

NORTHERN LIBERTIES

Business Improvement District

BOARD OF DIRECTORS MONTHLY MEETING MAY 13th, 2021 VIA ZOOM

MEETING START TIME: 11:03AM

BOARD IN ATTENDANCE:

1. Gwendolyn Carry, Chez Bow Wow
2. Mark Charry, Antiques Exchange
3. Oron Daskal, North Bowl
4. Dorothea Gamble, Trunc
5. Dave Goldman, Urban Village Brewing Co
6. Josh Guelbart, Post Brothers
7. Owen Kamihira, El Camino Real
8. Richard Maimon, Kiernan Timberlake
9. William Reed, Standard Tap
10. Matt Ruben, Northern Liberties
Neighborhood Association

NLBID STAFF IN ATTENDANCE:

1. Kristine Kennedy, Executive Director
2. Ann Lastuvka, Operations Manager

GUESTS IN ATTENDANCE:

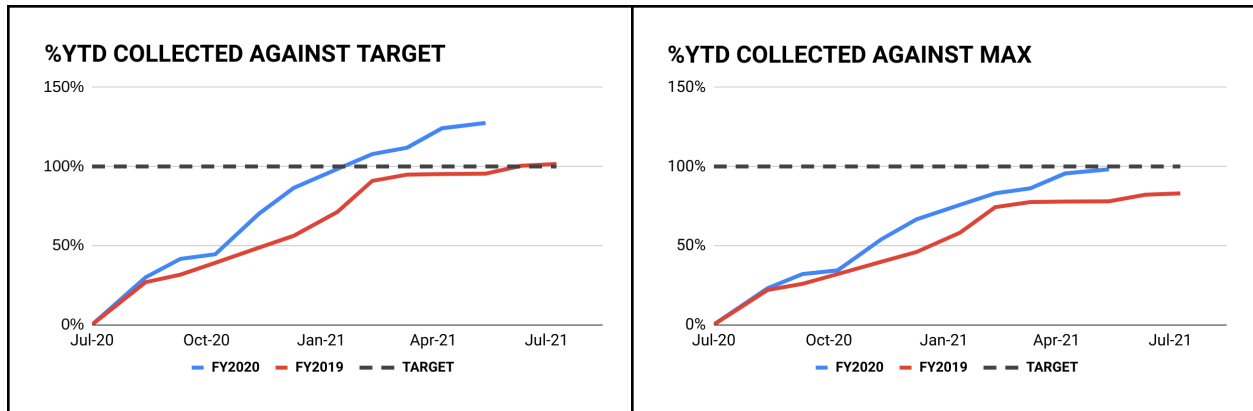
1. N/A

EXECUTIVE DIRECTOR REPORT

● **FY2020 Assessment Collection:**

- Legislative Max Billing \$450,882
- Presumed Non-payment \$103,703
- Collection Expectation \$347,179

Collection Status	As of 05/12/21	As of 04/08/21	Difference
FYTD Collected	\$384,787	\$372,644	\$12,143
With Prior Year Payment	\$451,893	\$435,917	\$15,976
LYTD Collection	\$326,794	\$326,330	\$464
%YTD Collected Against Target	130%	126%	4%
%YTD Collected Against Max Billing	96%	93%	3%



- **Small Claims:** Filing first petition on May 18th to recoup \$3,000 from a former property owner; Ann to represent the NLBID in court.
- **June Board Meeting:** Will be OPEN to constituents to see what one of our board meetings entails and ask questions, provide feedback, etc.
- **NLNA Zoning Committee:** In addition to the NLNA Safety Committee, Kris has joined the Zoning Committee, so the BID can be more intimately involved with zoning issues and developmental plans for the neighborhood.
- **Streetscape Vision Plan:**
 - The KieranTimberlake/Port Urbanism contract is with counsel for review; will be discussing in more detail with our lawyer on Monday.
 - The planning process will also be kicked off in earnest at the end of the month with a 7-8 person Steering Committee, which will include members of our Capital Improvements Committee and others.
- **ED Summer Vacation Schedule:**
 - May 14th
 - May 18th
 - June 14th-18th
 - July 19th-23rd
 - August 16th-20th

ECONOMIC DEVELOPMENT COMMITTEE REPORT

- **Streeteries**
 - Earlier this week, a road rage incident north of 4th and Brown resulted in a car crashing into one of Cafe La Maude's outdoor streeteries; thankfully, there were no fatalities and only a few minor injuries
 - Incident received a lot of news coverage, prompting the city (e.g. L&I, Streets, City Council) to revisit the streeteries program and possibly clamp down

- BID Alliance and PRLA will continue to advocate for streeteries and are looking to put together policy recommendations for City Council
 - Recommended hosting a Restaurant Roundtable to garner support from neighborhood businesses for the streeter program; however, individual outreach from business owners and residents is highly encouraged
 - **Security:**
 - There has been a rash of break ins recently, and it appears their MO is to target nights with less foot traffic and activity (e.g. Sunday-Wednesday, particularly Wednesday morning)
 - Officer Blackburn from the 6th Police District has consulted with several businesses on their security system setups
 - The NLBID is escalating matters with multiple parties like the police (district and detectives unit), affected property/business owners, the DA's Office, and City Council to get action on the matter
 - Meeting with the aforementioned parties in the next week or so to discuss next steps
 - **Placer.AI Tool:**
 - Demoed [Placer.AI](#), an online management tool that collates cell phone/foot traffic data to show trends and provide insights on consumer movements throughout/around the district
 - Feel this tool would add a lot of value to the BID by helping make data-driven decisions
 - Would like to reallocate money in the budget to purchase said software
 - Kris to set up walkthrough with the Economic Development Committee for review
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MARKETING & PROMOTIONS COMMITTEE REPORT

- **Special Events:** The City recently announced that all COVID safety restrictions minus mask wearing will be lifted in June; unclear what this means for large special events, especially those that require city services, but will communicate additional updates as they become available
 - **COVID Vaccination Promotions:**
 - Proposed hosting a vaccination promotion program to incentivize and reward folks who get vaccinated
 - Recommend adding to the aforementioned Restaurant Roundtable to engage other restaurants
 - Look into engaging a health partner (e.g. Black Doctors Consortium, Centennial Health) to host a pop up vaccination clinic to tie in with the promotion
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OLD BUSINESS

- No old business

NEW BUSINESS

- **MOTION** to approve minutes from last month's meeting. Motion seconded and approved unanimously.
- **MOTION** to adopt the FY2021 budget as written in the ordinance's 5 year plan and by extension, increase the Executive Director annual salary accordingly said budget. Motion seconded and approved without dissent.
- **MOTION** to adopt final commercial corridor parking plan that aligns with the Northern Liberties Neighborhood Association (NLNA) letter of support (see overview below). Motion seconded and approved without dissent.
 - Non-metered 3 hour parking from 9am-9pm for 2nd St between Girard Ave to Spring Garden St and Girard Ave between Howard St and Germantown Ave
 - Non-metered 3 hour parking from 9am-6pm for Spring Garden from Delaware Ave to 6th St
- **MOTION** to change street cleaning contractors and hire Streets Plus, not to exceed the adopted budget. Motion seconded and approved without dissent.
- **MOTION** to formally hire Ann Lastuvka as Operations Manager whose salary will be based on an hourly rate of \$30/hour, not to exceed \$60,000/year. Motion tabled for next meeting.

MOTION to close. Motion seconded and approved without dissent.

MEETING ENDED: 12:22PM

NEXT MEETING: Thursday, June 10th, 2021 at 11AM via Zoom