

# Northern Liberties BID

Board Meeting 2/13/19

## In Attendance

Fernando

Kevin Moran

William Reed

Matt Bell

Ira Lupin

John Pak

Owen Kamihira

Kristine Kennedy

Josh Guelbart

Mark Charry

Matt Rubin

Erin Wexler

Courtney Haverkamp

Quorum met

Meeting commenced 8:35 am

Fernando kicked off meeting by walking board through the Board Retreat recap

- Read through page 4 specific duties
- Reviewed committee plans and schedules
- Mock board meeting using the Action Agenda in spreadsheet form that would live on Google Docs and be amended in real time. Using RACI method to keep people accountable
- This Action Agenda method can help keep time and keep meetings on schedule.
- Chair of the board is timekeeper and can suggest when a topic should be moved to committee rather than be discussed in the board meeting
- Committees to make reports available ahead of board meeting via email or other collab tool
- Buy-in on Google Drive or some other tool. What can everyone agree to?

Fernando wrapped at 9:00am

Move to meeting agenda

Sidewalk sweeping

- Mid to late spring big bellie arrival.
- Two day sweeping, should it begin in early March. Reallocate \$1900 from Big Bellie budget because of grant to cover two day sweeping
- Should sweeping be extended beyond BID boundaries rather than twice a week within BID?
  - Under the EI does not get cleaned because it is not part of the BID but does the BID have an interest in doing it
  - Perhaps once a month the second day can focus on a needy location such as the EI stop on SG
  - BID can always engage the cleaning company for additional hours to tackle a specific need
  - Delivering consistent service throughout the week is important
  - Committee can identify responsible parties for a trouble area and reach out to them such as DRWC or SEPTA. Board can then assess how to fill in gaps
  - Matt is on DRWC board and will take on responsibility of communicating with them
- VOTE to reallocate based on Kevin's proposal is APPROVED
- 2<sup>nd</sup> and Poplar corner beautification: can BID use the lot until Blatstein needs it for something. \$1 a year agreement.
  - Who will be responsible for sidewalk maintenance such as snow removal?
  - Review our insurance to see if we need an additional rider for this property
  - Frosty will help; finding makers to turn pallets into furniture
  - Next meeting- have a plan for what it will look like, cost, etc for a vote
  - Matt Bell will help, Ira is a good resource, someone from Cap Impr committee to form a working group to see it through; accountable to Cap Impr committee

PADCED grant for bike racks and banners

- Submitted with letters of support with request for \$50k, wrapped up with branding project
- Outreach to materials and service providers but multiple bids required
- Grant decision in late spring

Storefront Improvement status update – what has been submitted and approved

- William and Kevin met with Trophy to find out what happened, offered help with storefront improvement to make a new location more conducive to bike shop

Marketing and Promotions

- Mood boards can be made available electronically
- Feb 19<sup>th</sup> 1 pm is next J2 meeting at their office. Presenting strategic messaging and initial concepts branding.
- How to start to empower board members to engage in online discussions, setting rules of engagement. BID should not just be Kevin, but should look like a group effort.
- Table conversation on Facebook till end of meeting

Economic Dev

- PPA study on parking turnover will happen in spring for “better data” as winter activity might not be indicative of most common parking patterns
- Market analysis – create a roadmap for a contractor to work off to fill vacancies. What will go into the market analysis is for committee to determine/propose
- Kevin to share examples from other districts of other market analyses to help committee determine what ours should look like (demographic, foot traffic, existing businesses, total square footage of vacancies etc). Look to Chestnut Hill. Perhaps look for an example in Baltimore. Queens
- Intern is starting to identify vacancies, updated on website
- Window clings? Can BID assist? Once branding is done.
- Map would be responsibility of leasing agent contractor in Y2
- Demo data- intern project.
- Monthly B2B meetings/events in the works

Governance

- Board handbook – eventually electronic that includes tool kit, bylaws, D&O insurance
- Collab tools
  - Place to share files, store files
  - Communication between board members
  - To date, each committee has a list serve and one for entire board
  - Folder to store dox and reports
  - A Google Drive tutorial would be really helpful
- On website: bylaws, election procedures, budget
  - General agreement for posting meeting minutes on website. Format TBD

Assessment update

- 67% collected as of when report was prepared, probably closer to 70% now
- What if budget if we hit 80% instead of 92%
- Exec Committee to work on what if expense cuts
- Exec Director to let board know when and where to lean on property owners
- February individual outreach, March harsher language language.

- Policy on when to trigger liens? Over \$1000 delinquency?
- What does it cost to place a lien or put into collections? Olde City District will advise
- Optics- send final letters out after there is some branding, banners? But also need to leave people enough time to pay before end of fiscal year June 30
- 1099s have been issued
- Audit pricing has been solicited

#### Spring Garden Greenway

- Connect Schuylkill River Trail and Delaware River trails
- Request for our support for project
- VOTE to express support from the BID APPROVED
  - Kevin to send plan for project to the board

#### Protected bike lanes 2<sup>nd</sup>, 5<sup>th</sup> and 6<sup>th</sup> streets

- Connecting NoLibs and Olde City (south of Spring Garden)
- NLNA has send letter of support
- On 5<sup>th</sup> St, eye out for “gateway functions” to lead people into the BID
- VOTE to approve sending a letter of support is APPROVED

Engaging businesses just outside the BID boundaries

Fee for service. How to position and market this

Doesn't make sense to add sweep cleaning to properties not adjacent to border

Marketing committee to take on

Meeting adjourned 10:10