

Northern Liberties BID

Board Meeting 5/8/19

Meeting commenced 9:08

In attendance:

William Reed

Ira Upin

Courtney Haverkamp

Owen Kamihira

Matt Bell

John Pack

Mat Ruben

Kristine Kennedy

Josh Guelbart

Mark Charry

Governance Committee

- Not much to report at this time
- The committee needs to schedule a face-to-face meeting to hammer out remaining agenda items
- Need Fairmount employee handbook from Kevin

Cleaning and Capital Committee

- 2nd and Poplar – no further action needed on our part. No ask from Blatstein at this time
- Outlet coming out of side of building needs attention if we are going to use it. Owen to address.
- Banners
 - Get one sample banner before all made
- Trees
 - Richard Maimon (KT) might be working with someone in streets on identifying empty tree pits.
 - Can water dept jump in for water reclamation tree pits? Lara Kelly worked with NLNA on Soak it Up Grant, so ask her. Plantings are with Horticultural and Fairmount Park
 - Add greening grant to Capital Improvement committee docket
- Germantown OtiS update - NLNA pushing back on removal of parking lane. Not committed yet. Colomy Paint manager is in favor of OTiS plans. Legislation timing is key, trying to keep it in this legislative session.
 - Freeing up parking elsewhere could be a means to appease community– 2nd and Girard there is a hydrant no longer in use that takes up 2 spots. Parking study might illuminate other locations.

Marketing and Promotions Committee

- Social media team for DRWC – Matt Ruben recommends we speak to Emma Fried Cassorla for recommendations on a contractor
- Questions about the Big Bellies
 - Are all big bellies all pedal operated?

- Move install date up a week
- What do the insert panels look like? Are they opaque? What goes behind them? Is it a frame or a panel with a back?
- Get a 3D rendering for elevations of a Big Belly from J2

Economic Development Committee

- Marketing analysis contract is approved to sign
- ED to follow up on Volpe financial split with fence banner Gravy is producing

Finance Committee

- Exec committee needs to follow up with KK about compensation
- *Post meeting decisions: \$50 phone stipend to continue, \$500 benefit to continue as non-salary deduction in payroll, \$500 intern stipend approved, new office computer purchase is approved

Website

- Website was shared with the board and there were some concerns
 - Base map for Google interactive map needs to be changed
 - BID boundaries should be shown in the interactive map
 - BID boundaries are portrait orientation while map on site is horizontal
 - Color coordination of icons on map indicating business type
 - Test market prior to launch
 - Blue text on blue background feels off-brand
 - ED to set up a meeting with J2

Meeting adjourned 10:30