

Operations Report March 2021

Administrative

- I received a draft of the Financial Review. It is currently being review by the Finance Committee.

Development

- I met with the Development committee to plan the online auction for the 3 donated villas in Europe. The website is called BiddingOwl.com. The properties are uploaded. Breslow Partners are currently creating the graphic and language for the homepage. The auction will launch on April 15.

Membership

- I sent out 198 new homeowner packets. (see Membership Committee Report)
- 234 members renewed their membership.

Membership Issues

- I joined in the conversation with Rick Gross, Office O'Shea, a representative from Friends of Rittenhouse Square, the band Snacktime Philly, and the band's lawyer. The reason for the meeting is because of the noise complaints in the Square. It was not a good meeting. Nothing was accomplished.
- In an enewsletter, we asked members to notify CCRA of any issues/concerns in Rittenhouse Square. I have received 15 responses (7 emails, 8 calls) that had complaints about the musicians playing - particularly the drumming. Most are concerned that the noise level will get worse as the weather gets warmer.
- One person complained about people letting their dogs off their leashes in the morning to let the dogs run around the Square.

Enewsletter and Newsletter

- We broke records with the enewsletter and Center City Quarterly. 61% opened the enewsletter, and 38% clicked through it (side note: the national average is 22% open-rate, and 15% clickthrough).
- The Spring CCQ was the most read online edition. As of March 31, the open rate was 55%, and the clickthrough was 32%.

Website

- Website traffic continues to increase. There were 872 visits to the site. The most visited pages are the Merchant Partners, News Blog, and Publications.

Submitted by:

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