

Northern Liberties Business Improvement District  
Board of Directors Meeting Minutes  
Wednesday, July 18, 9:00am  
El Camino Real, 1040 N. 2<sup>nd</sup> Street, Philadelphia, PA 19123

Attending: William Reed, Matt Ruben, Owen Kamihira, Ira Upin, Matt Bell, Megan Brewster, Erin Waxman, Sean Gavin, John Pack, Gwendolyn Carry, Kevin Moran. Minutes prepared by Renee Gilinger.

Meeting called to order at 9:08am

William – opening of first official meeting of BID. Seems like a realistic.

Renee – Assessment update: About 25 payments in so far. Met with Lara and Treasurer of NLNA yesterday do discuss process, checks will be scanned and copied and stored at NLNA until office is opened. Lara will deposit checks Friday, give Board weekly update on money in. Renee will continue to pull exempts and then recreate QB file and create all invoices over the next few weeks. Reminder for unpaid assessments to be sent out around September 12. Will buy them a toner cartridge and paper for use of copier. Questions about appeals, Renee had one call re: a possible successful OPA appeal, said she gave the owner the opportunity to provide documentation. Matt asked about refunds – shouldn't happen but Renee said this will be up to the Board on how they want to handle these situations.

Insurance – Renee said requested updated amounts, both were out of date. Matt R said Kevin should make recommendation to Board.

Payroll – Paychex was cheapest of 3 bids.

IRS – They wanted a little more info, accountant sent it. Will hold up sales tax exemption but otherwise in the works.

Office – Kevin is working out of Kieran Timberlake temporarily, getting to meet more folks at Kieran Timberlake. Ira asked about sending a nice thank you letter to them. Permanent space – 2 options rose to the top: 301 on Liberties Walk, toured it 2 days ago. Other is next to O'Brien's office on 2<sup>nd</sup> Street. Both are about \$2,000/month, Liberties Walk seemed more willing to counter. Will asked about charitable donations, John asked about utilities. Pay electric at both. Questions about co-use, Matt asked Gwendolyn to ask someone about having a receptionist in the office. Both are about 8-900 sq ft, LW spot has more storage but only want to sign 3 year, 2<sup>nd</sup> Street is 5 year. Matt asked to counter LW on price and term of lease, Matt R can talk to owner directly. Will asked if anyone has strong opinions – storage comes up. John asked re: escalation over each year, a little less than budgeted. Pro being next to O'Brien, Ira leans toward price. Owen: give both a counter. LW owners didn't know about the cap, seem to be willing to be supportive, sponsoring 2<sup>nd</sup> Street Festival.

Cleaning – 3

<sup>rd</sup> cleaning this weekend, first was a Monday for holiday. First day was a little rough around Orianna due to short dumping of furniture and homeless person, NLNA was already under tremendous pressure to remove him. Neighbor went on FB to complain, Matt explained addressing large short dumping sites are not handled by BIDs, but BID took care of it this time. A particular business owner tried to take credit for it because of their social media post, but best to let sleeping dogs lie here. Ira asked if there is anything on NLNA about BID, no because folks don't always understand the separation of organizations. Owen asked to post on BID social media, Renee said she had been emailing the person the whole time, she just wanted to be a certain kind of person.

Social media/website – Kevin: Renee transferred everything over to Kevin. What does the BID want social media presence to look like? He would like to do a hard launch around the office opening so everything can launch around the same time. Matt – when can we hope to be in an office? LW can by Aug 15. Matt R thinks if nothing blows up best to lay low, 2<sup>nd</sup> Street festival is coming up, best to wait til closer to Labor Day. Will said folks are getting bills now, Owen thinks some kind of footprint on social needs to start now, just keep it light. Kevin – some easy low hanging fruit for the website: SIP, city services, can put those on. Cleaning pic. Ramp it up. Will asked for a small intro to Kevin. Ira – asked if cleaning will be one day a week all year or can a Monday cleaning be added to deal with weekend trash. Kevin said can move some money in the budget to add more sidewalk sweeping in second half of FY, Gwendolyn said businesses should clean that up. Will – say what we're doing now, Matt B asked for bag count tracking, Kevin – they will start sending those.

Other priorities: Will – immediate things, biz cards (Renee said coming today), ask for some professional services to help us out while we're starting out. Kevin said formalization of committees should happen soon. Needs to create a branding RFP to circulate in the neighborhood, asked for Board members with background in marketing, Matt R said NLNA has new board member. Matt – next 30-60 days, working from document Kevin gave to the hiring committee, what do we want to do in next 30-60 days and what do we want to do in the long-term? Will help figure out what to focus on. Owen – hard without an office, should have a whiteboard for ideas. Kevin – 30 days: systems, website, branding RFP. 60 days: asset mapping of trash cans, bike racks etc, can be an intern project. Then we can look at big and small picture. Renee – you'll also have more money by then. Will – suggested a weekly coffee meeting or happy hour to keep the ball rolling. Kevin would like the opportunity to talk more a lot. Matt Bell – invite other biz owners? Matt R – later.

Gwendolyn – heard Will talking about the BID on NPR, good for social media. Owen - got it through Philly Loves Beer, will ask them what show it was.

Kevin – in bylaws to look for local folks for things, wants to pull together a list of resources. 2<sup>nd</sup> Street Festival – do we want a presence? NLNA offered space in their tent. Owen – wants separate tent, can get him a tent but Kevin said won't have anything with logo or anything else. Matt R – thinks it would be good to have a BID presence in the future, Owen – talked about curating vendors and having presence i.e. info tent. Will do a “big check” presentation, asked Meredith to invite electeds. Wants a photo opp. Will and Owen said it's hard to say how much right now, Matt R said as long as it's \$10K or more it looks good. Kevin – idea of stage presence is a good way to acknowledge the BID at the festival. Could include something else like a trashcan on wheels. Matt B – is this really the right audience for the BID? Matt R – Kevin's time would be better spent walking around talking to local businesses introducing himself. Table can come down the road.

Next meeting – Seems like 9am is a good time, Will said 9-10am works. August 22, 9-10am, El Camino unless office is set up.

Motion to adjourn at 10:22am by Matt R, seconded by Ira.