

## **EPABID Board Minutes**

**July 14, 2020**

**Present on Zoom meeting:** Adam Leiter, Steve Lauer, Adam Geer, Lee Styer, Pam Zenzola, Pete Spina, Michael Giangordano, Julia Grassi (Minutes prepared by Nancy Melchione) Absent: Anthony Magueri Meeting called to order 9:04 a.m.

**Approval of Minutes:** Julia, Steve

### **Financial Updates**

Last month \$4,400 came in for assessments following the first round of follow up reminder letters. There is still \$66,000 outstanding. Total assessment is \$178,000 total. Reminders are being sent out with information on monthly payments plans Constitution Health is on monthly payment plan agreed on last year. Back in February Adam and Pam met with WSFS Bank and they recently awarded us a grant for \$2,500 for programming to support the local businesses. Adam followed up with city about amount of Samuel's money but has not received any answer. Due to event changes the budget will have minor tweaks from events to other buckets, such as increasing facade improvement grants, handling increasing trash issues, planning for security and safety. We also may want to put more towards public relations and marketing, especially for the holiday season.

### **Board Membership Opening**

There are open seats on Board. Pam and Adam G. looked at bylaws and said there could be nine voting members as opposed to seven voting and two non-voting. Beyond board seats, we could also use more involvement from business owners on the Avenue for different committees. We all agreed to proceed to look for new board members, with each board member being asked to make a suggestion. We would like to specifically consider business owners who are people of color (POC) in order to represent the diversity of the Avenue. Nomination suggestions to date: Shawn Darragh (Bing Bing) Felix Sosa (Tienda el Paisano) Michele Gillen-Doobraijh (Tildies Toy) Marlo Dilks (P'unk Burger) Jackie Fitzpatrick (Uninvest Bank) Adam Baldwin (community member and realtor).

### **COVID19 Updates and Discussion**

New businesses opened are Heavy Metal Hair Salon on the 1600 block, The Utopia Collective on the 1900 block. The Nesting House will be a makeup and esthetician shop. Movement Source Pilates is opening in the old Novo Salon on the 1600 block. Wendy's on Broad Street has closed. The proposed street closure was postponed due to evolving safety concerns including guidance from the City regarding "pocket plaza" unmanaged areas on the street, as well as the incident from the previous weekend in Old City, and a lack of proper mask-wearing by the public at this point. We are considering alternative layouts such as blocking off one block at a time. The City is strictly enforcing Covid regulations on businesses such as wearing masks, proper table spacing, signage and adherence to other guidelines, and we want to make sure the businesses are properly prepared so they are not put into a risky situation.

### **Public Relations/Social Media Updates**

RFP was sent to 10 groups, with 6 responses. From those, Adam and the RFP committee are arranging interviews with a handful of candidate agencies as the next step in the process and should be on track to pick a new group by early August.

Various news stories about the Avenue were secured.

Open on the Avenue: Eater, PhillyVoice, Inquirer, 6ABC, NBC10, CBS3, Foobooz, Passyunk Post, WHY?, Fox29

Metro Philly outdoor spots

Thrillist ice cream spots

Eater Philly date night spots

Philly Weekly Masked Philly Feature – Tildies, Pistolas, Nice Things, Miss Demeanor

Also outdoor dining info sent/promoted in EPABID email blast. Adam spoke to Joncarl about Avenue and business involvement helping him with Everybody Eats, a community food and goods distribution he is looking to get involved in.

### **Lighting, Health, and Safety Updates**

Enterprise took out their parking spot in front of Primal Supply they are requesting that spot for a loading zone for their business. Trash is a big problem on the Avenue. Bryan from PARC is going to replace the BigBelly that was removed from the fountain with a receptacle that the crew can more easily manage. The lighting short circuit issue is in process of being fixed. Adam is looking into help from the City on public health ambassador training and resources. He requested poster distribution to the businesses from the dept of health so they can easily get materials too.

### **Diversity and Inclusion**

On Tuesday July 21 Adam G., Pete Spina, Francis and Cathy from Le Virtu, Michele from Tildies, and Jackie Starker from Amelie's Bark Shop are having a discussion about how to move forward with diversity and inclusion efforts. Adam has gotten in touch with some experts from Temple about work sessions as one initiative. The committee will have a conversation about new logo. We are moving forward with marker acknowledging the native Lenape tribe. Lee suggested having a public competition to design the new logo.

### **Avenue Relationship Building**

There are concerns about building relationships with new business. Restaurants feel retail gets more attention. When new business came on board we need to include everyone in welcoming them. Some business are unclear what BID does. We could have smaller Zoom meetings or individual opportunities to explain what is going on block by block with one person from each block. Julia offered to be part of that committee.

Meeting adjourned at 10:33am

**Next Meeting: August 11, 2020 at 9:00am**