

Northern Liberties Business Improvement District
Board of Directors Meeting
Wednesday, November 14, 2018, 9:00am
NLBID, 1030 N. 2nd Street, #301, Philadelphia, PA 19123

Minutes

In attendance: Josh, Mark, Matt Ruben, Matt Bell, William, Rich, Ira, Owen, Gwendolyn, Kevin

Opening of Meeting - William

Operational Items

- Assessment Update
 - Collected to date: \$219,325.92 or 55% of value
 - Last Month: \$199,155 or 49.8% of value
 - Latest invoices hit mail boxes about a week ago, with finance charges applied.
 - Kevin to check with Renee on benchmarking collection progress compared to other BIDs.
 - Motion to waive first finance charge passed unanimously. Future finance charges not to be waived.

Programmatic Items

- Mechanical Street Sweeping - Faruq Scott
 - Guest not in attendance, Kevin to coordinate a separate meeting before December board meeting.
- Indego Station Update
 - Indego station at 2nd + Fairmount was relocated and returned 2 of 3 parking spots.
- Branding Update
 - Ideation triangle installed at Piazza between Whalburgers and Urban Village. This will be complemented with window displays in vacant storefronts.
 - Some challenges in getting permission / responses from property owners of vacant storefronts. If you know of any leads, please let Kevin know.
 - We will also explore modifying the exercise to make sense for displays in active storefronts.
 - We will also look into the ability to move the triangle about halfway through the project to 2nd + Poplar to capture potentially different users.

- Full-board working session: **Monday, Dec. 10 10am-12pm** selected
- Cleaning Program - PTSSD Proposal
 - Presentation on 12/19 - Copy of submitted application attached to minutes. Kevin to present application to PTSSD board on 12/19. Funding decision to be made quickly thereafter. Ultimate decision will inform PADCED ask (see below).
 - Remind business and property owners that our crew focuses on litter. They are still responsible for leaf collection / removal.
 - Sidewalk sweeping delayed to Monday due to Veteran's Day.
- Election Day / Open House Recap
 - Election Day was a small event, but allowed for us to distribute flyers and other promotional items around the neighborhood and begin introducing NLBID as an active organizations.
 - Open House was successful with 40-50 individuals coming through throughout the evening. Vastly positive feedback and constructive inquiries.
- Small Business Saturday - 11/24
 - NLBID to help amplify any planned efforts of local businesses celebrating Small Business Saturday - similar to that of Election Day.
 - Will also use SBS platform to share information about the following weekend's annual Shopping Spree event.
- PADCED Grant Opportunity
 - PADCED released details on their "Local Share Account" grant program that allocates \$10,000 - \$500,000 towards physical enhancements along corridors.
 - In consultation with PADCED staff, it's advised NLBID target a grant request around \$50,000 for items such as banners, bike racks / infrastructure, planters, etc.
 - Due date is Jan. 31, 2018 - so exact ask will be determined after receiving confirmation on PTSSD decision - as that could affect our own priorities.
 - [Link to program.](#)
 - Other things to consider for grant request: economic opportunity that is created, support from elected officials.
 - Reminder that programs like this is why it's important to have shovel-ready projects.

Additional Items

- **Board Retreat - Friday, Jan. 11 9am-12pm**
 - It is very important for board members to attend this retreat as we will create the committee structure and working groups.
 - Retreat facilitator will also join for December meeting to introduce himself and take notes on typical board meeting.

- Slow Zone Application
 - NLBID to explore applying for a neighborhood slow zone. This would reduce speed limit in select areas, add traffic calming elements (raised cross walks, bumpouts, etc.), and introduce “slow zone” gateways.
 - [Attached are full program details.](#)
 - Kevin to conduct a separate electronic vote to officially move forward with a slow zone application the week after Thanksgiving (giving everyone time to review the complete program).
- PPA Parking Study
 - William shared information about PPA’s willingness to conduct a parking study - a scope of which is TBD. It would cover things like parking availability and policies.
 - After conducting such a study NLBID could prepare a RFP for additional research to fill in the missing details.
 - Look into the option of under 95 parking - either in PPA or NLBID study. What are the complications / paths forward?
 - Look into pedestrian improvements at intersections such as 2nd + Laurel. Another resource could be the Community Design Collaborative - which could include KT on a project team.
- Holiday Storefront Decorating Contest
 - Per Gwendolyn’s suggestion, NLBID will encourage storefronts to decorate for the holidays.
 - Participating storefronts can submit a photo to be entered into the contest.
 - Prizes will be a certificate and bragging rights.
 - Bigger picture conversations need to be had regarding future holiday decorations / permanent decorative lighting.

Next Meeting - **Dec. 12, 2018, 9am**