

**NLBID BOARD OF DIRECTORS VIRTUAL MEETING  
MEETING MINUTES  
OCTOBER 08, 2020  
VIA ZOOM**

MEETING START TIME: 11:03

IN ATTENDANCE: Oron Daskall, Dave Goldman, Ernest Stanton, Mark Charry, Gwendolyn, William Reed, Matt Ruben, Josh Guelbart, Owen Kahimira, Kory Aversa, John Pack, Kristine Kennedy, Clara Flores, Kory Aversa, Pam Simpson, Ann Lastuvka

Motion to accept minutes as presented. Unanimously passed.

**EXECUTIVE DIRECTOR'S REPORT**

**ASSESSMENT COLLECTIONS**

- FYTD Collected: \$ 158, 078
- With Prior Year Payment \$ 160, 713
- Legislative max billing \$ 450, 882
- Presumed nonpayment \$ 103, 703
- Collection Target: \$ 347,179
- 45% collected against target
- 35% collected against max billing

Mailer responses, ad campaign

- With PWD grant, sent 12K mailers to select mail routes. We only received approximately 40 of them back. It yielded useful information regarding which mailing routes would be useful. The design was also included in Indego and billboard

District plan progress--budget

- Currently interviewing firms and ascertaining cost

Parking plan

- Had a meeting with the committee and met with other BIDs to learn more about what they do. Will develop a Plan A and a Plan B in order to fix the problem of no regulation in the section of 2nd street, which decreases turnover in a commercial corridor.
- We might issue a survey that will inform our future meeting. We're seeking input from property owners, businesses, and residents.

Parking in lots: a lot in front and fairmount, the price is ok, is it too far to include in our plan? This question can be framed in the survey as "how far are you willing to walk to your car"?

Question: could the surface lot on Front St be approached for employee discount parking?

#### Trees

- Working with a contractor with tree pits on Girard. A lot of empty pits or with trees in bad shape. Post brothers will donate 3 trees, which will save us approximately \$1,000. Thank you.
- Permits are completed and in the process of giving them to property owners.

#### Bike racks

- Finalizing the collection of the remaining permits (from property owners?). Installer is ready to go.
- New Big Bellies
- Had been outstanding because of lack of response from Streets' Department (vendor had been trying to contact them). ED was able to contact directly and get approval.
- Everything has been ordered and will be available within a week.

### **OPERATIONS MANAGER REPORT**

Reminder to sign conflict of interest statements.

Formal recognition of the new executive committee.

#### Sidewalk replacement program

- matching grant from Penn Treaty. Coordinating with various property owners Will bring all contractors at the same time to survey the properties and complete projects at the same time.

#### Trash Cans for takeout restaurants

- need approval from some property owners, have quotes from supplier. We need to finalize color selection in order to place order. We have an artist to decorate them.

#### Metal banners

- will go on Spring garden and Girard: identified all locations, submitted application from art commission. Waiting on response time. Sign committee's meeting is October 21. Streets' department is aware of the application but won't look at it until the art commission reviews it. There's a possibility that it might go to the general art commission committee meeting on November 4th.

#### Liens

- have not issued additional liens but have increased success in contacting property owners who haven't paid their assessment fees.

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

Starting to see more movement and communication with businesses.

Outreach

- 25 to 35 calls a week to business within the list (hardware, etc ask Pam)
- Keeping contacts with SCA building relationships with the department of commerce since they have been instrumental in supporting Center City. We want to build relationships in order for us to go after a larger business to place in the large warehouse available.
- Tracking down property owners. Making headway.
- Scheduling a tour in mid october with a hardware company. Will meet with board members. His is an essential business, part of the ACE network. Feeling very positive about this connection.
- Would like to find more apparel companies to come

#### Marketing

- spaces page is up to date. 28 properties actively listed and working with realtors for those properties
- First email went out regarding Open Spaces: 200+ contacts and had a good response.
- Webpage: one for Doing business and one about Pop up

#### Holiday Pop Up (December event)

- 6 to 8 spaces
- We want businesses who are potential tenants. We have 8 vendors who have reached out and signed up. We might be able to place two vendors in one space, abiding by social distancing guidelines. Bakeries are participating and interested in sharing spaces.
- Meeting with a men's shoe brand today. They are considering a space.
- Overall, small businesses are in a waiting mode.

Questions: Is there any thought on temporary rentals, instead of full leases? Answer: yes, we are encouraging vendors to do that. Small food entrepreneurs pop ups in restaurants. Is there a venue interested in 709?

#### **COMMUNICATION'S REPORT**

We have doubled the number of social media followers and our website traffic stats are healthier. It is now time to refine our strategies for all our communications' outlets. We'll be working on increasing our SEO with better post utilization. They will include not only our press releases, but also coverage by other media. Regular use of tags will improve searches and will direct traffic to our site.

Since claiming our Google Business, our website traffic has increased exponentially.

We have asked our designers for more tools to improve the creation of new landing pages. In regards to newsletters, we've standardized the designs and we are working on complying with the regular publishing schedule.

Our social media platforms will now be used for different purposes, with scheduled posts that will be planned and reviewed with ED and PR. Increase consistent tags and hashtags.

## **PR REPORT**

Please see attachment with the work that Kory has been doing.

### **Fishtown/Northern Liberties Overlay**

Discussion led by Kris regarding overlay. It exerts control over metal trash cans and venting outdoors. Historically, it required a zoning variance on Delaware Ave to Spring Garden, Frankfurt and 5th Street (NL and Fishtown) from need to control nuisance bars. The new zoning in 2012 introduced an SAOL to manage the transformation of bars/restaurants into nightclubs. You need a license for gatherings of over 50 people from NLNA in consultation with the Police Captain (26th?) The Fishtown bid initiated a conversation amongst themselves about eliminating and NLNA and NLBID's consensus was to intervene and collaborate. We want to strengthen the SAOL process to include notification to the community.

Do we want to continue it, do we want to get rid of it?

NLNA is recommending changes to the overlay. It has created a checklist to qualify for the overlay permit, eliminating the need for lawyer intervention and placing the burden on L&I.

What protections do bar/restaurants have stemming from the original? If there's a documented nuisance night club, the permit can be rejected. The presence of the SCAOL also oversees venting, etc. You have to say that you will have assembly. It increases transparency and scrutiny. The loophole is the participation of the Captain.

How do we compel the police department to communicate with the community? There isn't a way. The proposal gets rid of the police discretion out of that. They can be invited to a community meeting. It gives us options and protections for the community.

Making it easier on the small operator by providing the checklist.

Will present language to the board to vote on the position of the BID

## **COMMITTEE REPORTS**

Capital Improvements/cleaning:

Update: The City doesn't have an up-to-date, scaled drawing of 2nd street. Post brothers are volunteering hours to help us put together an updated drawing.

*Economic Development:*

(Crime report: NL Crime database launched by ED. Self-reporting nonviolent crime in order to understand places and times of crime events. Seventeen people have responded and the majority didn't file a report. Will be a good tool to obtain data to inform our approach)

- Two new streeteries on the 700 block (yay Kris!) 709 building may have lost a tenant (maybe not a problem)

Are they waiting on the PWD to open access to Bourbon and Branch? Yes.

Parking lot: 150 spaces for nighttime use. Once things get more busy, it might have increased use.

ED will meet with NLNA to discuss, among other things, discussing townwatch (what worked in the past, what works/doesn't work). ED: will work on a map with location of cameras in the neighborhood.

Will meet with the security team from Post Brothers to evaluate if they are a good fit for BID (?) Looking to meet with other security companies after assessing needs, to put together a safety plan and see if we want to do something voluntary or paid for.

### **TOP PRIORITY OLD BUSINESS**

Meeting to review audit tbd.

Meeting Adjourned 12.30