

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

MEETING START TIME: 11:03

IN ATTENDANCE: Ira Upin, Mark Charry, Richard Maimon, Dorothea Gamble, Gwendolyn Carry, William Reed, Josh Guelbart, Oron Daskal, Matt Ruben, Kris Kennedy, Pam Simpson, Ann Lastuvka, Clara Flores

MOTION to approve minutes from last meeting. Approved

EXECUTIVE DIRECTOR'S REPORT

ASSESSMENT COLLECTIONS

- FYTD Collected: \$285,747
- With Prior Year Payment \$299,278
- Legislative max billing \$450, 882
- Presumed nonpayment \$103, 703
- Collection Target: \$347,179
- 86.2% collected against target
- 66.3% collected against max billing
- Water Department Grant and Penn Treaty (etc): over \$100,000 in grants YTD

ED is working on:

- Marketing Plan
- Parking plan
- Restarting Brochure Design
- Spending \$400 a week has been approved. ED to begin program.
- Completing RFP for vision plan
- Laurel Street Intersection / Crosswalk program

DELAWARE OVERLAY

ED Update: Trying to engage more players affected by overlay. From conversations with NLNA director and Fishtown BID learned there hadn't been much interaction between those impacted by the overlay. There's a meeting scheduled with all parties.

Our neighbors that are also impacted by this exemption view the situation and solutions differently.

NLNA proposal:

- Goal is to reduce the impact of this special exception without getting rid of safeguards.

- Square footage: Anything over certain square footage would trigger the need to go before zoning. Special occupancy license: the police district is notified when an application goes in and is up to them to notify neighborhood association. The proposal is that every license application triggers communication directly with the neighborhood association.
- Checklist: Create a checklist of requirements that small businesses can easily comply with and reduce the need to apply for a trip to the ZBA (which is costly, etc.)
 - Outside venting: demonstrate that is not possible to vent from inside with a letter from engineer
 - Trash collection limited to certain hours

NLBID response:

- Agree to exempt small operators from overlay
- Agree that L&I needs to notify the community when someone applies for a new SAO or renewal. It can be a “political agreement”
- Trash management is a reasonable request but it is unrelated to the original purpose of the overlay. Agree trash pick up should be limited to specific hours.
- Agree outdoor venting allowed only when indoor isn’t possible
- Outdoor service area not allowed when adjacent to a residence

MOTION: That the NLBID supports the repeal of the overlay.

In favor: 7

Against: 1

Abstained: 2

MOTION: That the NLBID supports creating a requirement for the Office of Licenses and Inspections to directly notify the community when it receives an application for new or renewal of SAO application within the boundaries of the RACO.

In favor: unanimously passed.

SOLAR LIGHT PILOT PROJECT

Applying for the lighting grants: considering solar lighting since they are a good, affordable product. Pitched to the PA Dept of Economic Dev to have a pilot program in NL. Need to review and circulate technical literature and cost of installation.

Question: Is it possible to reach out to building owners to add light attached to the building?

Answer: We would like to have actual poles over which NLBID has control. They would double for wayfinding signage, decorations, etc.

Question: would there be a possibility of having a solar light to illuminate the banners over Spring Garden St?

Answer: Will need to look into City regulations/guidelines for this lighting.

Still working on street furniture

OPERATIONS MANAGER REPORT (ANN)

- Receiving increased interest in the Associate Membership program, which adds funds
- Restart sidewalk program, but expect delays and slow responses due to holidays
- Trash cans will be installed after holidays.
- Liens - Continuing to update records and clean up information in PBID and QBooks.
- Small Trash cans - need artwork

Holiday Pop-up recap

Focused activity and efforts on this event as priority.

Question: What to do when we see an overflowing or jammed big belly trash can?

Answer: Take a photo and create a report to 311.

Question: Could we ask to add cameras that document when household trash is added to the big belly?

Answer: Not sure this is the best use of cameras

PUBLIC SAFETY (KRIS)

Sent out information about attempted breakin to Penn Herb. Had a very different experience between the two police districts. The 6th district was responsive and even proactive.

Note: the owner of Penn Herb has a high resolution camera system that captures indoors and outdoors (Lorax). He mentioned that police regularly review his footage to monitor the area.

Question: should we talk to the City regarding the lack of responsiveness from the 26th district?

Answer: Yes. It is time to reach someone with greater authority.

Continuing to map the district with all the existing cameras.

RETAIL RECRUITER'S REPORT (PAM)

The Holiday Pop-up was hugely successful.

- Other BID directors congratulated us on the work. They wanted to learn more about our process.
- We received a large amount of press.
- Property owners were responsive to our request to clean up and decorate their sites. One owner declined but his commercial agent requested that he participate next year, after seeing the success of the event.
- One vendor will continue to rent one space (806?) through the end of the year.
- It gave great visibility to the work of the BID.

- Street traffic improved and we believe that our permanent businesses benefited from it. We had people come from outside the city, there was great diversity in patrons.

Looking forward to repeating the event, possibly this summer but definitely next year.

Question: what happened to 709 N 2nd, why did they not participate?

Answer: The site is “stunning” but they didn’t have their certificate of occupancy (for the first floor?) at the time. However, a potential tenant visited it.

Question:Where did the vendors who were going to be there end up going?

Answer: They were moved elsewhere, especially when other vendors cancelled. There was room for all.

Leases:

- A couple of things being negotiated and hope to have good news soon. Covid is still a factor for moving.
- The pop up helped owners to consider having commercial space in their buildings.
- A client is seeing spaces tomorrow: an urban winery. They are looking to sign something in the spring.

Retail bootcamp

- In Spring: will take people through a series of workshops in conjunction with CCP.
- For retailers: how to select a space, negotiate, work with property owners.
- We want to leverage contacts through CCP to invite them into our workshops and have them come to the neighborhood to look at spaces and settle here.
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NLBID internal bootcamp

- How to keep our businesses going, growing and doing business in covid context.
- Ira: talking to Evil Genius brewing on a month-to-month lease at the Blind Pig. They want to start immediately. Other tenants are interested in taking over that lease in the spring once, hopefully, that the restrictions will be lifted. Working with 700 on sharing streetery.

COMMUNICATION’S REPORT

Website

- Keeping it attractive and relevant while working on SEO improvement. Will consult with SEER
- Educating followers to refer to website as a source of information

Newsletters

- Weekly newsletters with standard sections.
- Alternating weeks Business Newsletter and General Interest Newsletter

Social Media

- Implemented social media calendar reviewed by ED and Clara every Monday.

SPECIAL EVENTS REPORT

- Starting to plan events for next year.
- 2nd Saturdays and more pop ups
- Putting together a sponsorship deck (social media activity, website traffic)
- Starting to engage sponsors and figure out their capacity for support

COMMITTEE REPORTS

None

Meeting ended: 12:26