

NORTHERN LIBERTIES

Business Improvement District

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

MEETING START TIME: 11:02AM

BOARD IN ATTENDANCE:

1. Gwendolyn Carry, Chez Bow Wow
2. Oron Daskal, North Bowl
3. Dorothea Gamble, Trunc
4. Dave Goldman, Urban Village Brewing Co
5. Josh Guelbart, Post Brothers
6. Owen Kamihira, El Camino Real
7. Richard Maimon, Kieran Timberlake
8. Carly Markowitz, Tula Yoga & Wellness
9. William Reed, Standard Tap
10. Matt Ruben, Northern Liberties
Neighborhood Association
11. Ira Upin, NLBID Property Owner
12. Raymond Williams, Quaint Oak Bank

NLBID STAFF IN ATTENDANCE:

1. Kristine Kennedy, Executive Director
2. Ann Lastuvka, Director of Operations
3. Maria Rivera, Capital Improvements
Manager

GUESTS IN ATTENDANCE:

1. Philip Green, Commerce Department
2. Kory Aversa, Aversa PR

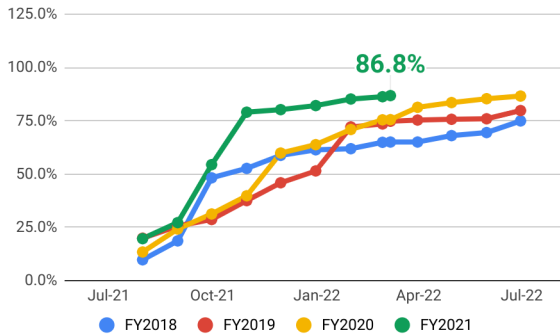
ADMINISTRATIVE UPDATES

● **Assessment Collections:**

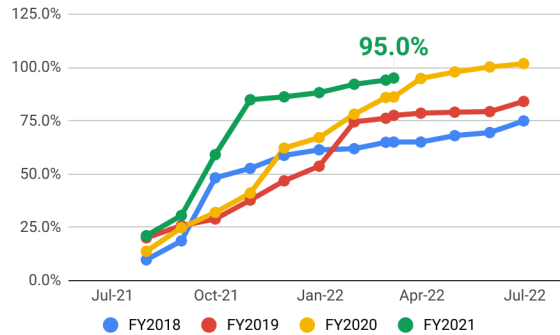
- Legislative max billing \$464,409
- Presumed non-payment \$41,797
- Anticipated prior year payment: \$16,515
- Collection expectation \$439,127

YTD COLLECTIONS	03-07-22	03-07-21	DIFFERENCE
Current Year (\$)	\$403,121	\$340,513	\$62,608
Current Year (% Max Billing)	86.8%	75.5%	11.3%
Prior Year (\$)	\$38,298	\$47,958	-\$9,660
TOTAL (\$)	\$441,419	\$388,471	\$52,948
TOTAL (% Max Billing)	95.0%	86.2%	8.9%

Current FY Collections (% Max Billing)



Current + Prior FY Collections (% Max Billing)



- Introduced **Philip Green**, Commerce Program Manager for Corridor Improvements within the Department of Commerce.
- The **April Board meeting** will be moved back one week to Thursday, April 20th because of Spring Break.
- The **annual financial audit review** is scheduled for Wednesday, March 30th at 9am via Zoom. In addition to reviewing the FY2021 audit, the meeting will also act as an initial info session on reauthorization and give folks the opportunity to learn how to get involved. Registration has not yet gone live but will be circulated soon.

CAPITAL IMPROVEMENTS

- The new **Capital Improvements Manager** is Maria Rivera, and she starts next Monday. Her first project to get her initiated will be the re-wrapping of half of the Big Bellies.
- Officially received the encroachment ordinance and memorandum of understanding from the Law Department for the **solar light pilot project** on the 400/500 block of N 2nd Street. The next step is to submit the ordinance to the City Council and then once passed, to execute the MOU. In the meantime, will be moving forward with ordering the lamps and procuring bond insurance.
- The same encroachment ordinance process is needed for installing the **planters**, which the new Capital Improvements Manager will oversee once she gets settled.
- There are several **capital improvement grants** due in the next two weeks. Availability will be scarce this week to focus on those applications, but Executive Director office hours are still being held this Friday from 9am-11am.
- Requested a quote from [Connect the Dots](#) to engage the community re: the **2nd & Laurel portion of the Streetscape Vision Plan**. Proposal to include surveys, door knocking,

postcards, on-site community meetings, physical activations and workshopping. Looking to include in the PTSSD grant application.

- Discussed as a group how to pitch the **Market Green portion of the Streetscape Vision** to the community, local businesses, and other stakeholders.
 - As proposed, cannot be as realistically activated because of traffic diversion issues off 2nd St, namely at Poplar St.
 - Conversation morphed into why the PennDOT project does not elevate the Northern Liberties portion of I-95 like that in South Philadelphia or recently in Port Richmond despite several benefits (e.g. access to the waterfront, additional parking)
 - Formed a dedicated committee (Kris, Maria, Owen, Ira, Matt, Richard, Oron, William) to reach out to and lobby local, state and federal representatives about the I-95 design
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CLEANING & GREENING

- No report.
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ECONOMIC DEVELOPMENT

- There are several **new business openings**, both recently and upcoming: CNT Cafe, Ray's Reusables, 1040 Creative. Know who is moving into 709 N 2nd St, but not at liberty to disclose yet. There is also a potential tenant for 712 N 2nd St (and it's not a gym!).
 - **960 N 2nd St** looks to be a prime target for the **Vanilla Shell Grant**; actively working with the property owner and potential tenant on next steps.
 - Compiling **statistics** for the upcoming annual audit review on the NLBID's success with Economic Development since inception (e.g. number of vacant spaces filled, jobs created, etc.); also going to use these figures to set goals and further measure progress.
 - **Committee meeting frequency** being moving from monthly to every other month
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MARKETING & PROMOTIONS

- Now that the Capital Improvements Manager has been hired, the **Ambassador/Marketing Assistant** will be hired next.
- **Upcoming Events**
 - **Restaurant Week** runs from April 1st through the 10th. There is a new landing page on the website that has already received a lot of traffic so far.

- **Artists at Work** returns on Saturday, June 11th; will be starting outreach to local businesses soon.
 - **Northern Liberties Night Market** is Thursday, May 26th.
 - Businesses are taking to the **event submission form**, regularly forwarding content for the website, newsletter and social media. Have ironed out an internal process for processing and following up on submitted events.
 - **Q2 Marketing Goals** are:
 - Printing updated map brochures for 2022
 - Distributing said brochures to local hotels and AirBnBs
 - Investigating a neighborhood wide loyalty program
 - Creating NLBID branded digital banners and badges for individual businesses to post on their websites
 - Producing the neighborhood virtual video tour
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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 fiscally sponsor the 2nd Street Festival Corporation's grant application from the Penn Treaty Special Services District (PTSSD). Motion seconded and approved unanimously.
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MOTION to close. Motion seconded and approved without dissent.

MEETING ENDED: 12:07PM

NEXT MEETING: Wednesday, April 20th, 2022 at 11AM via Zoom