

EPABID Board Minutes

August 11, 2020

Present: Adam Leiter, Pam Zenzola, Lee Styer, Julia Grassi, Pete Spina, Michael Giangjordano, Steve Lauer, Adam Geer, (Minutes prepared by Nancy Melchiorre)

Absent: Anthony Magueri

Approval of Minutes: Julia and Pete

Financial Updates

EPABID received \$13,000 in assessments since the last reminder letter. There is still \$53,000 outstanding. Total assessment is \$178,000. No word on the Samuels & Sons money but Adam is following up. There is \$55,000 in Univest Bank, \$125,000 in Wells Fargo account. The 2nd quarter cleaning fees to PARC were paid. Adam said no-one has recently asked about payment plans.

Annual Meeting was scheduled for the end of March, and Adam suggested we could have it virtually in September. A question was raised about how long do we keep files? We need a policy added to address conflict of interest.

Board Membership Opening

The candidates for board membership are Amanda Rucker (River Twice) Michelle Gillen Doobraj (Tildies Toy) Marlo Dilks (Punk Burger) Felix Sosa (Tienda el Paisano) Jenna Fisher (Train and Nourish) Dru Major (Kicks and Fashion) Adam Baldwin (community member and realtor), Jackie Fitzpatrick from Univest did not respond and is assumed to not be interested, Shawn Darragh (Bing Bing) withdrew his interest as he needs to focus time on business matters. Hopefully we will have seats full by next board meeting. We will have 15 minutes per person interviews over two days. First interview August 19 9:00am.

COVID19 Updates and Discussion

New businesses opened are Movement Source Pilates on the 1600 block, PPE store 1805. Adam observed work being done on Paradiso, at 1828 (former 4th Quarter). South Philly Shteibel is moving but the space will be taken over by the Typewriter Store on 1700 block, Favours and Flavors is moving to Todays Style on 1800 block. Antonelli day care closed on 1900 block.

Second round of Pa. Grant is open and information is being sent to businesses as reminder. The BID is offering a grant to anyone who has completed or for future streetery setups. We will have the same process for approval up to \$250.00. There are now ten open streeterys. Street closure pilot program has been last two weekends. The City did a walk through to inspect, and had come at that point with feedback that mask wearing by the public was still a problem. They also reiterated that dogs are not allowed when eating outside unless it is a service dog. It was noticed that cars are moving very quickly down Passyunk by Pistolas restaurant with seating set up in the street, so we should look at traffic slowing/calming elements. We discussed the idea of Restaurant Week in October but Lee mentioned that the lower price point and need to quickly turn over tables means that during the current pandemic context it wouldn't really be beneficial.

Public Relations/Social Media Updates

Adam and the RFP committee did interviews with several PR companies. They were Breslow Partners, Brownstone PR, Punch Media, and Slice Communications. Committee decided on Punch Media, Adam sent out contract and onboarding will start soon. Adam set up a conversation with VisitPhilly to discuss neighborhood promotion.

Media hits included:

PhillyMag – Queer Eye article including Amelie’s Bark Shop

SouthPhillyReview – Heavy Metal Hair Salon

Outdoor Dining – The Infatuation, Eater, Metro Philadelphia

Lighting, Health, and Safety Updates

Trash has been a problem on the Avenue as it is across the city, but Adam has been working with Philly Wide Waste Services and PARC to help with trash hot spots. Fishtown did a one-day event where they brought in a trash truck to deal with bulk trash, perhaps something to look into? Adam distributed PPE kits from the City to a number of businesses. Tru Mark is planning on installing security gate 8ft. South Broad Street Association and EPX is checking it out for their approval.

Diversity and Inclusion

The first meeting went well, the committee discussed how to redesign the BID’s logo. Sara from Passyunk Square Civic Association asked about the status of a change being made and Adam discussed with her. Adam is having discussion with tribal members and getting feedback. Punch Media can run contest for new logo? Adam is rescheduling One Book event with the Free Library for early November . Adam is working with Civic Associations on language for a plaque or marker. Because of the delay on getting text from their side, he will begin to draft something for them to review and move forward. We should look into taking the sign down above the BID office.

Avenue Relationship Building

Julia and Michael are reaching out to new folks and Julia suggested a package with information about the Avenue would be helpful.

Other Items

We need to start developing committees for General Planning, and expand the PR RFP group to an ongoing media and marketing one.

The board voted 6-3 in favor to amend the bylaws to allow board membership to eleven.

Meeting adjourned: 10:24

Next meeting: September 8, 2020 at 5:45pm