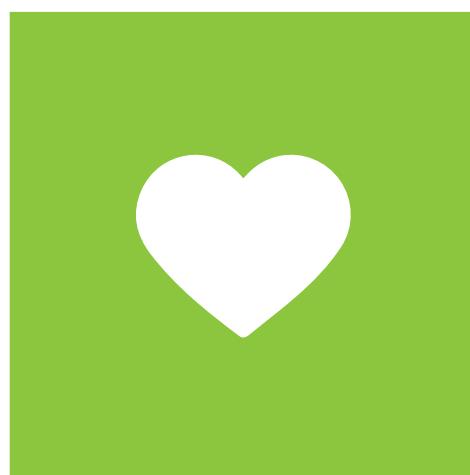
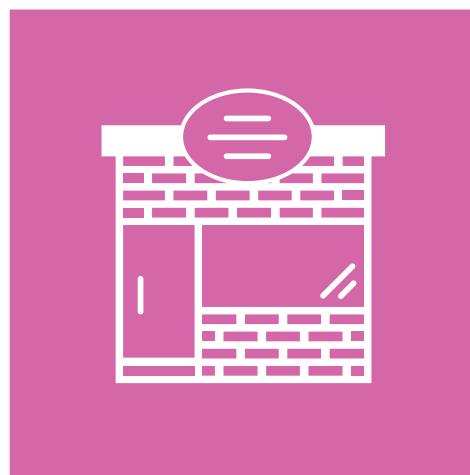
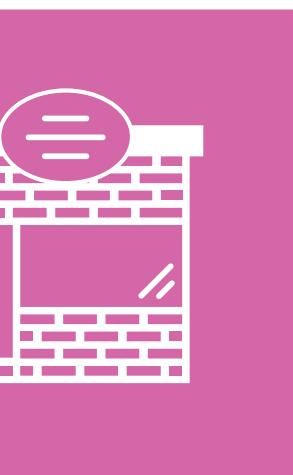


Midtown Action Council

Annual Report



2020



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WHAT IS MAC?

The Midtown Action Council (MAC) is a 501(c)(3) nonprofit organization dedicated to sustain and improve the physical, social, civic, cultural, environmental, and economic welfare of the citizens, properties, and business of the historic midtown neighborhood in Harrisburg, Pennsylvania.

MAC was founded on November 14, 1977 and is the oldest continuously-operated neighborhood organization in the City of Harrisburg.



MAC is headquartered in the Historic Harrisburg Resource Center



MAC Board Meetings are currently held on the first Wednesday of each month



Learn more or donate at our website:
www.machbg.org

MESSAGE FROM THE PRESIDENT

For more than 40 years, the Midtown Action Council (MAC) has strived to facilitate a spirit of mutual respect, community purpose, civic action, goodwill, and cooperation among the residents and businesses of our historic neighborhood and neighborhoods throughout the City.

In January 2020, I was honored to be elected to serve as President of MAC. Less than two months later, COVID-19 invaded our community, threatening our health, social networks, family finances, and businesses. As we look back on the struggles of last year, we should be proud of the strength and resilience of our community – a sentiment that may feel out of place in a time when our national and local conversations are filled with the rhetoric of division and racism, distrust and disrespect, doubt and fear. In the last year, our City has gone through both a deadly pandemic and countless protests. We watched as individuals walked through our streets carrying Nazi flags, and witnessed firsthand damage to our parks, public memorials, storefronts, and sidewalks. Perhaps, we have even observed our own families fractured as a result of national conflict.

Despite these adversities, MAC has only grown stronger and more dedicated to our community. In the last year, we arranged block cleanups and restarted our neighborhood-wide yard sale. We worked with City officials to install new garbage cans throughout Midtown and replaced historic Midtown banners – two projects that were necessitated by the success of one of the cornerstones of Midtown, the Broad Street Market. Our

Board has grown with new members and long-term members who returned to service. MAC also initiated a City-wide effort

“MAC has only grown stronger and more dedicated to our community.”

to meet with other neighborhood leaders throughout the City who are also dedicated to improving their communities and the entirety of Harrisburg.

2020 was not the year I envisioned when my presidential year started in January. It has been a year, however, that I will not soon forget. Not because of COVID or conflict. But because of the passion I saw from neighbors and members of this Board. MAC is truly comprised of some of the most dedicated community leaders with whom I am lucky and honored to serve.

I have no doubt that 2021 will present new and different challenges. I also have no doubt that we, as a community of neighbors and friends, will meet those challenges. If you would like to help us make our community better, please consider joining the MAC Board. I look forward to seeing you all again in person, and until then, please stay safe and know that we are here to serve you.

Sincerely,

Cate Rowe
President, Midtown Action Council

BOARD OF DIRECTORS

2020 Officers and Directors

President	Cate Rowe
Vice President	Kurt Knaus
Secretary/Treasurer	Dan Fulton

Directors:

Rich Brenner • Liz Herrmann • Greg Kauffman
Azure Maset • David Morrison • David Shewmon
Nicole Wahby • Chris Zyroll

2021 Officer and Director Nominees

President	Cate Rowe
Vice President	Dan Fulton
Secretary	Vacant
Treasurer	Liz Herrmann

Directors:

Rich Brenner • Greg Kauffman • Kurt Knaus
Azure Maset • David Morrison • Bernie Pupo
David Shewmon • Chris Zyroll

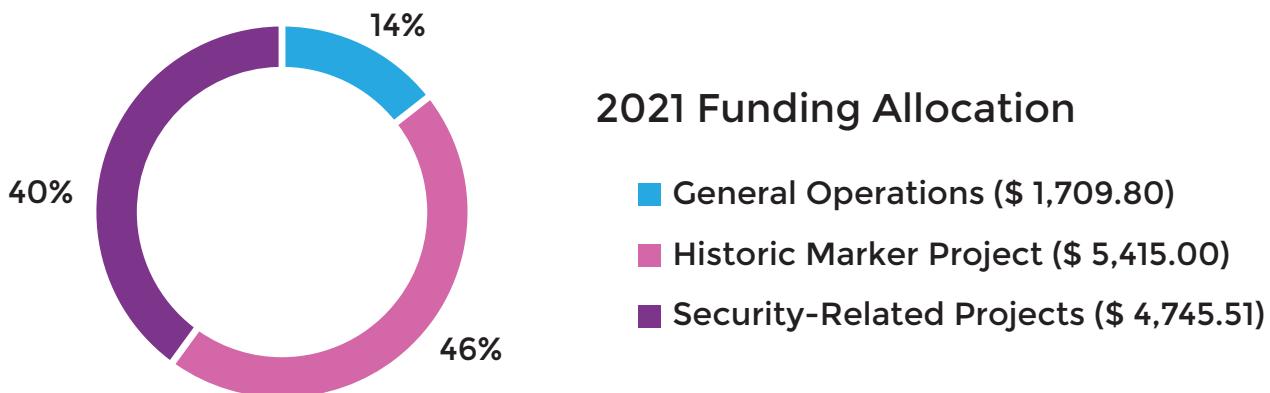
FINANCIAL SUMMARY

2020 Major Expenditures

Midtown Banner Hardware	\$ 438.46
Mayor Reed Memorial Bench.....	\$ 1,535.00
Historic Marker Project	\$ 2,826.00
<hr/>	
Total	\$ 4,799.46

Year End Balances

Operations Account	\$ 1,709.80
Projects Account	\$ 5,160.51
Grant Funding	\$ 5,000.00
<hr/>	
Total	\$ 11,870.31



2021 GOALS AND OBJECTIVES

In addition to our normal outreach, advocacy, and community development activities, MAC has chosen the following three goals with associated objectives as key focus areas in 2021:

Goal 1: Foster Stronger Relationships with Other Neighborhood Organizations

- 1.1 Invite members of other Harrisburg neighborhoods to attend MAC events.
- 1.2 Attend events occurring in other neighborhoods.
- 1.3 Collaborate with other neighborhood organizations for city-wide initiatives.

Goal 2: Improve Communication Between Residents and Developers

- 2.1 Conduct at least one Community Forum dedicated to Midtown Development Projects
- 2.2 Attend City Meetings to stay abreast of development projects in Midtown

Goal 3: Support Midtown's Business Community

- 3.1 Add at least two Midtown Business Owners to the Board of Directors
- 3.2 Apply for American Express Small Business Saturday Neighborhood Champions Program

CITY TRASH RECEPICAL PROJECT

One of our 2020 projects was to get a handle on the amount of trash that we all see in streets across our neighborhood. When looking into root causes, we identified three changes that we felt were attainable:

1. Fix or replace broken trashcans;
2. Add trashcans to areas with higher levels of pedestrian traffic; and
3. Solve the issue of overflowing trashcans that occurred nearly every week.

From here, Kurt Knaus, Azure Maset, and Rich Brenner formed a committee to tackle these issues.



One of 13 new metal trashcans installed on the northwest corner of Second and Herr Streets.



One of 13 new metal trashcans installed throughout Midtown. This can replaced a broken cement trashcan on the northwest corner of Green and Verbeke Streets.

The project included mapping broken trashcans, selecting locations where trashcans should be added, and collaboration with the City Public Works Department to install new trashcans.

Through MAC's efforts, the following successful outcomes were achieved through this project:

- Installation of 13 new, metal trashcans at locations throughout greater Midtown
- Replacement of a severely damaged trashcan on the northwest corner of Green and Verbeke Streets
- Change to the schedule for City trashcan pickups from one to two times per week to avoid trashcan overflows

VERBEKE AND CHARLES STREET CLEAN





HISTORIC MARKER REVITALIZATION AN

Project Background

In 2002, the City of Harrisburg launched the Harrisburg History Project that included the establishment of Outdoor Exhibit System consisting of 113 outdoor displays that describe historic sites across the entire city that maintain local, state, and national importance. The goal of the Harrisburg History Project was to provide local residents and tourists with a visually-interactive experience to learn about Harrisburg's historic sites by comparing the "then and now" appearance of Harrisburg. From 2002 to 2004, the City researched sites of historical significance, located historic imagery, wrote content, designed signage, installed sidewalk pedestals, and mounted signs to each pedestal at 113 sites throughout City.

In 2017, the partnership of the Midtown Action Council (MAC) Historic Harrisburg Association (HHA), and City of Harrisburg launched the Historic Marker Revitalization and Expansion (HMRE) Project and was awarded a grant through the Dauphin County Local Share Municipal Grant Program. Since then, the HMRE Project has revitalized all 113 exhibits and installed two new exhibits.

New Markers Unveiled in 2020

Using the last of the 2017-18 Local Share Grant funding awarded by the Dauphin County Gaming Advisory Board, MAC, HHA, and the City successfully expanded

the Harrisburg History Project Outdoor Exhibit System for the first time in 16 years. The expansion included the design, purchase, and installation of two new exhibits:

- **The African-American Business District that Became 'Jackson Square'**

• 1000 N. 6th Street

Installed: September 20, 2020

- **Old Midtown Harrisburg Historic District**

• SE Corner of Forster & 3rd Sts

Installed: October 07 2020



ND EXPANSION PROJECT



Unveiling of the Old Midtown Harrisburg Historic District outdoor exhibit at the southeast corner of Forster and N Third Streets on October 07, 2020.

From Left to Right:
Jeb Stuart (HHA Preservation Advisor),
Dan Fulton (MAC Secretary/Treasurer),
David Morrison (HHA Executive Director and MAC Board Member)



LEFT: Unveiling of The African-American Business District that Became 'Jackson Square' outdoor exhibit on September 20, 2020 commemorating both the historical significance of the site as well as honoring Calobe Jackson, Jr. for his many contributions to the city.

From Left to Right:
Terrell Jackson (son),
Calobe Jackson,
Jr., Jeb Stuart (HHA
Preservation Advisor),
William Bryan
Jackson (son), Ryan
Sanders (Vice Capital)

Old Midtown Harrisburg Historic District

Broad Street Market Day, c. 1900.
Today's restored kiosques along Verbeke Street.
The historic 5-cent stores were built at 1000 and 1100 N. 3rd Street in 1890 and 1891, respectively, and became the Harrisburg Jewish Community Center, later the Police Athletic League, and then the Harrisburg Midtown Arts Center.

Calobe Jackson at N. Third and Verbeke Streets during the 1905 Old Home Week.
1901 City Atlas showing the Midtown area.
1881 bird's-eye view of Midtown.

Founded in 1871, the Landmark Bank Building at 3rd & Verbeke Streets was purchased by the First National Bank in 1913, home to Historic Harrisburg Association, Midtown Action Council, Harrisburg Parks Foundation and P.A. Dimensions Center.

Developed as one of Harrisburg's first residential and commercial districts north of the State Capitol in the mid-19th Century. Anchored by the N. Third Street corridor and by the emergence of the Broad Street Market in the early 1860's, the area became the Harrisburg's African-American historic districts in the mid 1920's and later as a National Register Historic District in the early 1980's. Midtown was one of the first neighborhoods to be developed as a planned area to move the city and to restore homes that had been vacant while developing in order to maintain the city's historical and cultural heritage. Characterized by charming streets with brick-paved streetlights and tree lined roads, Midtown continues as a desirable destination anchored by restaurants, special shops, entertainment and cultural venues as well as having beautiful recreational frontage along the Susquehanna River.

The African-American Business District that Became "Jackson Square"

The 1000 block of North 6th Street has unique significance on several scores. Architecturally, historically, economically, culturally and politically, this high-profile block of 19th-century buildings communicates a rich tapestry of America's and Harrisburg's multifaceted heritage. The fanciful Dutch-revival-style building at 1000 N. 6th Street, for example, was for a time as the paragon of the hillside Ridge Avenue Madison Bazaar, which led to the north; later, it became part of the thriving 20th-century African-American business community that flourished along the 6th St. corridor. An earlier residential structure on this site was the home of the Rev. Silas Comfort Swallow, a temperance crusader known as "No swallow Swallow," and remained the property of the Rev. Swallow for a time as the paragon of the hillside Ridge Avenue Madison Bazaar, which led to the north; later, it became part of the thriving 20th-century African-American business community that flourished along the 6th St. corridor. An earlier residential structure on this site was the home of the Rev. Silas Comfort Swallow, a temperance crusader known as "No swallow Swallow," and remained the property of the Rev. Swallow for a time as the paragon of the hillside Ridge Avenue Madison Bazaar, which led to the north; later, it became part of the thriving 20th-century African-American business community that flourished along the 6th St. corridor. An earlier residential structure on this site was the home of the Rev. Silas Comfort Swallow, a temperance crusader known as "No swallow Swallow," and remained the property of the Rev. Swallow for a time as the paragon of the hillside Ridge Avenue Madison Bazaar, which led to the north; later, it became part of the thriving 20th-century African-American business community that flourished along the 6th St. corridor. An earlier residential structure on this site was the home of the Rev. Silas Comfort Swallow, a temperance crusader known as "No swallow Swallow," and remained the property of the Rev. Swallow for a time as the paragon of the hillside Ridge Avenue Madison Bazaar, which led to the north; later, it became part of the thriving 20th-century African-American business community that flourished along the 6th St. corridor.

Germain Jackson, above, in 1922, stands at Jackson House.

North wall of the Jackson House displays a striking mural painted by Soviet artist Kuzma Petrov-Vodkin in 1922.

Calobe Jackson, Sr., stands in front of his barbershop in the 1940's.

Calobe Jackson, Jr., stands at Jackson Square in front of his barbershop.

1925 Barber shop was founded by Calobe Jackson at 10 Abenberg Street in 1921. It was moved to 1000 N. 6th Street in 1933. Over the years, it became a social and territorial gathering, it became a popular destination for African-American meeting place in Harrisburg. The barbershop closed in 1972 upon the death of its owner.

STEPHEN R. REED MEMORIAL BENCH

Following the passing of longtime MAC Board Member and former Mayor of Harrisburg, Steve Reed, on January 25, 2020, the MAC Board of Directors began to brainstorm a way to honor his dedication to Midtown while also benefiting the neighborhood. We had many ideas ranging from events at the Sunken Garden to a plaque on the Broad Street Market. After discussions across several board meetings and COVID-19 limiting event options, we finally had that "aha" moment. A decision to purchase and install an outdoor bench with a memorial plaque outside of the Historic Harrisburg Resource Center (HHRC) was unanimously approved shortly thereafter. The bench was chosen for the following reasons:

1. A CAT bus stop is located just outside of the entrance to the HHRC without any type of seating for bus riders. The installation of a bench would give bus riders a place to sit while waiting for the bus to arrive.

IN MEMORIAM

The Historic Midtown Neighborhood lost two prominent and respected neighbors in 2020, both of whom proudly served on the Midtown Action Council Board of Directors throughout the last 40 years. Our neighborhood is stronger today thanks to their dedication to the City of Harrisburg and Midtown neighborhood. Although they will be missed, our memories of Steve Reed and Charles Peguese will always be remembered by MAC.

2. Upon learning of the pending bank closure, Mayor Reed was instrumental in transitioning the HHRC building to the headquarters of the Historic Harrisburg Association. It is fitting the bench be placed here, a place that Steve envisioned would become one of the cornerstones of our neighborhood's community.
3. We feel strongly that of all of the ideas we discussed, Steve would have been in favor of installing a bench in our neighborhood.

The inscription on the plaque affixed to the bench reads as follows:

Remembering our Friend and Neighbor **Mayor Stephen R. Reed, 8/9/48 - 1/25/20**

**This Bench is the Gift of
The Midtown Action Council, 8/9/2020**

MAYOR STEPHEN R. REED

August 9, 1948 - January 25, 2020

Steve Reed was much more than a mayor and civic leader. He was us who served on the Midtown Action Council. He was a longtime committed board member – rarely missing a meeting. His positive impact on MAC set the stage for us. Steve was responsible for us obtaining 501(c)(3) status and ensuring that our meetings strictly adhered to Robert's Rules. we still hear his words at the end of each meeting: "You are adjourned." Although his legacy will be debated and argued, how engaged he was with MAC over the years, giving his time and energy, he had, just as he did for the City of Harrisburg.



MAC Board Members dedicate the Stephen R. Reed Memorial Bench on November 8, 2020.

Front Row (L-R): David Morrison, David Shewmon **Back Row (L-R):** Cate Rowe, Liz Herrmann, Kurt Knaus, Dan Fulton

CHARLES R. PEGUESE

August 3, 1938 - March 23, 2020

ocially minded resident to those of us was also our friend, neighbor, and a meeting even while battling where our organization is today. us, supporting grant opportunities, Robert's Rules of Order. To this day, you don't need to second a motion at length, our board is grateful for our community group everything

Longtime MAC member Charles R. Peguese passed away on March 23, 2020, at 81 years of age. A resident of Green Street since 1980, Charles had a deep love of Midtown and the city of Harrisburg. He was an officer and board member of MAC for many years and was active in many important issues for the neighborhood. He served as the chair of numerous committees where he led successful improvement initiatives in Midtown, highlighted by chairing the Streetlight Committee in 1985 that was successful in installing pedestrian level street lights in the MAC neighborhood -- the first such project in the city. His smiling face and can-do attitude will be missed in the Historic Midtown neighborhood.

2020 ACCOMPLISHMENTS

