

**NLBID BOARD OF DIRECTORS VIRTUAL MEETING
MEETING MINUTES
NOVEMBER 12, 2020
VIA ZOOM**

MEETING START TIME: 11:05

IN ATTENDANCE: Dave Goldman, Dorothea Gamble, Gwendolyn Carry, Ira Upin, Mark Charry, Oron Daskal, Owen Kamihira, Richard Maimon, William Reed, John Pack, Pamp Simpson, Kristine Kennedy, Ann Lastuvka, Clara Flores

Motion to accept minutes as presented. Unanimously accepted

EXECUTIVE DIRECTOR'S REPORT

ASSESSMENT COLLECTIONS

- FYTD Collected: \$243,669
- With Prior Year Payment \$ 252,045
- Legislative max billing \$ 450, 882
- Presumed nonpayment \$ 103, 703
- Collection Target: \$ 347,179
- 72.6% collected against target
- 56% collected against max billing

Laurel Street Intersection

Tree grants came in at the same time with a short due date: all about pedestrian experience and safety. ED developed a plan, Post Bros installed a blackboard fence that blocks the view to the lot. Thinking about the crosswalks and beautification of that intersection.

Working with Mural arts to collaborate on a project to beautify the blockboard. They would fund it and are ready to act.

Ideas: families having a designated square to paint themselves, living wall (plants). Aisha visiting as a princess

Parking plan

There's a parking ordinance from January for 2nd St. It was not passed, which was good for the BID because it was adding residential parking to the commercial corridor. ED asked Councilmember Squilla to take it off the table and await our proposal

Grants

See above

Submitted the Penn Treaty Grant Request

Trees

Still working on permits

Bike racks

Applications with Clean Air Council are being completed

Big Bellies

Ready. Need to pay deposit

OPERATIONS MANAGER REPORT

Banners

Because of size and weight, we had to switch to printed cloth banners. They will be installed this Saturday on Girard, between 2nd and 3rd

Replacing banners around fencing of 2nd and girard project

Sidewalk improvements

In process of relaying information to property owners

Liens

Cleaning up data in Quickbooks and PBID

Small Trash cans

Ordered and waiting for an ETA from the manufacturer. They will be sent directly to the printer who will hold them until art is complete

Other

Started a Facebook group for all businesses in NL to promote discussion of initiatives and ideas. Hoping to have organic collaboration emerge from this group.

PUBLIC SAFETY

No update on safety plan and camera updating. Not receiving data from the police (camera data)

ED continued to follow up with captains regarding car vandalism. Arrests were made.

The BID alliance is trying to get a meeting with Commissioner Outlaw to discuss issues around commercial districts in the city. Would like to discuss direct communication with districts and easier cooperation. Will also discuss homelessness (best process and responses by a trained community liaison with authority besides Project Home Hotline)

RETAIL RECRUITER'S REPORT

Pam lead a successful tour with the hardware company (216 Fairmount). They are very interested in coming to NL. Slight complication with "territory" with ACE Hardware corporate. Pam is supporting them in the efforts to clarify the difference between neighborhoods and territory.

Working to fill 806 N 2nd: Looked at a new tenant who is very interested and has “pledged” to move in.

POP UP: seeing vacant storefronts, developed an event through which 1) spaces can be alive and 2) give owners a way to consider moving to NL. Pam found businesses who are looking into moving into the neighborhood, not only any vendors who responded to call out.

It is a good opportunity to promote NL through a story that appeals to businesses: look at what the BID is doing to bring and support new businesses.

Will release names of vendors today.

Entrepreneur bootcamp: for Jan/Feb working with CCP to have a series on marketing, business operations (quickbooks, payroll, hr, etc) for our businesses and new businesses. Hoping to develop new retailers who can be lease-ready for Northern Liberties.

COMMUNICATION'S REPORT

Continue to work and support our projects (Pop-up).

We are in the process of putting together our marketing plan, which includes communications.

SPECIAL EVENTS REPORT

Winter will allow us to retool and review Spring of 2021

COMMITTEE REPORTS

CAPITAL IMPROVEMENTS/CLEANING

Getting RFP ready for planning and budget for District Vision Plan

NLNA and ED had a meeting with PennDOT regarding I-95. They won't start the project until 2022. It will be an eight-year project in NL. It will be very impactful to residents and any businesses near I-95. They have signed an agreement with DRWC to manage parking under 95. They are considering creating a new connection to Front from Poplar.

Need a meeting with DRWC regarding parking access.

ECONOMIC DEVELOPMENT

We had a Retail Roundtable with a hefty agenda and good attendance. We had Fullfilville and Kory Aversa as guest speakers

MARKETING/EVENTS

We are writing a plan to encompass marketing and communications.

Had a marketing meeting where we discussed the first run through of the plan followed by a fruitful email exchange with all stakeholders deciding what the best path forward to meet our goals. We want to create a feel of NL being a great place to live and have a business.

Question: could we engage businesses to remove plywood from their windows? They appear to be closed when they are actually in operation.

OPEN FLOOR

City and State might probably implement lockdown procedures. How do we want to proceed?

Question: think of a local effort to support a scaling down of business operations?

Question: how to support specialty retail businesses. Hoping that curbside pickup is still going to be ok.

How about adding a postcard with cross promotion to all food delivery items.

NLBID can print postcards emphasizing social media and promoting different businesses. Think of our map.

Meeting adjourned at: 12:07