

NORTHERN LIBERTIES

Business Improvement District

BOARD OF DIRECTORS MONTHLY MEETING FEBRUARY 11th, 2021 VIA ZOOM

MEETING START TIME: 11:05AM

IN ATTENDANCE:

1. Gwendolyn Carry, Chez Bow Wow
2. Oron Daskal, North Bowl
3. Dorothea Gamble, Trunc
4. Dave Goldman, Urban Village Brewing Company
5. Josh Guelbart, Post Brothers
6. Owen Kamihira, El Camino Real/2nd St Festival
7. William Reed, Standard Tap
8. Matt Ruben, Northern Liberties Neighborhood Association
9. Kristine Kennedy, NLBID Executive Director
10. Ann Lastuvka, NLBID Operations Manager
11. Kory Aversa, Aversa PR & Events
12. Officer Joseph Ferrero, 6th Police District

MOTION to approve minutes from last meeting. Motion seconded and approved unanimously.

EXECUTIVE DIRECTOR REPORT

Domain and email not working. If needed, email kristine.noelle.kennedy@gmail.com

No real new business.

A proposal to open one board meeting to be completely open/gallery, evening meeting met no objections. This could happen quarterly, maybe a portion of the meeting vs all of the meeting. Agenda could walk through BID priorities, however, there is already an annual meeting and report, audit review meeting that any rate payer can attend.

ASSESSMENT COLLECTIONS

FYTD Collected: \$330,562
With Prior Year Payment: \$371,180

LYTD Collected: \$315,932

Legislative Max Billing: \$450,882

Presumed Non-Payment: \$103,703

Collection Expectation: \$347,179

107% collected against expectation

79% collected against max billing

LIEN SUMMARY

148 properties have past due balances

87 (58.8%) of past due accounts are delinquent

52 (59.8%) of delinquent properties have been liened

GRANTS UPDATE - \$112,455 +\$2,000 NEW PECO for the Solar light pilot project

MARKETING, PARKING PLANS

A public meeting is scheduled for March 25th. Currently soliciting feedback from NLNA on the presentation and how to approach the public. Our focus is on commercial areas with recommendations for residential streets. NLNA will need to spearhead updates to residential permit parking to get everyone on the same page to create uniform parking regulations versus 5 unique timings. Residential not the purview of the BID.

BROCHURE RE-START

Underway, working on quote with J2

\$400/WEEK PROGRAM

Not too much bandwidth, will continue to revisit as time allows

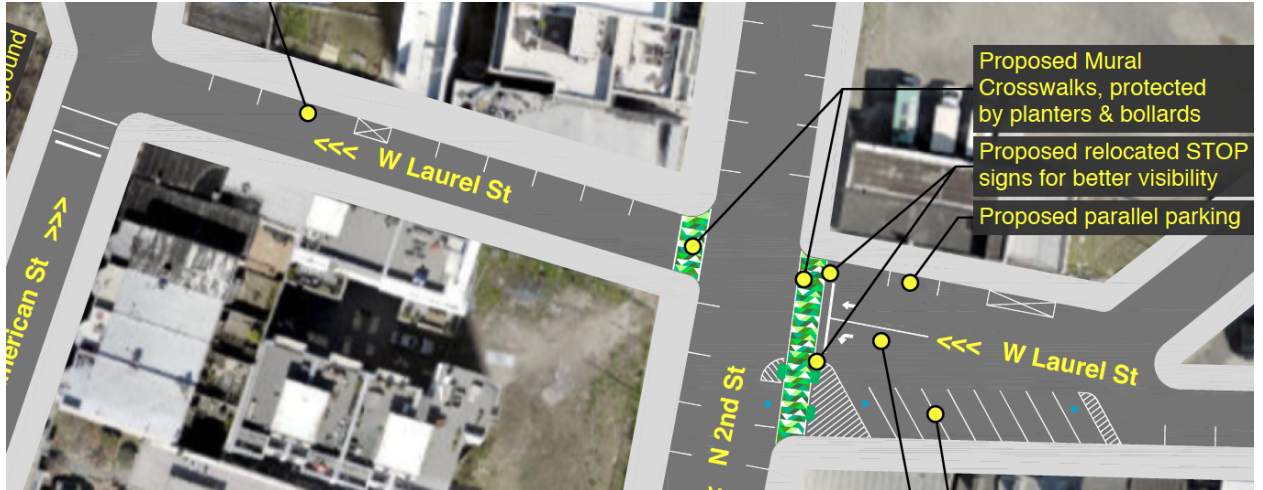
RFP FOR VISION PLAN

Five submissions from the RFP. Cap Imprv committees to review

Richard has recused because Kiernan submitted proposal

2ND AND LAUREL IMPROVEMENTS

- An architect from the neighborhood sent a drawing showing temporary changes beyond just a mural. ED shared with Streets and Squilla, who are both on board.
- Plan includes flipping rear angle parking on the east half of Laurel so it is on the south side of the street, flipping parallel parking on the west half of Laurel to the north side of the street. Next step is to investigate adding stop sign and crosswalk on 2nd just north of the intersection.
- ED now working with traffic engineer to extend pedestrian crossing, locate protective bollards and cement planters, so there is less street to cross. It is currently illegal to cross 2nd on Laurel according to Streets Dept engineer. This plan would correct that.
- Plan can be accomplished fairly easily and inexpensively. Community engagement and outreach will involve a petition with residents signatures. Public paint day in June.



IDA ELF LEADERSHIP COHORT

- International Downtown Association Leadership Program is a week-long training program for BID staff
- Need to apply; other BID directors in city have participated and thought it was invaluable and great, hosted in NYC but 50/50 online and in person
- \$2700 to participate, ask BID to split the cost and perhaps seek a grant to cover the remainder.

MOTION to pay for the entire fee. Motion seconded and approved unanimously.

REVIEW PROPOSALS FOR:

- STREETSCAPE VISION
- PRINTING A MAILER VERSION OF BROCHURE
- SOCIAL MEDIA MANAGEMENT
- WAYFINDING SIGNAGE DESIGN

PUBLIC SAFETY REPORT

Officer Ferraro, 6th District Public Relations Officer, was present to discuss safety and crime in the district. Topics included increase in quality of life crimes (e.g. package theft), DA's policy on repeat offenders, the district's recent efforts (e.g. plain clothes officers), and what businesses can do to help deter crime.

BID Alliance to host a rep from the DA at the next meeting; will ask why there is no repeat offender unit?

Impact statements have a profound impact on the level of judgement for offenders. Unfortunately, not much follow through to the community to bring these issues to light. Victims Assistance Advocates are available to shepherd through process. Jessica Tomchick is the Victims Assistance Advocate for the central division (jtomchick@cccvs.org).

OPERATIONS MANAGER REPORT

No report

RETAIL RECRUITER REPORT

No report

COMMUNICATIONS REPORT

No report

PR REPORT

No report

SPECIAL EVENTS REPORT

2021 2ND SATURDAYS IN PLANNING MODE

APRIL 2ND SATURDAY

- PTSSD Event Sponsorship application is in
- Scavenger Hunt
- Health & Wellness Fair
- Hudson Table Farmers Market
- 2nd StrEAT Market

RESTAURANT WEEK

- Two weeks long, typical for a restaurant week April 9th-18th
- Goal is to bring in new customers, become a signature event while being pandemic friendly
- Lunch and dinner options, avoid other quirky kinks in the pandemic (center city district too vague, \$55 price point)

OTHER PRESS NOTES

- SuperBowl stories got very good press, Valentine's Day did not get a lot of offerings, but those that did are businesses that haven't gotten love
- "Too much TV"
- Margarita Day coming up
- Sisterly Love Food Fair - female restaurateur do pop up in female led restaurants (1 of 4 markets in March); encourage other businesses to take advantage, lots of opportunity and success with other fairs

Board members need to be ambassadors for the BID, Dorothea really helpful in that grassroots advertising

ECONOMIC DEVELOPMENT COMMITTEE REPORT

No report

CLEANING & MAINTENANCE COMMITTEE REPORT

No report

MARKETING & PROMOTIONS COMMITTEE REPORT

No report

CAPITAL IMPROVEMENTS COMMITTEE REPORT

April is street cleaning, on the agenda to reintroduce
Groups of 4 families and businesses

GOVERNANCE COMMITTEE

No report

OLD BUSINESS

TRASH CONTRACT CAP INVESTIGATING IN-HOUSE BUDGET

- Investigating our options. Old City moved to new contractor (Streets Plus)
- Information collection made on dumpster pricing, vehicular needs, what it might look like to direct hire (HR issues, workman's comp)
- Budgeted 68 hours, currently paying for, crew of 6 twice per week
- Looking for 80 hours min, (2) full time individuals
- Ideally, hire from the neighborhood
- NLNA eliminated cleaning budget though excited about this prospect; NLNA may be able to contribute towards in future
- Capital Improvements to take up for further discussion

MOTION to close. Motion seconded and approved without descent.

MEETING ENDED: 12:25PM

NEXT MEETING: Thursday, March 11th, 2021 at 11AM via Zoom