

# NORTHERN LIBERTIES

Business Improvement District

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

**MEETING START TIME:** 11:03AM

**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. Raymond Williams, Quaint Oak Bank
6. Dave Goldman, Urban Village
7. Ira Upin, Property Owner
8. Carly Markowitz, Tula Yoga
9. Josh Guelbart, Post Brothers
10. Richard Maimon, Kieran Timberlake
11. Matt Ruben, NLNA

**NLBID STAFF IN ATTENDANCE:**

1. Kristine Kennedy, Executive Director

**GUESTS IN ATTENDANCE:**

1. Sal Carollo, Spuntino

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### EXECUTIVE DIRECTOR REPORT

● **FY2021 Assessment Collection:**

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

YTD COLLECTIONS	12-08-21	12-08-20	DIFFERENCE
Current Year	\$374,426		
Prior Year	\$31,697		
Current + Prior Year	\$406,123	\$285,587	\$120,536
% Max Billing	94.3%		

## **GENERAL UPDATES**

PennDot meeting - the following board members would like to attend: Oron, Owen, Josh (with Britt and Sarina from Post Brothers). Others who should be contacted and invited include Pier fro Tip Top Playground and someone from Penn Herb

Sal Carollo from Spuntino was invited to join the meeting after reaching out with concerns about the vibrancy of the 2nd and Fairmount area. He reported an “alarming lack of foot traffic” near his shop. Proximity to the El stop is a detriment not a positive, as there is an uptick in homeless and panhandling. Commuter parking is also hindering economic activity.

Sal would like to see better lighting in that area. Activations like Restaurant Week and pop up events bring more customers for him. Dumping at Hancock and Fairmount needs to be addressed.

Dorothea stated that foot traffic near her shop on the 900 block is also way down. She’d like to see more outdoor markets and a focus on Small Business Saturday type promotions.

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## **MARKETING AND EVENTS**

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### **RETAIL RECRUITMENT**

The former Artists at Work warehouse at 2nd and Poplar is under contract

The idea of hiring a “BID Ambassador” to regularly walk into shops and chat with owners was floated and generally supported. They could collect ideas and images for social media.

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## **ECONOMIC DEVELOPMENT**

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### **CAPITAL IMPROVEMENTS**

The board expressed a strong desire for many more small planters along the corridor. They also generally want to see more holiday lights, string lights, and festive lighting on utility poles. ED to reach out once again to Fairmount/Spring Garden about their utility pole lighting.

This culminated in a desire for a lighting plan for the corridor that would offer continuity for planters and lighting.

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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 with one amendment: correct the spelling of Kieran Timberlake.
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**MOTION** to close. Motion seconded and approved without dissent.

**MEETING ENDED:** 11:59AM

**NEXT MEETING:** Wednesday, January 12th, 2022 at 11AM via Zoom