

NORTHERN LIBERTIES

Business Improvement District

BOARD OF DIRECTORS MONTHLY MEETING FEBRUARY 9th, 2022 VIA ZOOM

MEETING START TIME: 11:01AM

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, Kieran Timberlake
9. Carly Markowitz, Tula Yoga & Wellness
10. William Reed, Standard Tap
11. Matt Ruben, Northern Liberties Neighborhood Association
12. Raymond Williams, Quaint Oak Bank

NLBID STAFF IN ATTENDANCE:

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

GUESTS IN ATTENDANCE:

1. Renee Gilinger, Business Corridor Solutions

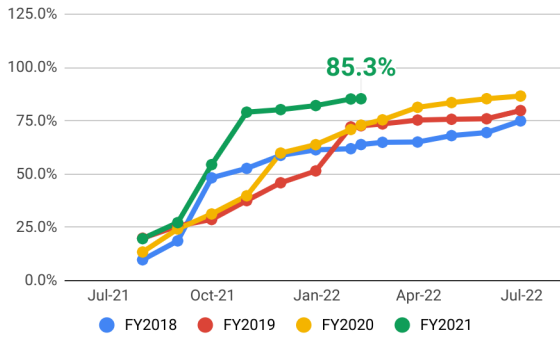
OPERATIONS REPORT

● **FY2021 Assessment Collection:**

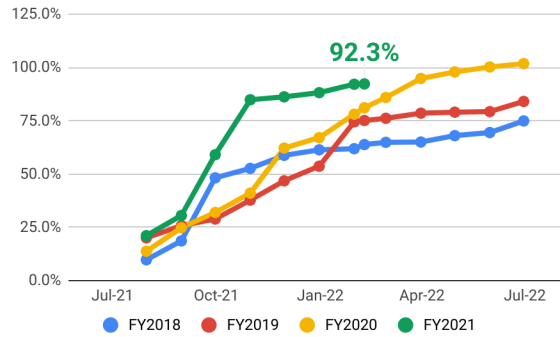
- Legislative max billing \$464,409
- Presumed non-payment \$41,797
- Anticipated prior year payment: \$16,515
- Collection expectation \$439,127

YTD COLLECTIONS	02-09-22	02-09-21	DIFF
Current Year (\$)	\$396,223	\$328,983	\$67,240
Current Year (% Max Billing)	85.3%	73.0%	12.4%
Prior Year (\$)	\$32,314	\$36,694	-\$4,380
Current + Prior Year (\$)	\$428,538	\$365,678	\$62,860
Total (% Max Billing)	92.3%	81.1%	11.2%

Current FY Collections (% Max Billing)



Current + Prior FY Collections (% Max Billing)



- Renee Gilinger from Business Corridor Solutions reviewed the **reauthorization process and proposed timeline**
 - Major milestones to accomplish include:
 - Establishing a Steering Committee
 - Reviewing and ironing out reauthorization specifics (see below)
 - Hosting 1-2 community meetings
 - Conducting a needs assessment survey
 - Mailing out informational packets to impacted property owners before introducing legislation
 - Introducing legislation and holding a public hearing
 - Monitoring feedback during the objection period (45 days after legislation is introduced)
 - Specifics to iron out include:
 - Boundaries
 - Services offered
 - Assessment rate
 - Term length
 - By-laws
 - Next steps include:
 - Forming a Steering Committee
 - Clarifying legislative requirements with the Law Department
 - Talking to large stakeholders inside and outside current boundaries
 - Grass roots advocating for the BID
 - Identifying people that have had a positive experience with the BID and getting them to testify during the public hearing
 - Will successfully be reauthorized if less than a third of impacted property owners (number or market assessment value) do not object during within the Objection Period 45 day thres

CAPITAL IMPROVEMENTS

- Have a second interview with a candidate for the **Capital Projects Manager position** this week and if all goes well, will likely hire her.

- Found a potential solution for **decorative street lighting**: LED banners powered by solar outlets that can be attached to the tops of light poles; will delegate to the Capital Improvements Manager once hired.
- **Planters** are ready to be ordered, but waiting on approval from the City on location placements before proceeding.
- Met with the **Spring Garden Taskforce** yesterday to discuss **greening the medians**; PORT Urbanism is in the process of surveying the Spring Garden medians and will have preliminary concepts to share in about two weeks.
- Discussed next steps in moving the **Streetscape Vision Plan** forward:
 - Identify a small standalone project for community engagement and proof of concept (2nd & Laurel)
 - Use 2nd St Festival to build awareness; build a temporary mock-up of the Pavilion structures?
 - Start to allocate money for an Economic Impact survey (e.g. www.hradvisors.com).
 - Create a one page summary for informational purposes.

CLEANING & GREENING

- Staffing the **cleaning crew** has been a challenge, and have essentially only had one ambassador since December; will vote in New Business to increase the cleaning contract, so StreetsPlus can staff up to (3) ambassadors to ensure 40 hours worked/week

ECONOMIC DEVELOPMENT

- Working on a “**carrot grant**” to revamp the interior of hard-to-lease commercial properties that need extensive work; ironing out the program criteria and application details/requirements, and will finance with the Retailer Recruiter line item in the budget.
- The **parking plan** has gone into effect with mixed reactions:
 - While more parking on 2nd St has become available, employees on 2nd St have voiced concern about their ability to find all day parking.
 - Have asked PPA to pause the implementation to let the first wave of regulations to settle.
 - Discussed potential options to help accommodate employees that could be implemented at the end of the pilot program (e.g. metered parking, shortened hours, extended limits)
 - In the interim, have pointed employees to local surface lots and recommended guest parking passes from the PPA.
 - Please fill out the [pre-change parking survey](#) and encourage employees to take it keeping their experience BEFORE the changes in mind. Survey will be reissued in a couple months to gauge the effectiveness of the regulations.

RETAIL RECRUITMENT

- Continue to field strong interest from **prospective tenants**:
 - A portion of 180 W Girard where the Dollar Store is already leased
 - 807 N 3rd is leased and being fitted out, rumored to be a doggie daycare
 - 958 N 2nd where Poke Bowl and Stickman Brews recently turned down a sushi restaurant and is still available for lease; a vape shop reached out with interest
- There are several **upcoming openings**, namely Pera Turkish Cuisine at 944 N 2nd St and The Shake Seafood in the 180 W Girard Ave complex.
- Met with the new owners of the **warehouse at 2nd & Poplar** and discussed their vision for the 8-10K sq ft of first floor commercial (showpiece retail space with experiential entertainment); also discussed installing pedestrian scale lighting along that strip of sidewalk as things are ripped up.

MARKETING & PROMOTIONS

- Recently awarded the **Google Ads Grant for Non-Profits** that provides up to \$10,000/month in perpetuity of FREE Google Ad spend!
 - With the Google Ads Grant, will be launching the new **digital ad campaign** that Post Brothers has spearheaded and will be driving.
 - Have developed an [events and promotions submission form](#) to streamline the collection of content for the website and e-newsletters; will be rolling out to businesses shortly.
 - **Restaurant Week** returns April 1st-10th; planning is moving along nicely, have several restaurants already signed up, will be offering free photography sessions, and building a new landing page module on the explore.northernliberties.org website.
 - Have scheduled a **Retail Roundtable** with retailers and service-based businesses on Tuesday, February 15th, to touch base and discuss collaborations and event programming (e.g. Artists at Work).
 - At the last Marketing Committee meeting, reviewed the 2021 **Marketing Plan** to identify any potential updates; did not identify any major updates aside from creating new quarterly goals and objectives for 2022.
 - The job description for the [Ambassador/Marketing Assistant](#) is now available on the website for sharing.
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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 increase the cleaning contract up to \$154,x75.40 and hire up to (3) ambassadors. Motion seconded and approved unanimously.
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MOTION to close. Motion seconded and approved without dissent.

MEETING ENDED: 12:15PM

NEXT MEETING: Wednesday, March 9th, 2022 at 11AM via Zoom