

Northern Liberties BID

Board Meeting 10/10/18

In Attendance:

Kevin Moran - NLBID
Kristine Kennedy - NLBID
Erin Waxman – Art Star
Owen Kamihira – El Camino Real
William Reed – Standard Tap

Richard Mamon – Kieran Timberlake
Josh Gnelbart – Post Bros
Michael Pestronk – Post Bros
Michael DiDomenico – Post Bros
Matt Ruben - NLNA

Quorum met

Meeting commenced 9:06 am

FINCANCES/ASSESSMENTS

- 49.8% collected, up \$50k from previous month
- 290 payments outstanding, only 30 above \$1000
- Next invoice/reminder is last week of October and will include finance charges and will contain language regarding liens. No liens to be filed until beginning of 2019. It will have a friendly tone.
- Come up with a consistent method of liening so it is fair
- OPA 2019 data just released.

OFFICE

- Welcome Kris Kennedy, contract office admin
- Office warming event to help with business outreach First Friday – Nov 2, 4-7pm
- Board members to attend and welcome business owners. Spread the word on what the BID has been up to.
- Plan to bring in bookkeeper monthly, the one from Fairmount CDC
 - Will help bring budget into QB and make audit go smoothly
- Sputino and B&B like the bike share, but want to see more improvements in their area such as sidewalk work. Indego can temporarily remove the station for 2nd St Festival

COMMITTEES

- Branding RFP – J2
 - BID asked for lower \$ amount for just branding and marketing. They instead created a larger scope for original amount proposed. They will now include banners, uniforms, signage, activations of the brand for year 1.
 - \$40k bid, there is \$35k in the budget. Take some design fee from other line items to cover the difference.
 - Research and discover phase: 3 public engagement meetings, survey, background research, interactive community survey
 - J2 is moving to N 4th St.
- Storefront improvement programs
 - 1 SIP application filed so far, others in pipeline.
 - 1 application for beautification grant with matching from the BID for properties that don't qualify for the SIP or their project is too small for the SIP. This would cover things like planters, decals. Executive Committee currently reviews and approves.

CLEANING

- App for PTSSD to fund additional Big Belly units
 - Mix of Big Belly and wire baskets. For Dec agenda, application needs to be in this week

- Wire basket implementation needs more time to discuss, nuances of how to manage (Streets Dept does not maintain these, but does maintain the Big Bellies)
- Next year, focus on wire baskets
- Perhaps J2 can work on wire basket branding
- Positioning the Big Belly's as progress the BID has already made as they will be wrapped with NoLibs branding
- Over multiple years, have city replace older units
- Streets Dept offered price reduction with advertising, but our focus is on local messaging and this would dilute our brand.
- Early next year an opportune time to ask for replacement of older units
- Cleaning delayed because of Columbus Day. Right now, scheduled for once a week.
- Sterling, owners of the Acme property, had issue with abandoned homeless encampment in their garage. Fee for service clean up within a day.

COMMERCIAL PROPERTY HOT LIST

- Filling vacancies- now have six listings based on some outreach
- Discussion on encouraging or discouraging office use of properties when there is a storefront opportunity.
- Encouraging 9-5 "lunch crowd" is in the BID's interest.
- Laurel at 2nd St is in need of a push. Blight, trash, gravel in street. NLNA to take lead.
- Community Design Collab has application process to help with intersection redesign

PARKING STUDY/ECONOMIC STUDY

- Bike share stations, 2nd and Laurel
- Working committee to take up

EVENTS

- 2nd St Sessions – ongoing conversation to be informed by our branding
- December holiday promotion. More explicit conversations needed (with Art Star)
- Election Day specials or incentives
- Newsletter next week with FYI on Sessions and Election Day specials

UPDATE FORM NLNA

- Go Puff is relocating HQ to Finnegan's Wake, Joe Hand Boxing Ring, rowhouse in that pocket
- Put together a narrative for relocating HQ to NoLibs, what does the district offer employees
 - Jarvis, J2, GoPuff, SEERS, Kieran Timberlake
 - What motivates them to move here: culture, cost, space

BOARD DEVELOPMENT

- Dec/Jan 3-4 hour workshop for board training and deeper conversations about committees

Meeting adjourned 10:05 am