

## NLBID BOARD MEETING MINUTES

April 9, 2020

11:00 AM

Start time: 11:09 am

Councilperson Squilla:

Schools are closed

Commerce started second round of applications (received ½ million received). Applications will close early next week. Understanding that this is just a “bandaid”.

Not sure if we’ve peaked. Local hospitals usage is 50%. Licouras center open and ready if needed.

Businesses will be shuttered for maybe two more months. City stimulus and/or package stimulus is unlikely to be enough.

Employees who receive unemployment should continue to receive it. Uncertainty about landlords and taxes. We will feel the effects of this shut down for at least another 18 months.

We won’t be able to continue adding subsidy dollars.

Big changes within state budget by department. Uncertainty about specifics.

Will work with small businesses on how to reopen hopefully this summer

Question: Owen, trying to have meeting for 2<sup>nd</sup> St festival. Would a gathering of that size be allowed in August?

Answer: Probably not but August is far away enough. Will remain optimistic. Currently not issuing permits for that kind of event. Suggestion to seek alternative date. Health commissioner is weighing heavily on these decisions. Streets department have final say.

Question from S: coordination from NLBID makes work easier! Not everybody as organized

Ann: in regards to large gatherings, Broad St. run was postponed to early October. Other big scale events were rescheduled (as opposed to cancelled). September is “packed” with major events. For alternative dates (2<sup>nd</sup> st festival), Sundays are “lighter”

Mark Charry: is Philadelphia the net “hot spot”?

Squilla: that announcement brings more supplies to the City, which is a benefit whether or not the curve spikes.

Matt Reuben (?): with regards with L&I and zoning, our understanding is that refusals and referrals are still being processed through the online system. If someone gets one (R or R) now, while the CBA is down, what will happen?

Squilla: Eclipse is running. The 45 window will probably be waved due to the state of emergency in the City. Will bring that up with Planning next meeting.

## APPROVAL OF PRIOR MONTH'S MINUTES

Need to add attendance.

Approved unanimously

## EXECUTIVE DIRECTOR REPORT

### Assessment Collections

Received a few checks. 75% collected. Not anticipating more

### Crime Report

Relatively quiet

### Retail Recruiter Report (Pam)

Spent last two weeks triaging: collecting resources and seeing which businesses need what. We had a couple of webinars (SBA)

Refocusing on what we need to be doing re recruiting. Understandably, this process

1. Working on message: getting marketing materials together and website updates
2. Building relationships: connecting with businesses to see what they are doing. Recently connecting with property owners to learn how they are doing. Working with listing agents: anything already in the works is being signed and moving forward. Anything else is stopped. New activity is slow.
3. Building on organization: creating a database with all property owners in one space (moving it to Salesforce) Figuring out future plans for after this is over. How are we going to entice businesses to think about the future: Expansion, how are businesses are doing and how can we help?

Business retention efforts? What are the Board thoughts?

Josh: Are businesses applying for loans?

Yes. Most are going for "the money". Businesses

K: mass confusion on paycheck protection program, even in Commerce department. They are trying to compile a list of banks offering the program and who is eligible to apply through them.

The City disaster relief: over 20 businesses applied (as of last week). They are still receiving applications for microgrants (\$2,500 to \$5,000)

Mark: There are many places where to apply and the process is confusing.

Kris: the process can be confusing and she has been connecting resources with small businesses. Have received good feedback.

### Communications Report (Clara)

LNLA \$25K grant to buy gift cards plus \$10K from reconfiguring their budget to dump it into the Local economy. To be discussed at a separate meeting regarding how to distribute it equitably. Including BID

Special Events Reports (Ann): Franklin Institute s committed to do Eats in the future. The special festival events have been cancelled. Everything in May cancelled. While not have done any final decisions for June, those events will likely be cancelled or rescheduled. Salsa night will be rescheduled.

Working on 2<sup>nd</sup> festival (separately from us)

Owen: should we working on a different grant source (from PTTSD)

Kris: any money from the \$43 grant that hasn't been spent can be proposed to be reallocated (about \$16k from that). They also said that we can start another grant without having to close the current one. They asked new plan for event.

WE need the needs assessment survey will yield information regarding benefit to the community (not able to do direct cash into businesses). Open to ideas, thoughts, but no cash assistance (PTSSD money)

Need more certainty in order to draft a grant request

Ann working on thinking about alleviate financial burden on businesses (re 2<sup>nd</sup> st festival) and include it into a grant. So, effectively moving money around without "taking a hit"

We will need contingency plan, given input from Councilperson.

Board Listening Session

Ira: no updates.

Matt Bell: company still operating and working from home. Observing Social distancing issues on facebook, but not related to BID

Courtney: following with tenants and modifying website to consolidate information. Helping businesses to migrate to online platforms

Owen: continue to have good connection with community and guests. Noticed people hanging at tables (people with perhaps mental health/substance abuse) but not problem yet.

Matt Ruben: NLNA spent time closing the center, placing caution tape around the playing ground, figuring out elections on Board of Directors.

William: thinking about how to help businesses: BID could try to work on positive press. Sherene's pitch wasn't received two weeks ago but will try again. Thinking about changing all faucets to hands off. Each one is about \$400.

Gwen: could we have a community dance party? Dance in front of our buildings, get speakers from William?

Mark Cherry: business was online, which is helpful (because already setup). Please focus on patronizing local store and businesses (like palm tree, 3js and foodery). Economic development meeting: consultants to bring: accountant? Should we pay for Facebook ads, get bigger signs/banners? 3m printing is doing them at cost? (and another one?? Ask Kris). Keep pushing local restaurants and markets.

Dorothea: Trying to stay positive. Because new businesses with single owners aren't eligible for many resources. Kris is working on doing gift baskets a la TV style.

#### TOP PRIORITY OLD BUSINESS

Lighting Project: contingent on support that we might not receive. Pivot into looking into solar lighting (feasibility and cost)

Intern-Mapping: currently interviewing interns given that this project can be worked on while complying with social distancing.

Parking Regulations

#### TOP PRIORITY NEW BUSINESS

PTSSD

Recovery Plan: let's start thinking about it. Although we don't know the timing

PECO/Excelon Grant: missed this

#### LOW PRIORITY OLD BUSINESS

Germantown Sewer Project: currently not on it. Should we talk to them about working on it asap? Projected target date to reach this would be Mid to late May.

AARP Grant: capital improvement. Still want to apply to this

LOW PRIORITY NEW BUSINESS

I-95

Streetscape

New Development Projects