

NORTHERN LIBERTIES

Business Improvement District

BOARD OF DIRECTORS MONTHLY MEETING APRIL 8th, 2021 VIA ZOOM

MEETING START TIME: 11:09AM

BOARD IN ATTENDANCE:

1. Gwendolyn Carry, Chez Bow Wow
2. Mark Charry, Architectural Antiques Exchange
3. Oron Daskal, North Bowl
4. Dorothea Gamble, Trunc
5. Dave Goldman, Urban Village Brewing Co
6. Owen Kamihira, El Camino Real
7. Richard Maimon, Kiernan Timberlake
8. John Pack, HOW Group
9. William Reed, Standard Tap
10. Ira Upin, NLBID Property Owner

NLBID STAFF IN ATTENDANCE:

1. Kristine Kennedy, Executive Director
2. Ann Lastuvka, Operations Manager
3. Pam Simpson, Retail Recruiter
4. Kory Aversa, Aversa PR

GUESTS IN ATTENDANCE:

1. Carly Makowitz, Tula Yoga & Wellness

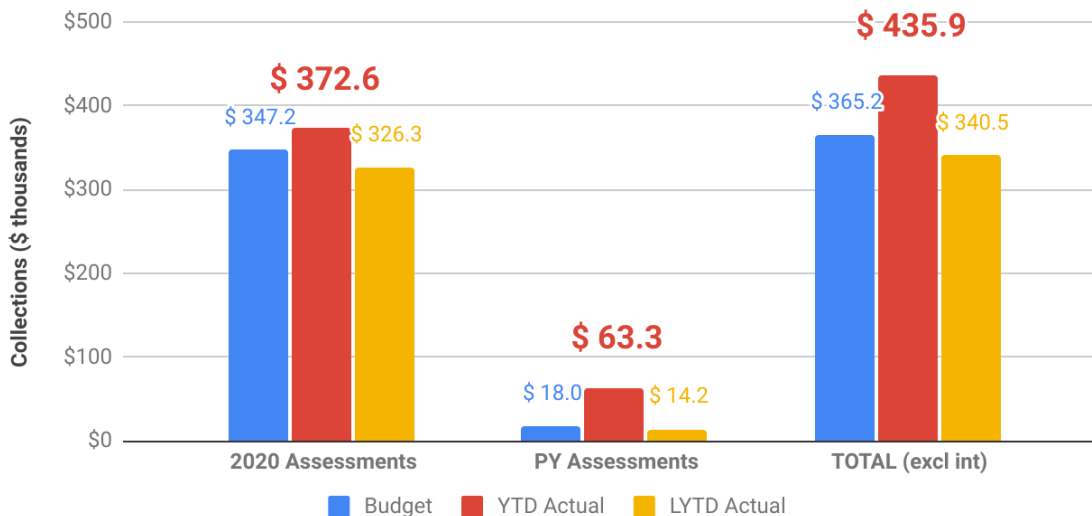
MOTION to approve minutes from February and March 2021's meeting as written. Motion seconded and approved unanimously.

EXECUTIVE DIRECTOR REPORT

● FY2020 Assessment Collection:

- FYTD Collected \$372,644
 - With Prior Year Payment \$435,917
 - LYTD collection: \$326,120
- Collection Expectation: \$347,179
 - Legislative max billing \$450,882
 - Presumed nonpayment \$103,703
- 126% collected against expectation
- 93% collected against max billing

NLBID Assessment Collections (as of 04/08/21)



- **Quickbooks:** Current version of QB Desktop being retired at the end of May, need to upgrade Desktop version, or switch to QB Online; will be switching over from QB Desktop to QB Online in mid-May
- **FY2021 Assessments:** With QB Online transition, will also be implementing credit card/ACH payments for property owners with small assessments (e.g. < \$500) for more efficient bill collection
- **Training & Development:** Kris has been accepted into the International Downtown Association Emerging Leader Fellowship (ELF) program!

OPERATIONS MANAGER REPORT

No report

RETAIL RECRUITER REPORT

- **2020 Overview:** Presented highlights and metrics of Retail Recruitment initiatives over the past year (see attached deck)

COMMUNICATIONS REPORT

No report

PR REPORT

- **Current Press:**
 - Restaurant Week is in full swing with 30 stories so far (8-10 today alone)
 - Retail Ready Bootcamp feature with participating business and Trunc on Fox Business (national outlet!)
 - Miscellaneous restaurant stories (e.g. Urban Village and El Camino for National Drink Beer Day)
 - **Upcoming Press:** Cinco de Mayo (URGENT!) and Mother's Day
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SPECIAL EVENTS REPORT

- **Shred Day:** The NLBID hosted a shred day on Saturday, April 3rd, 2021 from 9am-1pm near 2nd and Poplar. 75 neighbors came out to shred their sensitive documents, which ended up totalling 5,000lbs(!). Very successful, and will look to repeat in the future perhaps on a bi-annual basis and incorporate electronics recycling as well.
 - **Restaurant Week:** Starts this Friday, April 9th and goes through Sunday, April 18th; reservations/feedback from restaurants positive thus far
 - **Citywide Spring Clean Day:** This Saturday, April 10th from 9am-1pm; the NLBID is coordinating a clean-up at 2nd and Poplar, but there are several clean-ups happening all over the neighborhood; trying to collate information from the city, but very difficult. Stickman Brews to donate free beer, and NLBID will purchase some pizzas for volunteers.
 - **2nd Saturdays:** First 2nd Saturday of 2021 is Artists at Work this Saturday, April 10th from 5-7pm; please share on social media
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ECONOMIC DEVELOPMENT COMMITTEE REPORT

- **Parking Regulations Proposal:** The NLBID hosted a Zoom webinar on Thursday, March 25th, 2021 at 6pm to review a draft plan of proposed changes to regulations. Overall, the meeting was well received and the meeting went well. Do not believe there was/will be a lot of headwinds from the neighborhood. However, allowing some time now for additional public comment, and then will proceed with next steps.
 - **New Business:** Pelicana (Korean fried chicken) has signed a lease and is preparing to open at the former Green Eggs space; small chain with origins in NYC and another Philadelphia location in West Philly
 - **Broker Incentive Program:** Looking into monetary incentive program where brokers who bring and sign a successful leasee to the neighborhood will receive a bonus (e.g. \$1,000-\$1,500)
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CLEANING & MAINTENANCE COMMITTEE REPORT

- **Street Cleaning:** Streets Plus will be presenting their street cleaning proposal on Monday, April 12th at 6:30pm; presentation will be recorded, but everyone strongly encouraged to attend
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MARKETING & PROMOTIONS COMMITTEE REPORT

- **Paid Digital Advertising:** Strategy for digital ads (e.g. placements, Google Ad words, messaging, target audiences, etc)
 - **Brochure Map:** Sending last round of edits to printer; looking to complete soon with target of giving out to local businesses and hotel concierges
 - **SEO:** Mac Frederick from Philly Phone Repair has expertise in SEO and is offering one-on-one consults for businesses to increase organic web traffic
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CAPITAL IMPROVEMENTS COMMITTEE REPORT

- **Bike Racks and Trash Cans:** In process of scheduling walkthrough with installer; looking to install by end of May
- **2nd and Laurel Crosswalk Improvements:**

- Conducting neighborhood outreach; seeing some preliminary pushback with lots of questions and proposals that don't reflect laws, ordinances, or current conditions
 - Recommend Streets Dept and/or PPA to answer residents' questions
 - **Vision Plan:** Kiernan Timberlake officially awarded the contract; kickoff/scope meeting scheduled tomorrow, April 9th at 2pm meeting if anyone would like to join
 - **Wayfinding:** Proposal has been received, but scope unclear; need to revisit
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GOVERNANCE COMMITTEE

No report

OLD BUSINESS

No old business

NEW BUSINESS

MOTION to increase assessment rate for FY2021 to be billed in July 2021 by 3% per the 5-year budget. Motion seconded and passed (9 ayes, 1 abstention).

MOTION to close. Motion seconded and approved without dissent.

MEETING ENDED: 12:20PM

NEXT MEETING: Thursday, May 13th, 2021 at 11AM via Zoom