

**Northern Liberties Business Improvement District**  
Board Meeting 4-10-19

**In attendance:**

Mark Charry

Matt Bell

Courtney Haverkamp

John Guelbart

Richard Maimon

Gwendolyn Carry

William Reed

Kevin Moran

Megan Brewster

John Pack

Meeting began 9:04

**Governance Committee**

Will set up an in-person meeting to make progress.

**Cleaning + Capital Improvement Committee**

- Poplar lot clean up went well.
- Agenda items for open discussion at end of meeting. Germantown Ave reconfig, Philly Mag reaction, use of Poplar lot
- Most items on agenda are on hold for now- awaiting state funding decision
- Next thing is to write a sidewalk improvement grant

**Marketing and Promotions**

Working on website with J2

- Logo is done
- Priority is Big Belly design
- June 8<sup>th</sup> is big launch
- Coasters are in the works, matches are a good idea (in addition to other swag).
- Wraps for storefronts has been proposed. Expensive and each one is custom. Paper instead of vinyl?
- Evergreen vinyl construction fence banners may be produced
- Post Brothers can make an in-kind donation of vinyl printing. Kevin to follow up
- Katie from Gravy is developing a photo art fence banner, Volpe to share cost and also put it on Cescaphe fencing. Our Beautification Grant to be used for this.

**Events**

May 11<sup>th</sup> first BID Second Saturday

**Economic Development Committee**

- 5 responses; only one is local, one is from suburban Philly
- Committee to meet Thursday to review proposals
- Feedback from other BIDS that have hired retail recruiters has been helpful to set us up for hiring this person. Chestnut Hill is good example, success sending recruiters out to other towns

- Market analysis will tell us what the market will bear, where dollars are being spent outside the neighborhood, competitive analysis of other corridors. We can maybe do an in-house “what do people want” questionnaire

### **Exec Director Report**

- Not a lot of collection recently
- A new mailing went out last week
- Largest outstanding ratepayers (Volpe, Blatstein) should be paying very soon
- RFP for our annual audit will be ready for next board meeting

### **New Business**

#### Germantown Ave reconfiguration

- OtIS presented the redesign
- NLNA and Kevin feel that design can be further studied to determine if lanes of parking is feasible
- Council needs to approve design and neighborhood consent is preferred
- Need more evidence of why two lanes of parking can't work
- First raised protected bike lane (except for Delaware ave) in Philly and is a sort of test

#### Poplar lot

- Lease not yet totally in place
  - Why would we not want people to gather in this space? Six packs, who will clean it, need to post rules? Will need to police it.
  - For liability concerns, don't have a 365 lease, just agreements to use the property per event. Minimize our liability with improvements
  - Right now, entering the property is trespassing
  - We want to maintain the bohemian nature of the space
- Options for use:
  - Build small retainer, 2-3 inches of gravel (lot stabilization) with some vegetation
  - Activations
  - Large slabs to invite people to sit (Bill Proud can donate stone)
- Lot stabilization services could be something we offer to other property owners
- Gravel is a headache with weeds, trash
- If we go to Bart, we need a specific ask
  - We clean, he adds gravel, retaining walls and keeps liability
  - Cleaning and Cap Improvement Committee can conduct an electronic vote on a plan

Philly Mag article has created a hopeful response and good expectations for the BID

Meeting concluded 10:17