

## **BID Board Meeting**

**March 13, 2019**

### **In Attendance**

Kevin Moran  
Owen Kamihira  
Matt Bell  
Megan Brewster  
John Guelbart

William Reed  
Courtney Haverkamp  
Ira Upin  
Mark Charry  
Matt Ruben

Gwendolyn Carry  
Kristine Kennedy  
Water Dept  
OTIS – Janette  
J2 - Cara

Meeting starts 9:03

Quick update: First SIP project (Kaplan's) completed. 5-6 in pipeline.

Introductions

### **Transportation (OTIS) and Water Dept Germantown Ave flood relief project overview**

6 phases of NoLibs sewer flood relief started at Columbus Blvd to Laurel to Germantown. Phase 4 completed. Phase 5 waiting on PECO and Verizon utility relocation to be completed. This project includes the complete resurfacing of corridor: sidewalks, (proposed) protected bike routes, parking and street.

4-5 months for next phase on Germantown from 2<sup>nd</sup> to Master. From Girard to 2<sup>nd</sup> will become one- way traffic with two-way bike lane. OTIS-favored proposal shows the removal of one lane of parking.

Kevin to collect further questions and pass along to OTIS so board can get through the rest of the agenda.

STRAW POLL upheld support for a plan that includes protected bike lanes and the retention of both parking lanes.

### **J2 Branding**

Review of shifts in brand strategy, logo lock up & monogram of upside down Northern design option. More discussion if the monogram is necessary (would be used for only merch). Possible future exploration of NLBID monogram if needed.

“Open for Good” sounds a little final or defensive. Still not landing right. This is also not a public facing message or tagline, just an anchor.

### **Committee updates**

**Governance committee has nothing to report at this time.**

**Cleaning + Capital Improvements**

- Poplar lot clean up and usage- Ira needs to resend Bart information.
- Prior to April 6<sup>th</sup> clean up with volunteers, we need to have an agreement in place with owner. Need to define what the volunteers will be doing and organize equipment. One option is to rake everything into the rubble corner and plan around it rather than dig up the lot. Minimal disturbance. General support for this plan.
- ACTION ITEMS: Committee to ensure permission, insurance, clean up plan prior to the 6th
- Twice a week cleaning stated last week

### **Marketing and Promotions**

- Ideas for website being collected
- Marketing buy-in package for businesses outside of BID boundaries
- Social media strategy subcontractor
- Collect testimonials from employers (KT, GoPuff)

VOTE to move forward with the upside down branding concept.

- Gwendolyn object. Some concern that outsiders might not take the time to read it.
- Vote: two abstentions, 8 votes yes

### **Economic Development**

- Market analysis RFP complete and ready for distribution
- \$25-30k budget, not a public figure
- Chestnut Hill is an example, Kevin can reach out to see what they spent
- VOTE to approve issuing RFP with addition of south side of Girard Ave as pedestrian study is unanimous
- NLNA can help promote B2B upcoming events. Send boiler plate and image.

### **Executive Director Report**

- \$1000 threshold for filing lien. About 20 on that list right now. End of March is final invoice with larger lien warning.
- RFP for CPAs to handle end of year financials for June 30<sup>th</sup> filing

### **Other news**

- Philly Mag article in April