

# NORTHERN LIBERTIES

Business Improvement District

## BOARD OF DIRECTORS MONTHLY MEETING JULY 8th, 2021 VIA ZOOM

**MEETING START TIME:** 11:05AM

**BOARD IN ATTENDANCE:**

1. Gwendolyn Carry, Chez Bow Wow
2. Mark Charry, Antiques Exchange
3. Oron Daskal, North Bowl
4. Dave Goldman, Urban Village Brewing Co
5. Owen Kamihira, El Camino Real
6. William Reed, Standard Tap
7. Matt Ruben, Northern Liberties Neighborhood Association
8. Ira Upin, NLBID Property Owner

**NLBID STAFF IN ATTENDANCE:**

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

**GUESTS IN ATTENDANCE:**

1. N/A

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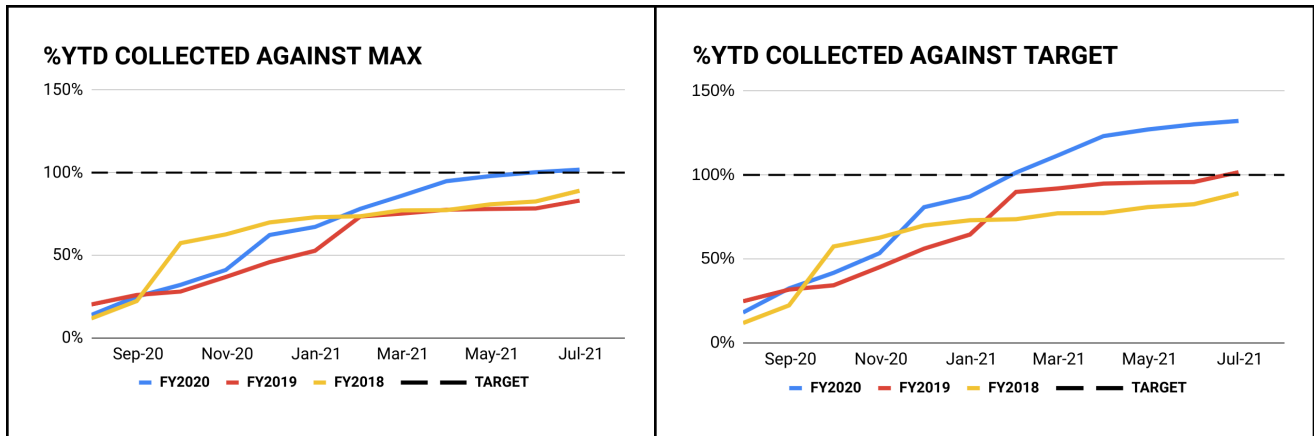
### EXECUTIVE DIRECTOR REPORT

● **FY2020 Assessment Collection:**

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

Collection Status	As of 07/08/21	As of 06/10/21	Difference
FYTD Collected	\$390,359	\$389,533	\$826
With Prior Year Payment	\$458,982	\$457,642	\$1,340
LYTD Collection	\$363,197	\$347,647	\$15,550
%YTD Collected Against Target*	132%	132%	0%
%YTD Collected Against Max Billing	97.8%	97.5%	0.3%

\*Moving forward, will no longer use adjusted target numbers and will use those figures as outlined in the ordinance budget



- **FY2021 Assessments:** Bills have been mailed, and bills <\$500 with email addresses on file have been sent electronically with the option for credit card/ACH payment
  - **Small Claims:** Hearing vs Jerry Naples was yesterday (July 7th); defendant was a no show and after some small back and forth with the court on jurisdiction, the court ruled in the NLBID's favor; defendant has the right to appeal in the next 30 days, otherwise, can move forward with collecting on judgement
  - **FY2020 Liens:** Several properties that were current for FY2018 and FY2019 but have not paid FY2020's assessment will be in the next round of liens
  - **CDC Tax Credit:** 12 slots to open up at the end of this year; though further down the road, plan to reapply and in preparation, will re-confirm tax credit partner
  - **PPP Loan Forgiveness:** Wrapping up next week
  - **Staffing/Job Descriptions:** Kris and Ann finishing mapping out all day-to-day activities and respective skill level to craft job description for another staff member; leaning towards a Marketing Coordinator versus someone more communications focused
  - **Board Elections**
    - To be held via Election Runner after the Annual Meeting this coming Monday, July 12th, 2021
    - (6) spots are available
    - Candidates: Gwendolyn Carry (Chez Bow Wow), Mark Charry (Antiques Architectural Exchange), Oron Daskal (North Bowl), Dorothea Gamble (Trunc), Carly Markowitz (Tula Yoga & Wellness), Raymond Williams (Quaint Oak Bank)
  - **ED Vacation Schedule:**
    - July 19th-23rd - working vacation, not in town
    - August 16th-20th
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## **CAPITAL IMPROVEMENTS**

- **Streetscape Vision Plan**
    - First charet input session with Steering Committee and Kieran Timberlake last week
    - Public input session will be this weekend during 2nd Saturday outside of the Rialto building; please come on Saturday if want to give additional feedback
    - Online survey for the public will be open for a week as well
    - Kieran Timberlake will take from these three sessions to start designing Vision Plan
    - Need to clarify the importance of access to Liberty Lands with KT, getting away from conversation on commercial corridor; should specify general green spaces instead
    - Need to also clarify timeline with KT on turnaround for first draft
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## **CLEANING & GREENING**

- **Cleaning Contractor**
    - Street Plus started last week and working hard to get up to speed
    - One hire so far with second hire to start in a few weeks; mainly focused on litter control at the moment
    - Until fully up and running, local neighbor is doing some weed whacking intermittently
    - Look into hosting a weed clean up event similar to but separate from Philly Spring Clean to encourage people to weed their own areas since most issues are residential properties outside the BID
  - **Possible Sanitation Strike**
    - Mumbblings within the other BIDs that the sanitation department may strike; want to be as proactive as possible to get a head of this
    - Options discussed include hiring a private hauler for the neighborhood residents, coordinating a common hauler for all 2nd St businesses, procuring extra dumpsters, using Streets Plus to empty Big Bellies, adopting additional community cans
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## **ECONOMIC DEVELOPMENT**

- **Sidewalk Replacements:** Second round of replacements (728-30 N 2nd St, 938-42 N 2nd St, 733 N 2nd St, and several miscellaneous patches) taking place next week
- **Parking Plan:** Finalizing written plan for City Council and will submit soon
- **Retail Recruitment**
  - Reviewed long lists of leads; while lots of activity, most available spaces are like a square peg in a round hole for interested businesses (e.g. a lot of food businesses that want small places, but said places don't have venting)
  - Ideal to have resources for new business builds out for a general shell; recommend following up with Commerce Department on this

- Recommend putting together pitch deck for why to bring specific business to the neighborhood (e.g. hardware store) and provide resource center to forward folks to grants and grant writing
- Look into survey of neighbors on what businesses they want/are looking for in the neighborhood (target once/year)
- **Broker Incentive Program**
  - Post Brothers wants to engage one specific broker to represent all properties in the BID, but not sure about the legality of forcing folks to use
  - Discussed incentive options for brokers like commission for bringing a specific needed businesses (e.g. hardware store) to the neighborhood, putting a bounty on filling chronically vacant properties
- **Delaware Overlay**
  - Conversations between all the other neighborhood groups and Squilla's office continue to progress with there having been no changes to what the BID has agreed upon
  - Fishtown Neighborhood Association the Fishtown BID facing some backlash with lack of neighborhood engagement; unsure if this will bring discussions back to the drawing board
- **Girard Overlay**
  - Working with residents in Yorktown (9th to Broad) to combat gentrification, City Council rushed a proposal to implement a new overlay on Girard Ave from 2nd to Broad St, limiting new construction to a height of 38ft
  - Council did not consult any neighborhood groups on the east end of the proposed overlay (i.e. NLNA or NLBID), which caused a real uproar
  - Thankfully, proposal was downzoned to Girard Ave from 6th to Broad, but process was an overall mess
  - NLBID to reach out to Council about always being proactively involved in these conversations moving forward
- **Home Based Businesses**
  - At what point do home-based businesses need commercial zoning?
  - Working with NLNA Zoning Committee to try and broker agreement between two feuding neighbors, one of which is a new Associate BID Member, but coming to a standstill
  - Consult other BIDs about similar circumstances; possibly forward to a lawyer for legal guidance

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## **MARKETING & PROMOTIONS**

- **Summer/Fall Event Schedule**
  - August
    - Aug 14th: Artists at Work
  - September

- Sept 11th: 2nd Saturday Pop-Up Shop
  - Sept 18th: Tabling at WXPN Festival?
  - Sept 23rd: 2nd St Night Market
  - Sept 26th: Health & Wellness Fair
  - October
    - Oct 9th: Poe Raid
    - Other ideas: Hound-a-ween, Bloody Mary Challenge
  - November
    - Nov 14th: Artists at Work
    - Recipe share
  - December
    - Holiday lights/decor
    - Tree lighting, Krampus, Gingerbread
    - Storefront decorating contest
    - Holiday Pop-up
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## **PUBLIC SAFETY**

- **26th Police District**
    - Walked through the district last week with Officer Cinnamon Smith to network and review police and safety resources with several businesses; went over very well with the businesses visited who were very appreciative
    - Long term goal of consolidating neighborhood into one collective district (police, City Council, etc)
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## **OLD BUSINESS**

- No old business
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## **NEW BUSINESS**

- **MOTION** to approve minutes from the last meeting. Motion seconded and approved unanimously.
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**MOTION** to close. Motion seconded and approved without dissent.

**MEETING ENDED:** 12:28PM

**NEXT MEETING:** Thursday, August 12th, 2021 at 11AM via Zoom