

# Northern Liberties BID

Board Meeting 12/12/18

## In Attendance

Fernando Chang-Muy  
Kevin Moran  
William Reed  
Matt Bell  
Rich Maimon  
Ira Upin

John Pak  
Owen Kamihira  
Kristine Kennedy  
Josh Guelbart  
Gwendolyn Carey

Quorum met  
Meeting commenced 9:08 am

## Assessment and other funding

- Assessment collection rate
  - East PAssyunk in year 6, collecting 75%. Most collect 80%.
  - Olde City confirms, today they collect 85%.
  - We have budgeted for 90% because of buy in of large property owners.
  - Look at last 6 month of our fiscal year (June 30) and reevaluate what it would look like at 80% collection.
  - Original budget did not account for any additional fundraising (PTSSD grant, 2<sup>nd</sup> St Festival contribution). John and Owen to work on scenario drafts as co-treasurers.
- Next assessment reminder will go out in January. Kevin can send out outstanding accounts over \$1k prior to board meetings.
- Other Funding
  - Bullet point list of fundraising options, other opportunities. What are secure forms of revenue (event, parking).
- By February meeting, 80% budget and outline what is on our radar for grants.
- Commerce Dept Corridor Management grant which are typically awarded to CDCs but NoLibs doesn't have one.
- Partnerships with maybe horticultural society to get trees, etc to lower costs.

## Intern

Spring intern in January to help with logistics for J2. 10 hours a week. Currently structured as unpaid, but a stipend at end is nice.

## Programs

- Mechanical street sweeping with Streets Dept.
  - Split it up over two days if moving of cars is required.
  - Faruk needs to "run this up the ladder" with likely spring time start.
  - We will reach out to business and property owners to find the best day of the week.
  - Provided at no cost by Streets Dept, at least initially.

- City is piloting street sweeping based on litter index. Pilot program might derail our plans if NoLibs doesn't meet the litter index threshold. Counter with cost-sharing proposal to keep City on board. From PR perspective, cost sharing can "offset" costs for neighboring neighborhoods.
- Only 2<sup>nd</sup> Street for now. Proof of concept that will provide data
- Two hour time frame for no parking.
- Vote YES to add cost-sharing option in Kevin's negotiating tool box.

### **Branding Update**

- Discovery portion of branding process is nearing an end.
- January 1<sup>st</sup> the triangle board will come down.
- Meredith – sit down in January to create a calendar of events for 2019.

### **Parking**

- PPA evaluation around Liberty Lands will be wrapped into larger neighborhood evaluation
- January survey current policies and turnover. Provide suggestions on ideas that will increase or decrease turnover.
- Suggestion for their scope- PPA to provide results of other turnover data from other studies.
- New construction will change results of any study?
- We can take their data and pour it into our own traffic and parking study
- Where else are there parking assets will be part of the BID larger study

### **Fernando**

- Best practice of board governance and leadership
- January Retreat in lieu of board meeting 11th 9am-noon
- Fernando teaches at Penn and consults with non-profits
- Burning questions
  - Clarity on roles and expectations on board officers
  - Other fundraising options
  - What is the retreat?
  - Committee functions and effective meetings
  - How to move quickly, be agile to meet goals
  - Effective communication tools for outside of meetings
  - Formality for meetings as opposed to open discussion (board dynamics)
  - Walking tour of neighborhood as a board
  - How to accomplish, implement ideas
- Foundation is programs, walls are human resources and the board, roof is the money from public and private sources
- Financial management system
- Marketing, tech and facilities
- For Jan meeting, bring questions on each of our roles in each of the components of the organization

### **Wrap up**

- Effective meetings, more structure, the retreat it taking shape, more action items at the end of meetings, impatience to have better tools for meeting structure.
- Committees will start to take action items and continue work in between meetings
- Committees will need to be more granular

- Gwendolyn will talk to Art Star and get them up to speed