

EPABID Board Minutes

May 12, 2020

Present on Zoom meeting: Pam Zenzola, Lee Styer, Adam Leiter, Michael Giordano, Julia Grassi, Pete Spina, Adam Geer, Steve Lauer (Minutes prepared by Nancy Melchiore)

Absent: Anthony Magueri, Rachel Street

Meeting called to order: 9:05 A.M.

Approval of Minutes: Michael, Pete

Financial Updates

Adam applied for PPP with Univest bank and the BID was approved for a \$16,000 loan. Wells Fargo has \$120,000 of in the account. There is \$133,415 in assessments in for this period 2020, including some from previous year. Adam is sending out reminder of assessments for June with info for COVID resources. Other assessment money is trickling in, including some properties that have not paid in prior years. There is concern that for next year the grant money we receive from Samuel and Sons could be less based on their financials and how the grant is factored into taxes on their profits. Our arrangement with them through the City goes through 2022, and we are checking in with Commerce Dept. about the security of the next two years. We are looking at lack of sponsorship for new year due to canceled events, probably below last year. Facade improvement has \$5,000 should be plenty, as we typically do not use all of it.

Allison, recently started part time worker, has quit and has taken a full time job offer elsewhere.

COVID19 Updates and Discussion

EPABID held a Zoom meeting for businesses with Temple's SBDC as an additional resource. New openings include Creations by Coppola, Flannel, Birra, Arctic Scoop, LeVirtu, Noir and Pope. This week Teas n' Mi for take-out and curbside, Bing Bing Dim Sum.

Adam suggested looking into helping to facilitate mask bulk purchases. Business will be needing signage, PPE equipment, which we have been actively sharing resources on.

Insurance lawsuits for Business Interruption coverage – We shared information if businesses want to reach out and find out about joining in the suit. Lee suggested anyone taking part should get a confirmed letter of rejection from insurance company.

Grants and Loans

Shared info on the recently introduced PA30 Fund, and help the PPP info-session.

Event Update

No large events into maybe late fall by issue of Health Department. To be seen regarding smaller events.

Public Space/Street Cleaning

SURVIVE- tools for how business can shift to outside space, and plan how will restaurant seating work? Adam participates in weekly meeting with the other 13 BIDS throughout the city and they are working on an outside seating/parking spot/street takeover framework. This could include closing streets or some lanes and slowing traffic down. At the same time we don't want to encourage too many people to gather in order to continue encouraging safety and social distancing. How are we going to open? EPABID formed a working committee to start planning what our Avenue takeover could look like. Pete and Bryan from PARC are going to be on committee on outside seating. An Avenue business owner representing retail and restaurants will be involved. Also, Andrew Stober, a neighbor who has experience in the city's office of transportation with the bike share program, and has worked at University City District is onboard to help.

Public Relations/Social Media Updates

We are organizing a series of short social media videos themed as Passyunk Strong being put on Instagram, highlighting different store owners weekly.

Recent media hits:

Passyunk Strong on NBC10, PHL17, Thrillist, Passyunk Post

NBC10/VisitPhilly – Ill Exotics

Media request on Ice Cream spots

TV Series Opp – not a match...transition of restaurants from one generation to another

VisitPhilly opp on pop-up markets – already had Fond

Upcoming opps for Novel Idea and Amelie's Bark Shop

EPABID has over 26,000 Instagram followers and over 16,000 Facebook followers, and over 12,000 Twitter.

We are launching a Tic Tac Toe game on social media for when you make purchases on the Avenue to be entered into a raffle. Adam received some background to move forward with a Public Relations RFP outline.

Lights are on a new timer. They are white for now. One or two are blue and need to be fixed. We are looking at other locations for lights on the thirteen hundred block. There has been some graffiti on the avenue since COVID but the street cleaning crew is addressing where possible as well as reporting others to the city. Big Belly cans are being removed from the Singing Fountain due to constant overflowing and lack of consistent removal. They will be replaced with a basket trash can. PARC will manage it.

Avenue will be different for a long time. Adam Geer brought up the idea about offering assistance with website improvements for some businesses.

Verizon has had an increase in the homeless population.

Meeting Adjourned: 10:31 A.M.

Next Meeting June 9, 2020 9 A.M.