Minutes of the Northern Liberties Business Improvement District Board of Directors Meeting
Wednesday, May 8, 2024 at 10:00AM
In-person meeting at 1030 N 2nd Street #301

In attendance: William Reed, Mark Charry, Alex Hillman, Ira Upin, Ashley Thomas, Dave Goldman, Joe Freda, Richard Maimon, Carly Markowitz, Oron Daskal, Matt Ruben, Owen Kamihira

Absent: Josh Guelbart, Sharif Pendleton

Staff: Cassidy Martin, Shannon Pepe

Guests:

Call to order: W. Reed called the meeting to order at 10:04AM.

Minutes:

- The previous meeting's minutes were distributed via email and reviewed during the meeting.
- I. Upin made a motion to approve the minutes. 2nd/D. Goldman. All in favor; approved.

Chair's Report: W. Reed

- None.

Treasurer's Report: D. Goldman

- Provided an update on the assessments and financials.
- The FY2024/2025 budget was circulated previous to the meeting and presented to the Board.
- W. Reed made a motion to approve the FY2024/2025 budget. 2nd/D. Goldman. All in favor, approved.

Executive Director's Report: C. Martin

- NLBID is hosting a neighborhood happy hour on Monday, June 3. Everyone in the community is welcome to attend.
- The Elections and Annual Meeting is scheduled for Monday, July 8 at 6:30PM at Indy Hall.
- Meetings
    - Met Captain Gress at the 26th PDAC meeting.
    - Met the new Commerce Director with the BID Alliance.
    - Had a meeting with the new Sanitation Commissioner.
    - Attended an informational meeting regarding the 6th and 9th police district merger.
    - S. Pepe and I met with NLNA about their upcoming MusicFest event and a fall collaboration event.

    - Met with CM Squilla with BID Alliance colleagues.
    - S. Pepe and I toured the Noble and met the building manager.
    - I sat on a ULI panel which focused on BIDs.
    - Attended NLNA's general meeting where it was relayed the bus carriers are leaving their current location at 2nd and Spring Garden.
    - NLBID and NLNA Executive Committees met with CM Squilla and officers from the 26th and 9th districts regarding the potential mini-police station and the neighborhood moving into one police district.

Committee Reports

Marketing: S. Pepe

- Kimberly Neff from Big Magic Brands is continuing to do interviews and moving forward with the audit and strategic plan.
- Provided an update on various onboarding tasks, such as the media content calendar, creating an assets folder, starting monthly analytical reports, and redesigning the newsletter.
- Provided an update on various website updates.
- The Mother's Day Shopping Stroll and Sidewalk sale is this Saturday, May 11 from 10-2 in conjunction with the Spring Kickoff Farmers Market.

Economic Development and Capital Improvements: C. Martin

- Business updates:
    - The Newsroom is opening at 1102 Germantown Ave.
    - Monarch Yoga is opening at 709 N 2nd St.
    - A vintage clothing store is opening at 804 N 2nd St.
- A parklet application for the 2nd and Laurel parklet was submitted to Streets.
- I received an updated maintenance contract from Hoffman Design for our planters.
- I am looking into picking up past capital improvement projects, such as the voltage outlets on the light poles and new branded banners.
- PWD will attend the next Economic Development and Capital Improvements Committee meeting to discuss details and logistics of the Poplar Street water project.
- I spoke with AECOM about upcoming meetings with PennDOT regarding the I-95 construction.

Public Safety and Cleaning: C. Martin

- Elbert Durham took over the Team Lead spot on April 1 and is preparing for spring and summer projects now.
- Sydney Rexroad and I are working on a data report which was requested by the police.

Old Business:

- None.

New Business:

- None.

Public Comment:
- None.

Adjournment:
- M. Ruben made a motion to adjourn the meeting. 2nd/D. Goldman. All in favor; approved. The meeting adjourned at 11:00AM.