

NORTHERN LIBERTIES

Business Improvement District

BOARD OF DIRECTORS MONTHLY MEETING DECEMBER 14th, 2022 IN-PERSON AT THE NLBID OFFICE

MEETING START TIME: 10:11AM

BOARD IN ATTENDANCE:

1. Mark Charry, Architectural Antiques Exchange
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. Carly Markowitz, Tula Yoga & Wellness
8. William Reed, Standard Tap
9. Raymond Williams, Quaint Oak Bank

NLBID STAFF IN ATTENDANCE:

1. Kristine Kennedy, Executive Director (ED)
2. Ann Lastuvka, Director of Operations (DO)
3. Maria Rivera, Capital Improvements Manager (CM)

GUESTS IN ATTENDANCE:

- 1.

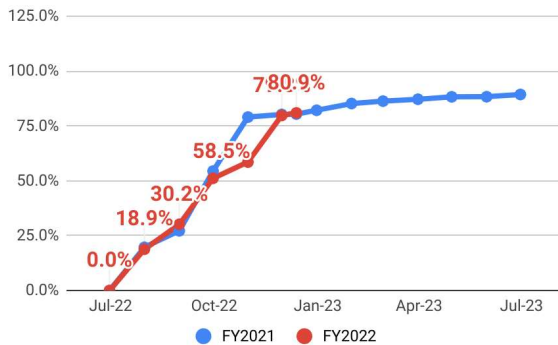
ADMINISTRATIVE UPDATES

● FY2022 Assessment Collections:

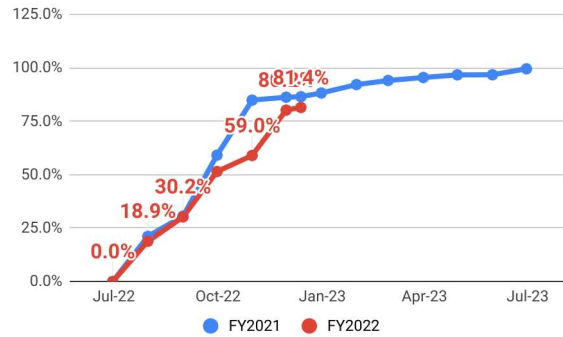
- Legislative max billing \$478,341
- Presumed non-payment \$38,267
- Anticipated prior year payment: \$15,396
- Collection expectation \$455,470

YTD COLLECTIONS	12-13-22	12-13-21	DIFFERENCE
Current Year (\$)	\$387,080	\$373,305	\$13,776
Current Year (% Max Billing)	80.9%	80.4%	0.5%
Prior Year (\$)	\$2,414	\$28,162	-\$25,748
TOTAL (\$)	\$389,495	\$401,467	-\$11,972
TOTAL (% Max Billing)	81.4%	86.4%	-5.0%

Current FY Collections (% Max Billing)



Current + Prior FY Collections (% Max Billing)



- ED will be walking the district with **Jake Blumhgart of the Inquirer** on Wednesday, December 14th. This is our biggest opportunity yet to tell our story. ED is working with a comms consultant to prep talking points
- ED did an **interview with Hidden City** last week about the unprecedented number of housing units permitted for our small neighborhood
- ED is setting up Tuesday 10 am **meet-and-greets with mayoral candidates** and our business community. So far, Charelle Parker on 1/10 and Rebecca Rhynhart on 1/17. Derek Green is working on a date. To be held at the NLNA community center. Please mark your calendars.

CAPITAL IMPROVEMENTS

- ED will go before the **Penn Treaty Special Services District** next week to present for our \$90,835 request to fund lighting, sidewalk repair, camera installation, and 2nd and Laurel design costs which have already been incurred.
- ED is also planning out the **grant schedule** for the next six months, which will include applications for a second state Local Share grant (we are about to close one out for the solar pathway lighting) and the William Penn Foundation Creative Communities grant.
- CM is working on **light pole banners** for the 10 pathway lights that were installed.

CLEANING & GREENING

- The planter maintenance contractor has responded in a timely manner to several incidents of tipping, moving, or de-planting our new **planters**. CM is working on a plan for more planters to be installed in early spring.

- Once Worn Consignment set up a GoFundMe to provide **holiday gifts for the cleaning staff**, above and beyond what the BID has given them. It's a lovely gesture that will show the crew how much the businesses value them.
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ECONOMIC DEVELOPMENT

- A reminder that the authorized funding for **private security** elapses this month. Discussed in new business evaluating the contract month-to-month for the foreseeable future and extending the contract for one month.
 - **Retail Recruitment**
 - ED shared details with two entrepreneurs on a new Commerce Dept forgivable loan for Black and Brown businesses looking to open or expand.
 - A brow salon that the BID worked with last year signed a lease on Girard, just outside our boundaries.
 - ED introduced a real estate company seeking office space to a property that is not yet on the market.
 - ED reached out to an ax throwing business that lost its space and has not heard back yet.
 - An offer has been put in for Apothecary space at 2nd and Brown. No updates if it has been accepted.
 - ED sent technical assistance program info to a business in the district looking to expand.
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MARKETING & PROMOTIONS

- **Holiday pop-up market** was a big success and coincided with nice weather and many other activities around the neighborhood. Got good press coverage.
 - **Event programming planning** underway for Feb/March with Restaurant Week and Black History Month.
 - ED has spoken with a PR rep who specializes in **bigger picture story telling** for a short term contract to help with reauthorization publicity. Will invite to the next Board meeting.
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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 update the by-laws to degender the language (i.e. replace he/him and she/her with they/them). Motion seconded and approved unanimously.
- **MOTION** to update the by-laws to align the language with state legislation designating a “representative of the municipal authority” to the Board of Direction versus specific City Council representatives. Motion seconded and approved unanimously.
- **MOTION** to approve the reauthorization budget for the next five years. Motion tabled for an electronic vote via email.
- **MOTION** to allocate \$1,000 to the BID Alliance for contracting a publicist to market the mayoral policy press release. Motion seconded and approved unanimously.
- **MOTION** to evaluate the security contract month-to-month for the foreseeable future and extend the security detail for another month (approximately \$7K/month). Motion seconded and approved unanimously.

MOTION to close. Motion seconded and approved without dissent.

MEETING ENDED: 11:17AM

NEXT MEETING: Wednesday, January 11th, 2023 at 10AM in person