

**NLBID Board meeting minutes  
November 13, 2019**

In attendance

William Reed	Dorothea Gamble	Richard Maimon
Owen Kamihira	Gwendolyn Carry	Oron Daskal
John Pack	Mark Charry	Clara Flores
Matt Bell	Josh Guelbart	Kristine Kennedy

Meeting called to order: 9:23

October meeting minutes were approved as presented.

Assessment Collections

- Status is similar to this time last year. First bill and first reminder have been mailed. Target is \$402K assuming \$48K of non-payment.

Liens of all 365 days plus aging accounts

- Discussion of threshold for placing liens and discretionary role of ED in doing so.
- Review of other BIDs' practices as well as consequences for our ability to obtain grants if unpaid fees.
- ED and CM will work on adding an online payment option on website.

Motion: Executive Director is to place liens on all non-paying properties by the third quarter of the year, after sending a warning letter containing lien information. Unanimous.

Motion: ED has discretion over implementing liens on delinquent accounts. Passed.

Open for Business Grant

Motion: give ED discretion to use GRANT funds for signage, marketing and events and all necessary expenses to increase traffic in the District during street closures. Passed.

- Grant application will be distributed to the Board for review by proposed date, prior to submission.

Trash Contractor

- Alternative contractor pitched option for better and additional services (e.g. snow removal, weed whacking, contacting 311 if task not appropriate for them) as well as better storage and accountability
- ED will contact current contractor to request improved services and will inquire about prices with new contractor.
- To be followed up in subcommittee

Brochure and interpretive plan kick off  
Completed.

### Committee Reports

- **Germantown Sewer Project:** underwhelming presentation, no follow up. Committee will meet next Wednesday to prepare to present two requests to City Councilmembers and the Water Department: plan for street closures and timeline of closures to be discussed at a future meeting.
- Need meeting with major stakeholders (businesses).
  
- **Retail Broker:** Identified best candidate, Kathy Meadows, who is requesting \$45,000/year for two years, as a consultant (1099). Ms. Meadows has a history of success. We will provide goals and measurables that will inform us within six months whether or not this approach works. She will also work with Chestnut Hill.

Motion: to release \$12,500 from 2<sup>nd</sup> St. festival funds to complete \$45K consulting fee for Kathy Meadows and an additional \$1,500 to \$2,000 in discretionary funds for her work. Approved.

- Concern: direct competition with other neighbors. We want to be able to veto specific neighborhoods that she can take on as clients

### CDC Tax Credit

- Will have clear answer within 2 weeks. Likely scenario for our sponsor is they combine up to two LLCs under one entity's umbrella, within the same tax liability.
- Move this to High Priority

### Market Analysis

- In process of writing 30-40page report. Will request top sheet for public distro. Will request that report includes language supporting changing 2<sup>nd</sup> St (and 5<sup>th</sup>?) to a two-way street. Will also need parking issue addressed (feasibility and ramifications) and the possibility of meters. Will release final payment after report is completed with all this information.

### Parking Study Meeting

- Requested available dates to meet with PPA. Waiting for response.

### Plan for auxiliary business program

Motion: to create a program through which businesses pay \$200 membership fee to include their information in our website, social media and other appropriate materials. Passed.

### Spring Trash Schedule

Motion: engage PPA in doing permanent signage location TBD, four-hour schedule, monthly with a cost of \$4,800. Passed.

### IDA Conference Report

- ED started a query to have a store-front space for pop-up with the idea of using it as a museum with rotating unique exhibits.. Market cost would be \$200K.
- Idea: window displays with decals, lights or art installations in vacant spaces in order to promote neighborhood. (CCD did this.) Engage artists.

### Trashcans

- Offer trash cans to businesses who have demonstrated compliance in trash maintenance. Lean on enforcement for non-compliant businesses.

Meeting concluded.