

**NLBID BOARD OF DIRECTORS VIRTUAL MEETING
MEETING MINUTES
JANUARY 14, 2021
VIA ZOOM**

MEETING START TIME: 11:03

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

MOTION to approve minutes from last meeting. Approved unanimously.

EXECUTIVE DIRECTOR'S REPORT

ASSESSMENT COLLECTIONS

- FYTD Collected: \$323,785
- With Prior Year Payment \$354,551
- Legislative max billing \$450, 882
- Presumed nonpayment \$103, 703
- Collection Target: \$347,179
- 102.1% collected against target
- 71.8% collected against max billing

Discussion: when do we lien properties? Our priorities are the properties that are likely to sell soon. We are liening properties with a year on non payment or hit a \$1,000 bill. However, there are properties that have already sold or are going to auction, in addition to individual situations. In some cases, we are going to small claims court.

GRANTS UPDATE: \$112, 455

- Marketing Plan is complete
- Parking plan went to the PPA and they requested a meeting for next week to hear their feedback.
- Restarted Brochure Design. Finished the editing.
- \$400 a week program. Completed one phase. Will continue next week.
- Completing RFP for vision plan. Complete for 6 firms and will meet with them.
- Call for Art (Laurel and 2nd). Received 4 responses. Mural arts has a funded project and asked for a list of potential locations in NL. Of 15 choices, they are looking at 3. One of them would be on Laurel St.
- Solar light local share grant - PECO support. They would want to support the project. Working with Arts and Crafts on 400 block of N 2nd for a pilot project.
- New Payroll Company. Switched to a local company, Payroll Solutions
- Received a proposal for moving forward with wayfinding signage design (from J2). This would be for the neighborhood, at pedestrian scale.

Crime: fruitful conversation with Captain of 6th District. Engaged a private company for the weekend due to uptick of break-ins, especially at Christini Motorcycles and the neighboring businesses. (2nd St between Brown and Spring Garden). The police district requested collaboration of the neighborhood to be their “eyes and ears” and to report all criminal events, none being too small. Most crimes are commercial break ins and car related.

The cost of private security is \$750/week. They were successful in deterring people who were casing the neighborhood. ED will solicit voluntary contributions from businesses.

Discussion: maybe random schedule to diminish predictability.

Package thieving is rampant. ED spoke with Post Brothers to investigate options for installing an Amazon locker or similar in an empty space at the Piazza.

Discussion: the existing space at the Piazza is disorganized. Would like a one or two year commitment for the space.

OPERATIONS MANAGER REPORT

Bulk of time has been spent on cleaning up mailing and contact information. See above for liening process and its success.

Will send out the 2021 billing after assessing finance charges.

Sidewalks will probably be completed in the spring and working on the artwork for the trash cans.

RETAIL RECRUITER'S REPORT

Other BIDs were very interested in our Holiday Pop Up event and three have contacted us to ask how we organized this event.

One of the vendors stayed until the end of year at the former Dog School space and he was successful and considering making it his permanent home.

Lease being negotiated for 806 N 2nd.

Green Eggs Cafe is permanently closed but we are in close contact with the owners and they believe that there will soon be another restaurant there.

Evil Genius will continue to be successful at the former Pig's Head and will remain there until the end of February.

People looked at 709.

The Wahlburger space has been taken by Glu Hospitality.

Working on two things:

1. NL Business Bootcamp Starting in February. Working in collaboration with CCP in workshops on how to improve their business and network with each other and the BID.
2. Other Bootcamp for potential tenants: entrepreneurs who aren't familiar with signing or negotiating leases, etc. It will be a 12 week program also in collaboration with CCP. We

will seek out sponsors to also make this a revenue-neutral enterprise. Some banks are interested in the program (as sponsors).

It is a really big deal that Pam engaged CCP to provide exclusive support to our BID. The NLBID is again at the Vanguard of small business support/development.

We have a greater vision for the BID with the Commerce Department. Looking into how to work with them in order to attract bigger businesses to take over the larger commercial spaces.

COMMUNICATION'S REPORT

Newsletters are released weekly, alternating between business newsletters and general interest newsletters. We are promoting businesses that provide local services at every GI newsletter. Working on promoting Take out Tuesday and Bizzy Breakfast.

PR REPORT:

NLBID it was among the most covered in the city and the region. The Holiday Pop Up was the largest neighborhood event covered for the holidays. Thanks to that coverage of both businesses and individuals, we attracted companies like Evil Genius.

Christmas and New Year's Eve were also largely covered, more than previous years.

We will continue to promote individual retailers, Trunc and Tune Up Bike, etc.

Ortlieb's hotdogs, El camino cocktails and Germantown Garden's Princess brunches were publicised. A Dash of Magic has been extremely successful and Aisha is scheduled through the end of February.

Going forward: indoor dining and outdoor dining, events for Jan-March. Looking ahead for April and May. This is a media-heavy time of year and the outlets are back to their system of requesting stories weeks ahead of time.

Seeking information especially for takeout kits, valentine's, margarita day, superbowl, etc. This information has been sent out to all businesses/restaurants. Will continue to promote NL as the best place to eat (best restaurants) in the City.

From ED: People who are willing to participate are getting covered in the media. Would like the Board to be ambassadors for our PR success and encourage other businesses to participate and take advantage of the services that Kory offers.

SPECIAL EVENTS REPORT

2nd Saturday: Alternating schedule between artists at work and outdoor market style. Will bring back Poe Raid. Will create a form of scavenger hunt to encourage people to visit specific spots. Will seek sponsors for Artists at Work to make this a revenue neutral set of events.

COMMITTEE REPORTS

Economic development: regarding security, businesses need to know how much we care about them.

Cohen Hardware store has a partnership with a baker who is having a pop up outside and was very successful. This could be a type of partnership to explore.

Marketing committee: marketing plan was sent out for your review.

Cleaning Services in the BID

From ED: Friday mornings, Kris is available to informally meet with any board member.

Wondering about the work by current cleaning contractors since there was a lot of trash on 2nd street. They are often seen by business owners standing around and only cleaning one side of the street. They avoid the streeteries. In our current contract, we have to give a 60 days notice.

Old City District is switching to another service provider (Streets Plus) and we could also use them in order to present a more attractive opportunity for the vendor. In this case, we would have two people dedicated to us, five days a week. While they are more expensive, there is space in the budget to hire them.

Board member requests that ED contact the NLNA and inquire about their service provider.

Board member suggests putting a QR code on the big bellies to quickly report issues to us.

Meeting ended: 12:13 pm