

Northern Liberties Business Improvement District  
Board of Directors Meeting  
Wednesday, September 12, 9:00am  
El Camino Real, 1040 N. 2nd Street, Philadelphia, PA 19123

## Agenda

Opening of Meeting - William

### Operational Items

- Assessment Update - We have collected approximately \$150,000 in assessments to date, about 35%. This is up from \$77,000 or 20% from our last meeting. Reminder invoices went out on Friday and have been hitting mailboxes this week. Deadline for on-time payment is 9/30, anticipating another flow of payments to come in around then. Only one \$17,000 invoice is outstanding - but we have been in touch with that property, and they intend to wire the payment.
- Office Update - At the time of the meeting, office delivery date was TBD, pending crews painting the space. During the meeting, attendees witnessed paint crews enter the property. Delivery date now expected as imminent. Kevin will also distribute a wish list of office equipment, tech, furniture and supplies to the board.
- Part-time Support - NLBID is in conversations with Kris Kennedy to fill the admin role through a contract position. Position will be 8-10 hrs. / week, split between at least two days. Expectation for Kris to join us for board meetings and attend other meetings on NLBID's behalf. Kevin will finalize contract, and send to Kris this week. Expected start date is 10/1 unless earlier delivery of office.
- Admin Budget - Proposed admin budget adjustments reflect changes in rent and insurance terms, hiring terms, office equipment, and staff development. All changes noted on attached budget with original agenda. Quorum was not available in person. However, Matt Ruben moved to vote, William Reed seconded, and a vote was conducted electronically. The motion was approved with the no nay votes, and affirmative votes from Megan, Ira, John, Rich, Will, Gwendolyn, and Matt Ruben.

### Programmatic Items

- Indego Meeting - 9/17, 2pm - Kevin will continue outreach to a few remaining businesses for which he hasn't yet made personal contact. Update from meeting will be provided at the next board meeting.
- Branding RFP Update - The Branding RFP subcommittee has narrowed down 10 responses to the RFP to 3 firms to bring in for further interviews

- on 9/18. All interviews will be conducted at Kieran Timberlake. The three firms include:
- J2 - A center city creative agency moving their headquarters to Northern Liberties.
  - Bright Brothers - A national agency (with presence in Philadelphia and Phoenix), with ties to the International Downtown Association.
  - Works - A smaller firm in Pennsauken, NJ with a partner who lives in Northern Liberties.
  - Subcommittee will provide an update and recommendation at the next board meeting.
- SIP Update: 901 N. 3rd, 709-15 N. 2nd Street, 736 N. 2nd, 609 N. American - 4 SIP applications are currently in the works, 901 N. 3rd Street expected to be submitted first. Residential / apartment unit BID member contact NLBID about facade program. The city's SIP program is not available to them, but NLBID has a \$15,000 line item for its own, smaller, facade and beautification program. It was suggested that \$12,000 - \$13,000 be made available for properties that are not covered by the city's SIP program, with the remaining used for micro-grants to commercial properties who wish to make improvements not eligible through the SIP program. General guidelines will be a maximum of a \$1,000 matching grant, in a 5-year period. Kevin will create an application, modeled after examples from other BIDs, to make available for NLBID members.
  - Cleaning Program Budget
    - Kevin presented a budget option for increasing street sweeping services to twice weekly.
    - Matt B suggested looking into options to more quickly increase the number of trash can units available on the street.
    - Matt R suggested reaching out to Penn Treaty SSD for grant support to expedite trash can distribution.
    - Also discussed was implementing a program like the fish heads in Fishtown, maintained by property owners - to supplement Big Belly units.
    - Ultimately decided to table this vote. Kevin will research the PTSSD grant, and present options that may involve preferencing trash can units over street sweeping, or funding solutions that could expedite both.
    - A subcommittee may be formed to evaluate different scenarios for cleaning budget allocations.
  - Also discussed was how the BID could eventually provide more support and adapt "Second Street Sessions" into a broader event. Kevin suggested the format could be inclusive of different types of businesses, and therefore would be an appropriate BID event.
    - For the time being, NLBID will help share information about the event, but it will continue to be lead by 2nd Street Festival.

- Following the branding exercise, we will revisit what the best approach might be for the BID to provide more direct support to the event.
- Will brought up the idea of looking at parking policy solutions for second street. More of a standardized approach.
  - Corey Bell, suggested city policy may be updated to allow BIDs to benefit from parking revenue generated from meters.
  - Kevin mentioned that a parking study is part of the year 1 plan for the BID, and this should be part of that study.
  - Will suggested also following up with Rep. O'Brien's office to check in on 2nd Street resurfacing project.

Matt Ruben motioned to adjourn.