

NORTHERN LIBERTIES

Business Improvement District

BOARD OF DIRECTORS MONTHLY MEETING NOVEMBER 10th, 2021 VIA ZOOM

MEETING START TIME: 11:06AM

BOARD IN ATTENDANCE:

1. Gwendolyn Carry, Chez Bow Wow
2. Oron Daskal, North Bowl
3. Dorothea Gamble, Trunc
4. Owen Kamihira, El Camino Real
5. Richard Maimon, Kieran Timberlake
6. William Reed, Standard Tap
7. Raymond Williams, Quaint Oak Bank

NLBID STAFF IN ATTENDANCE:

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

GUESTS IN ATTENDANCE:

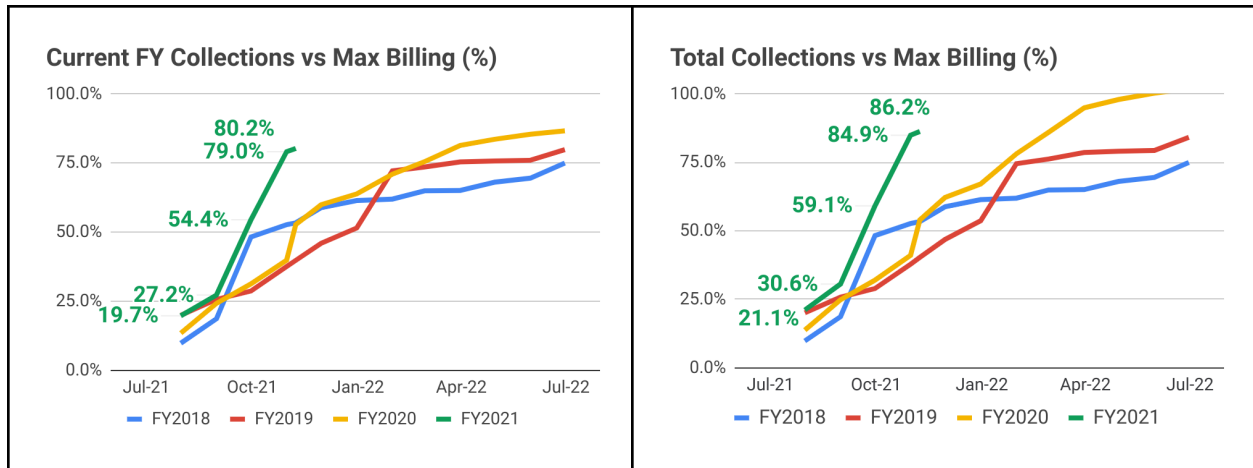
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EXECUTIVE DIRECTOR REPORT

● **FY2021 Assessment Collection:**

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

YTD COLLECTIONS	11-08-21	11-08-20	DIFFERENCE
Current Year	\$372,600	\$237,715	\$134,886
Prior Year	\$27,851	\$5,592	\$22,259
Current + Prior Year	\$400,451	\$243,307	\$157,145
% Max Billing	86.2%	54.0%	32.3%



MARKETING AND EVENTS

- Events season is winding down. This Saturday is Artists at Work with a record 11 locations.
- The holiday market at North Bowl is two weekends in December. We are working to get a few brick-and-mortar businesses from the district to table at the market. You should be hearing radio ads on WXPB and see ads in three Indego bike stations.
 - Festival of Lights? Jewish celebratory groups? -> connect with Oron
 - Figo Christmas Tree
 - Window decorating
- First event of the spring will be Artists at Work in March (to be confirmed) followed by Restaurant Week in April
- Kris working with Doin' Great (Joey Sweeney) to pitch Northern Liberties for brand activations and pop ups. We are eyeing Fairmount under I-95 as a potential event location.
- Kris started groundwork for a Black History Month project. More to come...

RETAIL RECRUITMENT

- Two ice cream places are looking for space. Kris has shared and discussed available spaces with both and followed up to see if they need assistance. The overlay would impact either of them opening if they find a space that is not currently a food prep space as hearings at the ZBA are currently scheduled 5 months out.
 - Fishtown new ice cream place opened right outside the overlay

- 709 multiple offers, former Philly Dog School potential new tenant after current lease ends
 - A homewares boutique is also looking for space. Likewise Kris shared listings and followed up. Owner has looked at one of them and has appointments for two more.
 - The Turkish restaurant is placing equipment and building tables. Oron and Kris stopped in last week to offer the BID's services. Kris will stop by again this week and try to get them into a business bootcamp.
 - New businesses that recently opened: My Lab hair salon, Bikes by Design, Figo Italian and something called Ghost Collective which seems to be a little bit yoga-ee. Also a small clothing boutique will open soon on Laurel.
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ECONOMIC DEVELOPMENT

- Shopper survey update: we are still finishing up hand-typing in the in-person surveys, but can't wait to write the report! Kris has already started to reach out to some of the business categories that are coming up frequently in the results (cheese/charcuterie shops, gift shops)
 - Awaiting the letter from Clark's office in order to get the parking pilot program implemented. Kris needs people to call his office and nudge him. Once PPA is cleared to proceed, Kris will work with NLNA on sharing a timeline for residents.
 - CDC tax credit is coming up in January. Post Brothers will be our co-applicant. It is \$100,000
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CAPITAL IMPROVEMENTS

- We received the PECO grant for \$2,000 and a grant from the Commonwealth of PA of \$54,016 toward the solar light project
 - Discussed with PEVO to lean on design and engineering and placement; PECO like the proposed locations
- Kris will be putting together a "Spring Garden Task Force" to implement "low hanging fruit" projects that align with both our vision plan and the Spring Garden Greenway vision. This will include property owners/developers, businesses, and City agencies so resources can be pooled and projects advanced.

- Kris am planning to hire a freelance project coordinator, to be paid hourly, to help Ann and I push through our many upcoming capital projects:
 - Next round of banners
 - Wayfinding signage design part 2
 - Re-wrap Big Bellies
 - Find a home for two map trash cans in office
 - Sidewalk improvements, beautification grants
 - Solar lights
 - PECO pavement fill ins around telephone poles
 - Planters for 2nd and Laurel

 - Planned payroll and planned position report
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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. Could not approve minutes due to lack of quorum, will approve next month.
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MOTION to close. Motion seconded and approved without dissent.

MEETING ENDED: 11:51AM

NEXT MEETING: Wednesday, December 8th, 2021 at 11AM via Zoom