

**NLBID BOARD OF DIRECTORS VIRTUAL MEETING  
MEETING MINUTES  
SEPTEMBER 10, 2020  
VIA ZOOM**

MEETING START TIME: 11:04

IN ATTENDANCE:

Dorothea, Ira Upin, Richard Maimon, Ernest, Owen Kamihira, William Reed, Mark Charry, Kristine Kennedy, Pam Simpson, Ann Lastuvka, William Reed, Gwendolyn Carry, Dave Goldman, Josh Guelbart, Oron

Motion to accept minutes as presented. Unanimous.

**EXECUTIVE DIRECTOR'S REPORT**

Financial

- FYTD Collected: \$141,943
- With Prior Year Payment \$144,118
- Legislative max billing \$450,882
- Presumed nonpayment \$103,703
- Collection Target: \$347,179
- 41% collected against target
- 31% collected against max billing

Our collection rate is comparable to that of other “young” BIDs.

Liens have been helpful and are expected to improve this year’s collection rate.

Request to change language from “Collection Target” to “Collection Expectation”.

ED: In light of the financial difficulties due to COVID, are we changing how we assess finance charges?

*Discussion:*

*Could we do it and then assess individual (those requesting payment plan)*

*Mount Airy BID is flexible about this*

*Every year, we should charge fees and then address issues individually*

*Let's send a note indicating the charges and invite those affected by COVID to contact NLBID*

Crime Report

- A rash of crime happened and then ED realized through FB that many neighbors weren't reporting but they had also experienced non violent crime. ED: should we track this? It could yield data to address our security goals.

*Question: does the NLNA track this? They meet with precinct captains on a monthly basis*

*Should we participate in these monthly meetings?*

*ED will follow up with NLNA*

### **RETAIL RECRUITER'S REPORT**

- Bimini Juice closed. A total of 5 businesses have closed.
- Please notify RR if you hear of any business closing or new businesses expressing interest in the neighborhood (will drop off her cards for distribution)
- Ira: still cleaning up the space available. Not ready for use.
- 20 vacancies in and around our boundaries. Available database is updated.
- More responses from business owners.
- Working on parameters for benchmark vacancy rate. (current estimation 6% to 12%)
- Marketing pieces are ready and out in the world.
- Working on idea to give startups opportunities
- Through a post in FB, we learned what type of businesses neighbors want to see in the neighborhood.
- Talking to business owners about coming into the neighborhood

Discussion on Central Autobody- RR Pam to lead a tour of this space and neighborhood to attract hardware store.

Water department issues are responsible for delay in occupying Mark's property on 2nd st. ED has contacted PWD. Will continue to address.

ED: thinking on host "how to open a restaurant class and KK has contact for a consultant/expert.

### **COMMUNICATION'S REPORT**

We are continuing to increase our social media presence. Most of it is growing organically. We have increased brand recognition.

It looks like we are able to harness the public awareness of bars and restaurants and share that with retail and service providers.

Going forward, we will continue to have a strong social media presence. However, after gaining recognition, it is time for us to look at the data and be more discerning about how and where our posts are most effective.

### **PR REPORT**

Kory: continuing to promote businesses. BID has been on the news every week and on TV (ph17). Six to 7 stories on the media, which is great for any event after Labor Day but especially for this year.

Please let us know of any specials that you have (anything that used to be an event but is now a menu special) or anything out of the ordinary in order to promote it.

*Who should businesses contact? Let's use: [news@explorenorthernliberties.org](mailto:news@explorenorthernliberties.org)*

*Question from Dorothea regarding an outdoors event. Can we expand our street closure permits to include retail?*

*Dave: Do we have a plan to have Saturday afternoon events to support retail?*

*ED: we have to make sure that the department of health is ok with our plans. We can bring it up with Streets' department and also do it in the context of holiday shopping.*

*Ann: outdoor market model that pivoted from in person shopping to online ordering and having a pick up window.*

*Dave: we could duplicate that and also try to have a weekly event/happening*

## **OPERATIONS MANAGER REPORT**

Governance:

- We are behind schedule in electing officials. OM will publish a voting link.

Working on PBID

Working on gathering information from the city guidelines on indoor dining to the restaurants.

Working on two projects: trash cans for outside take out places and metal banners

## **COMMITTEE REPORTS**

Capital Improvements/cleaning:

- No current activity
- Question about bike racks: ED working on getting permit for them

Economic Development:

- Discussed safety and security plan. Conduct individual interviews to understand concerns. Conducted research (?) about BIDs and Neighborhood associations around the city and country have security plans.
- Looks like some stores appear to be closed, which is concerning. They appear to be doing mostly online business. (that is accurate)

ED working on the permits for the 700 block of N 2nd. That portion was funded with Federal funds and it created a lot of red tape.

## **TOP PRIORITY OLD BUSINESS**

Officer Elections: See OM report

Mailer marketing campaign is underway.

Additional Ads will go out in the next week (Indego stations, Billy Penn). Funding will come from the Water Department Grant.

*Capital Improvement Committee*

We want to kick off a comprehensive District Improvement Plan and we need to fund it.

Approve \$40,000 funding.

We want to develop a vision for what we want 2nd street to be/look like so that we can fit our incremental changes into a greater plan.

Motion: approve allocating \$40,000 to begin planning a Comprehensive District Improvement Plan. Unanimously approved.

#### Street cleaning

ED would like to have regular street cleaning on any of the blocks that are 2hour parking without residential restriction. It requires an ordinance from city council.

Discussion: get all the signs (parking and cleaning?) done at the same time in order to maintain consistency between the residential and commercial areas.

ED: these are two different types of signs. For street cleaning, it indicates day and time when parking isn't allowed in a section. Parking signs on 2nd st would address regular (homogenous whenever possible) parking restrictions.

Perhaps the parking subcommittee can have the conversation regarding parking along Girard and Spring Garden to be consistent with parking along 2nd Street. (Second street doesn't have consistent parking regulations, block to block).

In order to go before City Council for any changes, we will need to have community input.

Question: do we need this input if what we are asking is to conform one block with the regulations of the rest of 2nd street, not asking for an exception?

#### **TOP PRIORITY NEW BUSINESS**

##### Penn Treaty Specialty Services District Grant

We could ask them to fund our Improvement Plan. ED will apply for their Grant and board can review.

Question: is the sewer project on schedule?

ED: maybe a few weeks behind.

Question: issue on North American St.

They continue to block the street on a daily basis.

They contacted the BID for and we replied no

Streets department cut a hole for them. Claimed that they were responding to a dangerous situation report. Left it open for 8 hours for 1050 do their work.

ED will continue to address on a daily basis.

Meeting Adjourned 12.29