

# NORTHERN LIBERTIES

Business Improvement District

## BOARD OF DIRECTORS MONTHLY MEETING FEBRUARY 8th, 2023 VIA IN PERSON AT THE NLBID OFFICE

**MEETING START TIME:** 10:10AM

**BOARD IN ATTENDANCE:**

1. Mark Charry, Antiques Exchange
2. Oron Daskal, North Bowl
3. Dave Goldman, Urban Village Brewing Co
4. Josh Guelbart, Post Brothers
5. Owen Kamihira, El Camino Real
6. Carly Markowitz, Tula Yoga & Wellness
7. William Reed, Standard Tap
8. Raymond Williams, Quaint Oak Bank

**NLBID STAFF IN ATTENDANCE:**

1. Kristine Kennedy, Executive Director (ED)
2. Ann Lastuvka, Director of Operations (DO)

**GUESTS IN ATTENDANCE:**

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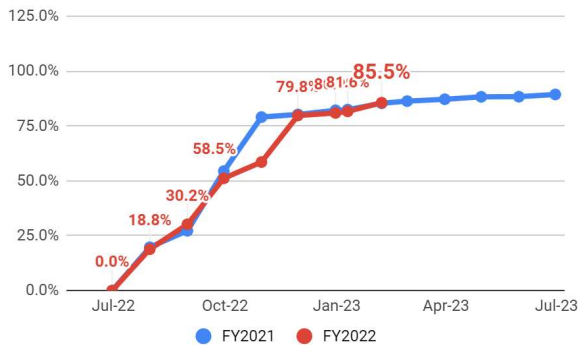
### ADMINISTRATIVE UPDATES

● **FY2022 Assessment Collections:**

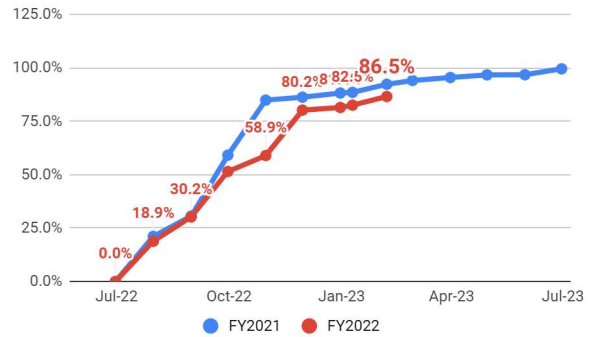
- Legislative max billing \$478,341
- Presumed non-payment \$38,267
- Anticipated prior year payment: \$15,396
- Collection expectation \$455,470

YTD COLLECTIONS	02-07-23	02-07-22	DIFFERENCE
Current Year (\$)	\$409,194	\$396,173	\$13,020
Current Year (% Max Bill)	85.5%	85.3%	0.2%
Prior Year (\$)	\$4,772	\$32,375	-\$27,604
TOTAL (\$)	\$413,965	\$428,549	-\$14,583
TOTAL (% Max Bill)	86.5%	92.3%	-5.7%

**Current FY Collections (% Max Billing)**



**Current + Prior FY Collections (% Max Billing)**



- Quorum was not reached at the last meeting, so could not approve the [990 and audit draft financials](#); need to do so in new business. The 990 is essentially our \$0 tax return that outlines our income and expenses for the year.
- **Reauthorization**
  - **Information packets** will be mailed out later this month; mailings are being sent to property owners (owner occupied and rate paying), business owners, and residential tenants.
  - DO will be proactively sending **communications to rental property owners** about these packets going out to their tenants, so they can be prepared to field any questions.
  - ED will create **talking points** for Board members to use to help address any concerns on reauthorization.
  - The **annual meeting** to review the 990/financial is scheduled for Tuesday, March 14th at 6:30pm via Zoom; DO has proactively registered everyone for this meeting.
  - **City Council Hearing** to review reauthorization ordinance is scheduled for Monday, March 27th via Microsoft Teams; looking for written and speaking testimonials.

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## **CAPITAL IMPROVEMENTS**

- **58 security cameras** will be installed later this month covering 7 intersections/locations (listed below). The BID is the applicant for the City's Business Security Camera Program and will be reimbursed a % of the total cost. This batch of cameras is being offered at no cost to the businesses, and the total outlay after reimbursement should add up to \$8,250. This project is also partially supported by the PTSSD grant.
  - 2nd and Green: Penn Herb
  - 2nd & Fairmount: The 700, Flowers, etc by Denise
  - 2nd & Brown: 3J's
  - 2nd & Poplar: Standard Tap, Once Worn Consignment

- 2nd & Laurel: Just Cravings, Larry Inver Wholesale Foods
  - ED applied for upwards of \$500K in grants and City funding (below) to cover design and inspection costs for the proposed **2nd and Laurel project**.
    - \$281K grant request from the **William Penn Foundation**
    - \$198K earmark request in the **City's capital budget**
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### **CLEANING & GREENING**

- ED applied to the PA Dept of Community and Economic Development Local Share Account Philly fund for \$38,861 to replace aging **Big Belly trash cans**
  - ED planning for a smaller round of **planter** installations this summer and in the process of identifying locations.
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### **ECONOMIC DEVELOPMENT**

- ED has been studying up on and meeting with business technical assistance organizations to better connect their free consulting, legal advice, low cost lending, etc. with our businesses.
  - DO has been transitioning away from events to focus on **retail recruitment and retention**.
  - **"Coming soon" decals** are being printed and installed in the windows of five new businesses (below) that are in the process of building out and have paper on the windows. This will hopefully create some excitement and undermine the perception that there is a high vacancy rate.
    - Bar 1010 at 701 N 2nd St (formerly Spuntino Wood Fired Pizzeria)
    - Waggly Little Rascals at 707 N 2nd St (formerly Chez Bow Wow)
    - The C Room Nails & Spa at 712 N 2nd St (formerly Fortitude Fitness)
    - TBD hair salon at 736 N 2nd St (formerly Freedom Apothecary)
    - InnerVision Eyeworks at 806 N 2nd St (new construction)
  - **Mochinut** is not closing, but upgrading their menu to include more choices.
  - Discussed whether or not the NLBID is an **RCO** and if it would be advantageous to become one; will investigate pros and cons and whether or not any other BIDs have RCO designation.
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## **MARKETING & PROMOTIONS**

- **Restaurant Week** ended Sunday with 103k pageviews of the website with a low bounce rate and longer than usual session length (i.e. people intentionally came to the site to spend time looking at menus). DO will follow up for feedback from restaurants.
  - ED is still waiting for a proposal from the **communications consultant** re: reauthorization.
  - **Black History audio tour** and Window Stories launches Friday and is getting a lot of press hits.
  - Bringing on Avery Goldman from Keepin' It Small to take over **promo/events work** from DO for a 3 month contract totalling \$3,000, starting with Mother's Day and the June Artists at Work.
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## **OLD BUSINESS**

- No old business
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## **NEW BUSINESS**

- **MOTION** to approve minutes from December 2022 and January 2023. Motion seconded and approved unanimously.
  - **MOTION** to approve the financial audit for FY2021 as prepared by CPA Philly. Motion tabled to an email vote.
  - **MOTION** to accept Dorothea Gamble's and Sal Carollo's resignations from the Board. Motion seconded and approved unanimously.
  - **MOTION** to approve co-sponsoring the 2nd Street Festival Corporation's grant application to the Penn Treaty Special Services District. Motion seconded and approved (6 yeas, 1 abstention).
  - **MOTION** to adopt a policy around the newly installed security cameras whereby the NLBID will only release footage to another government entity (i.e. the police) and will notify the property owner in these instances. Any civil requests (i.e. slip and falls) will be deferred to the property owner. Motion tabled in order to consult other BIDs on their policies.
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**MOTION** to close. Motion seconded and approved without dissent.

**MEETING ENDED:** 11:33AM

**NEXT MEETING:** Wednesday, March 8th, 2023 at 10AM in person