

**NLBID BOARD OF DIRECTORS VIRTUAL MEETING
MEETING MINUTES
JULY 9, 2020
VIA ZOOM**

MEETING START TIME: 11:07

IN ATTENDANCE: Ira Upin, Gwendolyn Carry, Richard Maimon , William Reed, Matt Ruben, Oron Daskal, Owen Kahihira, Mark Charry, Dorothea Gamble, Josh Guelbart, Courtney Haverkamp, Kristine Kennedy, Ann Lastuvka, Clara Flores

EXECUTIVE DIRECTOR'S REPORT

Approval of prior month's minutes

Motion to approve last month's minutes as presented. Approved.

Assessment Collections

This is our end of fiscal year.

2019 Assessments: \$330,659. Prior year payments \$19, 130 (\$12,750 assumed). Total assessments collected: \$349, 789. 75.5% of \$437,750 total billing, 88% assumed.

Question about payment when rental income isn't available to owners: There are no resources for property owners (as opposed to renters). Assessment rate increased, however it is based on last year's property values. Considering adding option for distributing assessment over multiple payments

Crime Report

Emails bouncing from 26th district. Kristine left voicemail. No response as of this meeting.

From NLNA meeting last Monday, 26th district informed that the Captain couldn't participate due to IA investigation.

Ann to participate in 26th Police District Advisory Council (PDAC) immediately after our meeting. She will:

Request that all community leaders be invited to that meeting

Bring up the problem with communication with 26th police district

Retail Recruiter Report

Not in attendance. ED will share report via email.

Communications Report

Nothing to report. PR to be discussed by ED later in meeting.

Special Events Report

Received a grant from cultural fund and ED had permission to redirect funds. Potentially to improve store fronts with visual arts.

Committee Reports

Marketing: Large signs have been purchased to go along the fencing around the construction project around 2nd and Girard Ave. It will provide information regarding vehicle traffic as well as access to local businesses.

Metal signs will be installed soon.

Other banners regarding mask wearing will be going up as well as A-frames.

Regarding map/brochure: holding off for the time being.

No big district-wide marketing because many retailers have decided to continue doing business online.

Economic development: Nothing to report.

Cleaning and greening: Waiting to hear about AARP parklet grant. There is a list of young landscape architects readily available for when the grant comes through.

For 2021, would like to implement a larger vision for improvement, namely

- 1) Greenscaping for 2nd street end to end
- 2) Developing a guideline for street furniture and sidewalk repair. ED added stretch of American St. for cleaning and a weekly emptying of big bellies.

Note about reduced vehicular traffic on 2nd but it is byproduct of poor signage. The implications? Some see increase in foot traffic.

Liberty Walk and the Piazza have great increase in foot traffic. Positive experience reported.

1. Green Eggs: ED spoke to owner. They intend to reopen eventually.
2. Blind Pig: Termination of lease has been sent but have not heard from owners. The site is ready for another tenant.
3. Dmitri's: might "throw in the towel". Might soon be available for another tenant.

TOP PRIORITY OLD BUSINESS

Germantown Sewer Project

See above.

Do we want to push media coverage of problems with PWD?

We should communicate with Councilperson Squilla on a daily basis regarding this problem.

Did we consider signage for northbound traffic?

End Of Year

We've closed our books and auditor is coming to review.

Board elections: Ann has been working on details of the meeting.

(See presentation)

TOP PRIORITY NEW BUSINESS

Easy StrEats Closure Discussion

Commerce department contacted ED to warn that Health Department might shut event down. The City was feeling underprepared for all the closures that various groups were proposing. They requested that we postponed for another week.

Other BIDs have had different plans/experiences from NLBID.

City's idea of layout (only restaurants on street with narrow, barricaded path and no sidewalk sitting) is incompatible with NL geography. We also don't have the authority to enforce social distancing or mask wearing. At the same time, the City does not have the resources to support the event.

Should we reschedule for one week or two?

Should we pledge to shut it down if it is chaotic? Don't know if that's possible because there are bottle shops.

Should we pivot to an arts-themed event?

Decided that we will reschedule for two weeks from now. This would give us time to talk to the City as well as our businesses (of all types).

Name of event should include "social distancing" to emphasize.

We need to rethink who this event is for and how to ask the City to support it.

Adjourned: 12:40