

**NLBID BOARD OF DIRECTORS VIRTUAL MEETING
MEETING MINUTES
AUGUST 13, 2020
VIA ZOOM**

MEETING START TIME: 11:06

IN ATTENDANCE:

Owen Kamihira, Richard Maimon, Matt Ruben, Mark Charry, Dave Goldman, Kory Aversa, Josh Guelbart, Ernest Stanton, Ann Lastuvka, Kristine Kennedy, Pam Simpson, Clara Flores

Approval of prior month's minutes postponed (no quorum)

EXECUTIVE DIRECTOR'S REPORT

- Assessment Collections
FYTD Collected: \$101,508
With Prior Year Payment: \$103,682

Legislative Max billing: \$450,882
Presumed nonpayment \$103, 703 (23%)
Collection Target \$347,107

29% collected against target
22% collected against max billing
- Crime Report
A KieranTimberlake tracked a stolen item and hoping that information helps detectives

RETAIL RECRUITER'S REPORT

- We helped Nirvana Spa on Front Street with their business plan and with their relationship with property owners.
- There's a potential new business opening: K9 sport
- New business closing: Philly Dog School. Will get images from that space to post as available space online.
- We have 25 vacancies. Most have active listings. RR reached out to listing agents: Moving slow but hoping that fall and winter will be better.
- Visited three hardware stores last month and met with owners to garner info. None are looking to expand.
- Temple SB projects 250 small business closings due to pandemic. Retail and restaurant will be most affected. Second wave of closings after PPP ends

- Meeting with owners of High Market and Fork to invite them to the neighborhood. Also contacted parties of Cooks Coop.
- New marketing materials are done and will be arriving tomorrow. RR will be able to take these on her visits to other businesses
- Continuing to work on the idea of having a streamlined process wherein small businesses can do popups to try out their model.

COMMUNICATION'S REPORT

- Working on capitalizing on the attention restaurants and bars received to promote other types of businesses
- Currently developing a social media campaign for self-care services

PR REPORT

- 50+ stories published and weekly tv spots.
- We have two goals: Promote businesses and increase awareness of the work done by BID
- Moving our focus to retailing businesses
- Creating energy and buzz about nl being the place to be, 2nd street closings, businesses.

SPECIAL EVENTS' REPORT

- Will start looking on what events will look like in the future

ED: for the last two weeks, working on streatory permits. Penndot and Federal highway admin overlap jurisdiction over a section on 2nd street. Discovered that the City never had jurisdiction to issue permits for events on 2nd st. In the future, any event will require federal highway administration approval.

Board member suggesta that the federal government probably delegated this responsibility to the City and to involve Mary Isaacson.

COMMITTEE REPORTS

Executive:

- (Matt) We met regarding financial and personnel issues, just as a review, not problem-solving. As ED requested an evaluation, the committee requested a self-assessment for discussion and agreement.

Governance:

- We had a smooth election process. Sorted out question of interpretation of bylaws. Happy with participation in elections and the outcome.

Capital Improvements/cleaning:

- We didn't receive the AARP grant for parklets. Working with ED to fund it (along sidewalks for restaurants?)
- Increasing the sidewalk repair program from \$1000, to \$2400. Professional estimation is \$400 per 4x4 panel of concrete. This increase would cover 50% of the cost for owners and hopefully improve the state of sidewalks in the neighborhood.
- Working on tree planting. In talks with a firm about this.

Economic Development:

- Talked about the seemingly good response from street closings in Old City. However, it's different from us.
- Talked about issues of homelessness, panhandling, etc.
- Bike paths rerouting
- Upgraded business interiors
- Noticed increased business for others such as Flowers, Etc., by Denise, Tune-up Barbershop, and Boricua (not in BID)?
- Talked about help available to build streeetry. We can provide assistance and even provide a contractor referral
- Hello Vietnam: permit for streatory issue (see above)
- All the plywood on the street is down. Businesses look back to normal.

Discussion about 2nd street: impact survey and study on traffic patterns and transportation. People are enjoying the closing and wondering how to limit big truck traffic.

TOP PRIORITY NEW BUSINESS

Officer Elections:

- We've had two years with the same executive committee. If members would like to change positions, this would be a good opportunity to do so.

Working on strengthening the individual committee structures and engaging those individuals who ran for a Board of Directors position.

Committee Membership

- Executive
- Governance
- Capital Improvements/Cleaning
 - Design Standards Subcommittee
- Economic Development
 - Parking Subcommittee
 - Security Camera Subcommittee

Marketing/PR
Events Subcommittee

LOW PRIORITY OLD BUSINESS

- Auditor has been engaged.
- ED has been speaking to different entities regarding private trash overhaul. It's not very expensive to park a trash truck for ppl to bring their trash to it (which isn't possible or practical for many). The City will be behind schedule for a bit.
- Kicked off a parking subcommittee. Intern almost done with a color coded map. We look forward to putting together a proposal for changes.
- Waiting for approval for big bellies
- We've been approved for PPP loan

- Cleaning contract: we've talked about changing to another company. This is our biggest expenditure. We have a two day a week service.
- A Kensington organization does corridor cleaning service. It could work out so that we have two full time people. They would remain on their payroll and HR, which takes care of that concern for us. This group can replace our current services.

Questions:

mailing promotion? Will work to run it the first two weeks of September

Could the BID help with extending permits for outdoor dining? Yes, a letter of support from the BID was encouraged.

Would it be helpful to lead a petition for this extension (that includes more neighbors' input)?
The Economic Development committee can take on this task.

Adjourned 12:15