

NORTHERN LIBERTIES

Business Improvement District

BOARD OF DIRECTORS MONTHLY MEETING AUGUST 12th, 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. Owen Kamihira, El Camino Real
6. Carly Markowitz, Tula Yoga & Wellness
7. William Reed, Standard Tap
8. Matt Ruben, Northern Liberties Neighborhood Association
9. Raymond Williams, Quaint Oak Bank

NLBID STAFF IN ATTENDANCE:

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

GUESTS IN ATTENDANCE:

1. N/A

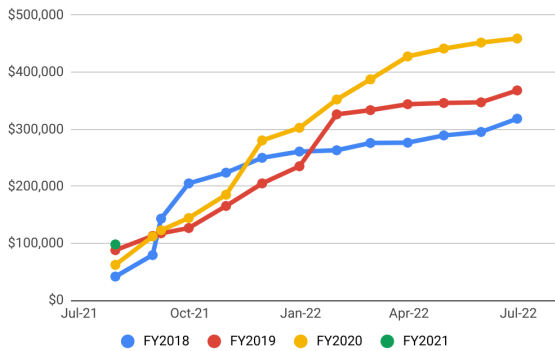
EXECUTIVE DIRECTOR REPORT

● **FY2021 Assessment Collection:**

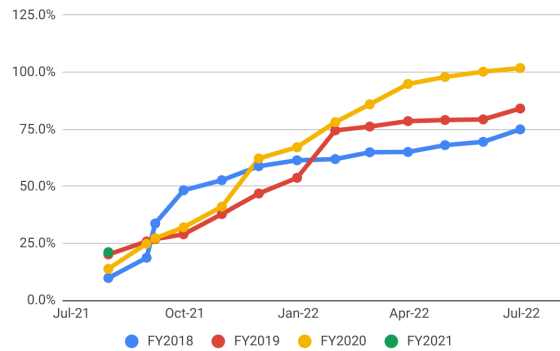
- Legislative max billing \$464,409
- Presumed non-payment \$41,797
- Anticipated prior year payment: \$16,515
- Collection expectation \$439,127

Collection Status	As of 07/31/21	As of 07/31/20	Difference
FYTD Collected	\$91,588	\$60,746	\$30,842
Prior Year Payment Collected	\$6,498	\$1,498	\$5,000
FYTD Total Collected	\$98,086	\$62,244	\$35,842
%YTD Collected Against Max Billing	21.1%	13.8%	7.3%

Total YTD Assessment Collections (CY and PY)



CY and PY Assessment Collections vs Max Billing (%)



- **STREETSCAPE VISION PLAN:** There is a steering committee meeting right after today's board meeting; will forward recap on Friday
- **I-95**
 - PennDot has put some cold water on the hopes for moving back the fence at 2nd and Spring Garden, but still pushing the issue
 - KRE, the developer across 2nd from this parcel, is willing to be a silent monetary partner for its maintenance
- **CLEANING CONTRACTOR CHANGE**
 - Things are slowly coming together
 - The electric vehicle has arrived but requires repair in order to be put into service and will also need to be branded
 - A big shout out to Oron for taking control of the neighborhood weeds
- **BUSINESS RECRUITMENT**
 - Had a very productive meeting with one of the brokers who reps a lot of properties in the area and will set up regular meetings with other brokers moving forward, as advised that this is the most effective way to engage brokers
 - There is a lot of activity in the commercial market right now
 - One of the long-vacant buildings on 2nd St is under agreement, but do not know who the buyer is yet; hoping it is someone who will activate the first floor
 - There are a couple of other rumored leases, but will report more as information becomes available
- **STAFFING**
 - Investigating the pros/cons of retaining an agency vs a freelancer to assist with marketing and social media
 - Need both a content creator and also a digital marketing expert and they are very rarely the same person, but an agency would have both of those people plus good copywriters and other creatives
 - Looking to wrap this up upon return from vacation

- **PPP LOAN FORGIVENESS:** Have started the application and aiming to get to the lender this week.
 - **EVENTS SCHEDULE**
 - September 23rd: Northern Liberties Night Market by 2nd St Festival
 - September 26th: Health & Wellness Fair
 - October 9th-17th: Bloody Mary Monster Mash
 - October 31st: Hound-o-ween Fall Fest
 - November: Recipe share
 - December: Holiday lights, decor, tree lighting, Krampus, Gingerbread decorating
 - December 4th-5th & 11th-12th: Holiday Pop-Up Shop at North Bowl
 - Discussed the potential effect of the delta variant on upcoming events and reviewing some potential contingencies (e.g. mask policy, wristbands, barricading areas, etc)
 - **RESTAURANT ROUNDTABLE**
 - Streets Department and City Council looking to remove streetery program; discussed how this will impact restaurants given the uncertainty of future COVID restrictions and current situational circumstances (e.g. immunocompromised that can't get vaccinated; streeteries give safer dining option)
 - Next City Council legislation session in September; matter to be voted on then
 - Need to reach out to Squilla to voice concern and advocate; ask NLNA to help support and look into BID Alliance writing a joint letter of support to Squilla
 - No word on any future indoor dining restrictions
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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.
- **MOTION** to certify the Board of Directors election results. Motion seconded and approved unanimously. The Board members elected this year are as follows:
 - Gwendolyn Carry (Chez Bow Wow)
 - Mark Charry (Architectural Antiques Exchange)
 - Oron Daskal (North Bowl)
 - Dorothea Gamble (Trunc)
 - Carly Markowitz (Tula Yoga & Wellness)
 - Raymond Williams (Quaint Oak Bank)

● **EXECUTIVE COMMITTEE ELECTIONS**

- **MOTION** to elect William Reed as Chair. Motion seconded and approved unanimously.
 - **MOTION** to elect Matt Ruebn as Co-Chair. Motion seconded and approved unanimously.
 - **MOTION** to elect Ira Upin as Secretary. Motion seconded and approved unanimously.
 - **MOTION** to elect Owen Kamihira as Treasurer. Motion seconded and approved unanimously.
 - **MOTION** to elect Raymond Willaims as Assistant Treasurer. Motion seconded and approved unanimously.
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MOTION to close. Motion seconded and approved without dissent.

MEETING ENDED: 11:49AM

NEXT MEETING: TBD via Zoom, will be sending our survey to establish the best time for the new Board to meet