

NLBID Board meeting minutes

March 12, 2020

In attendance:

(verify from sign in sheet)

Meeting called to order 9:07 am Motion to accept February minutes as written. Approved unanimously, without change.

EXECUTIVE DIRECTOR REPORT

Assessment collections

- Total \$326,508 ytd
- Budget created with low expectations
- Total billing \$ 74%

Crime report

- For the last several weeks, there has been a group of juveniles harassing shop workers and shoplifting. Over last weekend, they engaged in an altercation with a business owner. The police were called and they were charged with disorderly conduct. The 26th district requested that the BID help by collecting video evidence.
- ED planning meeting with both police districts.
- Dorothea: meeting with an at-large councilperson : will see results
- 26th District community liaison Officer Donez communicated that neighboring BIDs are paying for their overtime, which includes having log books inside businesses.
- Need to call precinct and Councilman. If we don't get a response from regular contacts at the police district, call Mark Squilla requesting immediate response.
- Do we have money in budget for private security?

RETAIL RECRUITER REPORT

- Pam: See retail plan (ask for electronic version)
- Zoning meeting: ED states the BID's position.

COMMUNICATIONS REPORT

- Clara has implemented the property owner newsletter and is focusing on sharing our businesses' social media

SPECIAL EVENTS REPORT

- April 9th Engineer Eats press event: need Board representation. For LibEats: Participants are established. Sharene to do press release.

- Meeting with Post brothers on Friday. They will support with marketing
- Citywide star party to piggyback on NLArts scavenger hunt
- 2nd Saturday May
- 2nd Saturday in June is the biggest of our upcoming events with Salsa event
- Night market by 2nd St Festival – two of them, dates?
- Make handwashing stations more visible/prominent for all events.

COMMITTEE REPORTS ECONOMIC

DEVELOPMENT

- Economic development: participation in zoning meetings is crucial.
- Port-a-potty placement: check for permit.
- Permits? Some construction sites are not displaying them, are they working without permits? L and I has been contacted re property on 732 N. 3rd.
- Potential Amazon Locker coming to the neighborhood

MARKETING

- ED requesting permission to spend money to cover discount coupons from delivery. APPROVED.

COVID-19

- Messaging to general public: food is being handled appropriately. Reassuring messaging.
- Events in April, May, June might need to be rescheduling.
- Prominently displaying what businesses are doing will help. Logo plus “we wash hands hourly, no matter what”, etc.
- Congregating outdoors, without communal food, it is safe. Let’s promote outdoors in NL. Quick outdoor seating might be overlooked if no complaints are gathered.

CAPITAL IMPROVEMENTS

- Location for new big bellies: In front of ATI and just south of the Acme driveway
- Banners: haven’t seen other big metal signs in the city, which might be a permit issue.
- Trying to reach out to Community College and Drexel to find interns for map project.
- Parklet: through AARP grant. Location of parklet and Indego stations might be dependent on each other. Gwendolyn met with Indego and discussed change of their Spring Garden station. Consider multiple choices for locations for parklet. Application for grant is soon and there are many requirements.

- Trashcans to go in food take-out locations have been selected.
- Trees have been ordered and planted soon.

TOP PRIORITY OLD BUSINESS *PARKING*

REGULATIONS

- Working with Lara from NLNA to determine where parking can be recovered through mapping current conditions: too large loading zones, dead fire hydrants, etc.

SPRING CLEAN

- Waiting for more respondents in order to form teams and further consolidate volunteers. NLBID office to be supply central.

TOP PRIORITY NEW BUSINESS

- *AARP Grant*: see parklet discussion under Capital Improvements
- PECO/Excelon grant