

**NLBID Board meeting minutes
February 12, 2020**

In attendance

William Reed	Dorothea Gamble	
	Gwendolyn Carry	
Ira Upin	Mark Charry	Clara Flores
Owen Kamihira		Kristine Kennedy
	Courtney Haverkamp (telecom)	Ann Latsuvka
Matt Bell	Richard Maimon	

Meeting called to order: 9:21am

Motion to accept minutes as written. Passed unanimously

EXECUTIVE DIRECTOR REPORT

Assessment Collections

- Progress since December. About 89% collections completed (include formula by Kris). Request by Board member to provide breakdown of numbers in future ED reports. We need \$39,000 to reach 100% of the working budget. Tracking and skip tracing (?) yielded satisfactory results.

Signage Master Plan

- The plan is complete. February 27 is the presentation at NLBID offices. Board members are invited to attend. Kris will confirm time.
- Afterward, will share plan with constituents

CDC Tax Credit

- We are waitlisted as #5 of 4 slots. We'll have a chance to be a recipient if one of the participants is disqualified. However, we are better prepared for next year.
- Side note: we were awarded a grant from the Cultural Alliance
- Sidewalk grants:
 - Liberty parcel: needs to fix sidewalk for insurance requirements. Because they are a corner property, they are eligible for more grants. We will be in touch to talk about the process.

COMMITTEE UPDATES

Marketing:

- Planned Spring calendar, focusing on 2nd Saturdays. Mapped out May, June, July.
- Anne Latsuvka: 2nd Saturday structure as pop-up. Spread it along 2nd St and have "pockets" of vendors along the corridor. Will have temporary no parking signs on Green, Brown, Fairmount. While 2nd Saturdays have a similar structure, each one has a different theme.

April: partnering with Philadelphia Science Festival for star gazing event and Engineer Eats which will be a ticketed dinner crawl event in NL.

May: Make it for Mom.

June: salsa night and close the 100 block of Fairmount avenue and have food, drink, with ticketed access to help cover the cost of the event

Note: Art Start reached us to have a large June vendor event and we are looking into having them together in a beneficial way.

Suggestion to reach out to CDAG (Mark Reuben) as a sponsoring/funding source

Kathy Vizar at Taller Puertorriqueño

July: Vendor event. Theme TBD

August: Hiatus because of 2nd st festival

September: TBD

October: Second Poe Raid

May and October, El camino is working on a night market with Cescaphe and Tendenza (tentative for 27th of May). Suggestion to invite as many restaurants on 2nd street as possible.

Retail

We hired Pam Simpson!

Questions regarding possible conflict of interest were answered by pointing out specific language in her contract.

Capital Improvements

Discussed signage and wire trash cans (Kris researching) Committee to propose three final options (choices) to select one.

- Signage: instead of cloth signs as initially proposed (because of durability and given that the installation is the most expensive part of the project), use metal. The cost of cloth was \$10K and the initial price for metal was \$20,000. Laser cutting outfit that includes the metal, would make the signs cost about \$75. Committee researched into 45 by 18 in, powder coated signs, without brackets or installation, and their cost was estimated at \$7K, less than the initial \$10K estimate. This price is for 50 signs (more than we need).

The company offered to add a bend to make the signs more durable.

- Discussion and concerns: Could we do a mockup to have a better idea of the final product? Are there aluminum signs elsewhere in the city (how do they work)? Are there installation concerns? Height requirements are different at sidewalk vs. bridges/ streets.
A problem with laser cut is that is only legible one way.

Committee will take care of mock up in order to make decisions

Side note: Indego won't install any new bike banks in the city this year but are interested in 2021.

Discussion on City's unannounced plan to change traffic lights in BID (not in Agenda):

ED will meet with Streets Department to discuss imminent projects and future ones in order to avoid surprises. Coordinating projects.

Walk through with PECO and Council person regarding lighting project scheduled for 2/13

Request from Board that committees have a regular, monthly meeting.

PARKING

Update on meeting hosted by Parking Authority.

The parking authority identified three ways in which parking is utilized in this area: long term street parking, 2-hour parking, other areas where cars sit for months. Parking might be utilized as a “parking lot” for people from neighboring areas who don’t drive a lot.

To solve is a year-long process that includes a change in legislation by city council. Prior, needed two community meetings. We want input from a wide variety of people. Coordinate with NLNA to include their needs in the process (all at once might be easier).

In terms of 2nd St. corridor and major arteries (Spring Garden and Girard), parking is not homogeneous (mishmash) and sections are underutilized. We need to do a block-by block analysis and propose a uniform solution. Would this plan override current permit parking? *Need ad-hoc committee to follow up.*

700-900 block of 2nd St: with construction, there are at least 6 spots per block lost. Delivery trucks are also having difficulty finding spots (30 min) to do their job. Perceived aggressive ticketing when businesses and delivery trucks are trying to bring in supplies. Could we have more temporary parking? Suggestion for businesses owners to talk to others in their block and come up with specific needs and requests?

Overall goal: to have two “best practices” approaches. One for business corridors and one for residential areas that are too restrictive.

ED: create a multi-faceted initiative to discourage car ownership in the neighborhood which would help address parking issues (suggestion to have a more inclusive green initiative).

SPRING CLEANING

In talks with NLNA to coordinate efforts for April city-wide cleanup day.

RETAIL MARKET ANALYSIS

Will come in today? Author made changes requested and updated information on the case studies included.

PUBLIC SAFETY

Need to reschedule meeting with captains of both districts.

DECORATION AND LIGHTING QUESTION

Lighting project: Need 28 pedestrian street lights. City is in the middle of buying a large amount of lights and installing them. There’s an opportunity to make that happen, if pressuring City Council, etc. Will be in contact with William Penn foundation to invest in improvement project, including sidewalks.

As new projects come up, try to include these lights in their projects.

We need to put together a Pedestrian Lightning Master plan.

Additional questions:

I-95 reconstruction project: do we have a seat at that table? NLNA participated a few years back (5?)