stephanie Moyes (Bethlehem Haven), Tim Parks (Life'sWork), Lama Shehadeh (DCP), Mary Ellen Solomon (Duquesne University), Janet Strahosky (Bethlehem Haven), Andréa Stanford (Allegheny County), John Wilds (Pitt), Joe Wingefeld (Uptown Partners), Joan Hayek (Duquesne University)

Regrets: Greg Alan (Duquesne Light), Roger Altmeyer (UPMC-Mercy), Terri Baltimore (Hill House Association), Cliff Blashford (NRG), Angelica Cirianni (GBA), Gary Desjardins (PPG Paints Arena), Rich DiClaudio (Energy Innovation Center), Craig Dunham (representing Pittsburgh Penguins), Ruari Egan (PWSA), Amy Hart (Center for Hearing & Deaf Services), Josh Henschel (Resident), Amber Jackson (Bethlehem Haven), Debbi Linhart (Bethlehem Haven), John Kraemer (NRG), Brian Kurtz (PDP), Shantalaya Mathews (URA), Linda Metropoulos (ACTION – Housing), Justin Miller (DOMI), Leslie Montgomery (Pittsburgh Blind and Vision Services), Ray Morrison (Uptown Resident), James Myers Jr. (Urban Innovation21), Kristen Osterwood (GBA), Rebekkah Ranallo (OPDC)

Invited/Absent: Antoine Davis (Pittsburgh Police), Kirk Holbrook (Rep. Wheatley), Marimba Milliones (Hill CDC), Carl Redwood, Jr. (Hill Consensus Group), Sonny Williams, Daniel Wood (Councilman Lavelle)

Guests: Leslie Mansfield (Duquesne University)

Call to Order/Welcome: Mary Ellen Solomon convened the meeting at 8:06 a.m.

Approval of Minutes: Mary Ellen asked for a motion to have the May meetings minutes approved that were previously distributed to all members via email. The motion was approved with no dissent.

Agenda Discussions:

Presentations:

(1) Duquesne University School of Business Freshman Experience Class Project: Leslie Mansfield, Executive-in-Residence at Duquesne University, began her presentation by giving a brief background on the Freshman Experience Class, which is taken by all incoming Business students (approximately 300). The Fall of 2017 marked the inaugural semester for the class within the School of Business, and the curriculum is very similar to an "Intro to Business" type of class she explained. It differs, however, by offering an experiential project within the curriculum that includes working with real clients and real problems. Last year, the class worked with Derek Dauphin of the DCP, Tad Hale of Avenu, and Christine Hughes from Duquesne's Small Business Development Center, on different projects with the goal of making the Uptown neighborhood more family friendly. This year, Leslie stated, the class will focus on reclamation of vacant and/or under-utilized lots, buildings and properties in the Uptown neighborhood. The overall goals of the class are: 1) to learn business context, such as the basics and functions of business careers, 2) to learn problem-solving and decision-making solving, 3) to learn ethics and sustainability and 4) to learn collaboration and team influence. The objective of this class is for the students to become modern business students and to give them the first set of tools to become successful entrepreneurs.

In the upcoming fall semester, 5 property locations will be determined in collaboration with City Planning, Avenu, and Sustainable Pittsburgh (the "Client"). Once the class starts, Leslie and her colleagues will create

teams of 5 to 7 students that will work together to come up with ideas for these locations. The students will develop a use for the property, create a plan for the development of the property, and determine the cost and the time frame for their intended project.

About 10 teams will be assigned to each property, and each team will be focused on a particular sub-category for that property, i.e. storm water, public art, retail, etc. Before these sub-categories are assigned, Leslie said, the students will go through “prep sessions” where the Client will come in and present about the Eco-Innovation District, and the chosen properties. Finally, subject matter experts will come in and present to the students, as well. The students will then take a tour of all of the properties. By the fourth week of class, the students will be ready to pitch their ideas to the Client and the top ideas will be eligible for scholarship awards.

Leslie asked members of the Task Force to consider volunteering to be mentors for the student teams. The time commitment is 1 hour a week for 15 weeks, most likely on a Friday. Mary Ellen will share details and contact information with the Task Force via email.

Some questions posed by Task Force members:

Would this be a permanent or temporary project for each site? This would be a temporary activation of the site.

Are the sites residential or commercial? The zoning is very flexible for these sites. The hope is that the owners of these properties will be inspired by these ideas for their sites and ultimately implement them.

During upcoming semesters, will these ideas become more flushed out? That is the hope, yes. Leslie and her team would like to see future students be able to actually help subject matter experts and the City of Pittsburgh with the implementation of these projects.

Comment: These projects should look to fulfill the community’s needs as well, therefore, there a student presentation could be made before a Community meeting.

(2) InnovatePGH: Sean Luther, Executive Director of InnovatePGH gave an overview of InnovatePGH’s origin, program outcomes and connection to the EID.

InnovatePGH is the implementation arm of the Brookings Institution Report that was published in September 2017. Brookings predicts that there will be between 28 and 34 global innovation cities. Many of these cities have already been identified, i.e. New York, Chicago, Tel Aviv, London, among them. However, there is room for cities like Pittsburgh to emerge as a leader in the global economy in the upcoming century. A number of think tanks have identified numerous new industries globally that will drive the global economy, and Pittsburgh already has extensive resources, assets and leadership in 5 of those industries. These industries include automation, advanced robotics, autonomous vehicles, 3D printing, and genomics. Because of this, Pittsburgh has the elements to not only be successful in this new economy, but to take a leadership position as well. The question is, how do we take all of those raw elements, and turn them into a specific economic development strategy that puts us in the upper echelon of global innovation cities.

An area of focus should be the creation of high-quality jobs. These jobs become our new export economy, both domestically and internationally. Pittsburgh needs to capitalize more on the high level of academic research conducted here. We need to address the disconnect between academic and research institutions of

Western Pennsylvania and the traditional economic pattern that leads to job creation and new company start ups.

To help do that, InnovatePGH is creating a specialized tech attraction and retention strategy based on the idea that global innovation companies want to be in cities like Pittsburgh, including creating a talent alliance where there would be a dedicated pipeline for the residents in the surrounding neighborhoods of Oakland. Innovate PGH is also working to identify ways to connect Oakland, a central knowledge hub, with the surrounding innovation areas, including the EID.

Member comments:

The idea of workforce development is really great, and Duquesne University could play a major role in that program, especially with employment barriers.

Overall, this was a great presentation. It seems like we are in a really good place and have great momentum to move forward with this plan.

Where do we focus intentionality? This plan has great intentions from the city, but there are many residents who do not feel connected to this plan. The Task Force needs to figure out what it wants to focus on. Is it real estate development, is it connecting with the community?

(3) Railvolution Pittsburgh 2018: Breen Masciotra offered to postpone her presentation due to time constraints to the next Uptown Task Force meeting.

(4) Sub-Committee Discussion – Purpose, Plan, Assessment, etc.: Tad Hale began his presentation by mentioning that he more was hoping to have an open conversation about the sub-committees and their roles. Tad, who chairs the Development Sub-Committee, stated that they had been operating with the intention of creating ideas, doing work, and implementing those ideas, but he is unclear if that was what every sub-committee was doing. Furthermore, where is the authority line of operation for the sub-committee, and what does success look like for the sub-committees?

Grant Ervin stated that as far as the Infrastructure Sub-Committee goes, the physical capacity to actually convene the sub-committee and develop a work plan has been difficult. Grant said that he actually had been thinking about inquiring with the GBA about their interest to potentially take over the Infrastructure Sub-Committee. However, he believes that the sub-committees should commit to a work plan as well as a performance baseline, and that scorecard could be updated at each monthly meeting.

Breen Masciotra offered that each sub-committee has a different relationship with implementation, depending on who sits on those sub-committees. Jeanne McNutt then stated that the Community Sub-Committee had been trying to follow a certain plan for implementation. Joe Wingefeld then followed up by saying that the Community Sub-Committee went through the process of prioritizing their projects, but they are now ready to advance some of those projects. They also are trying their best to record metrics of the sub-committee.

Breen suggested that the Development Sub-Committee faces a unique challenge in that there is no one on that sub-committee who can actually implement the plans. Even though the URA is on this sub-committee, the URA prefers an approach that calls for the community to take the lead.

Derek Dauphin asked if it was necessarily a problem that the sub-committees operate differently since they have very different tasks. Regarding the relationship between the subcommittees and the larger task force, Derek suggested that there are many ways to better link the two, and perhaps it makes sense for whole task force meetings to be led by a subcommittee so that the group can do a deep dive on that topic. This way everyone will be informed and can provide input even if they can't attend the monthly subcommittee meetings. The bulk of the work must still happen at the monthly subcommittees where there is sufficient time and focus, but the subcommittee memberships can and should evolve.

Mary Ellen Solomon then stated that it might be best to modify the existing approach to the monthly Task Force agendas to transition the meetings to more of a working meeting to address implementation issues. She will do some research on other cities' and task forces' approaches and get back to the group.

Grant asked Tad if he would be willing to coordinate the Development and the Infrastructure Sub-Committees, Grant stated that maybe Uptown Partners could coordinate the Community and Mobility Sub-Committee meetings. Tad and Joe both said they would have to think about this because that would require more capacity and both Avenu and Uptown Partners have capacity challenges. Grant stressed that they would just coordinate the meetings, not necessarily lead them or be in charge of implementation. Both Tad and Joe said that they consider it.

Breen then suggested 2 changes to the agenda that could help the meetings be more productive: 1) member updates can be sent to the Task Force via email in advance of the meeting and 2) members could be put on a rotating schedule to briefly present what their organizations are doing in the Uptown neighborhood at different meetings.

The meeting was adjourned at 10:05 a.m.

Next Uptown Task Force Meeting - 8 a.m. on Thursday, July 5th at Duquesne University's Africa Room.