

EPABID Board Minutes

September 8, 2020

Present: Adam Leiter, Pam Zenzola, Julia Grassi, Steve Lauer, Pete Spina, Anthony Magueri, Adam Geer, Michael Giangiordano (Minutes prepared by any Melchior)

Approval of Minutes: Steve and Julia

Financial Updates/Annual Meeting

EPABID has \$107,000 in Wells Fargo \$53,502 is still outstanding for 2020 assessments. There is \$45,000 more in Wells Fargo than last year at this time due to changes in event expenses. We received \$16,800 from PPP, and are expecting a sponsorship installment of \$5,000 from Capri Dessecker of RE-Max.

Another assessment reminder letter will be sent in October.

Pam spoke with Samuel and Sons CFO money regarding the annual \$85,000 CDC grant and things are on track. The BID will focus some of the money on grants related to COVID-19 impact including the Streeetry projects. Annual meeting will be on Zoom September 29, 6:00 P.M.

COVID-19 Updates and Discussion

New businesses open are Asian Fusion former China House on the 1700 block. Personal trainer is moving into 1502, Favors and Flavors is moving to Todays Styles on 1800 block. 1835 a possible Holistic store, 1837 a restaurant, TBD. Wake up Yoga is staying but with a change of owner.

The PPE store and 1837 requested information on the storefront improvement program.

Linda from QL Asian on 1700 block has a landlord dispute and asked Adam for help. He connected her with resources at PhillyVIP (pro-bono legal), the Office of Immigrant Affairs, and State Rep Elizabeth Fiedler's office.

12th Street closed last few weekends for Birra in-street dining and they are doing very well. We continue to offer the opportunity for a street closure on 11th Street by the fountain but the restaurants there do not want to change the current operations they have set up. The streeteries in general are running smoothly. Noord, Vanilya, Bottle Shop are all opening Streeetry spots soon. The BID has given five \$250.00 grants for Streeetry materials and labor reimbursement to restaurants so far.

Indoor dining is starting September 8 ,25% seating.

We discussed putting paper signs to jazz up vacant properties with "join the Avenue" property information.

Public Relations/Social Media Updates

Punch Media has hit the ground running with initial media placements and taking over the social media pages.

Matt Barber photo series "Faces of the Avenue" – Philly Voice

Society Hill Dance Academy – Inquirer, South Philly Review

A Novel Idea – Philly Voice, Passyunk Post, Philadelphia Citizen, Metro

VisitPhilly – East Passyunk self-care social campaign post

We need to repackage some fall events.

Lighting, Health, and Safety Updates

Overall trash along the Avenue has been much better. The Fountain area has seen an increase in trash and PARC is collecting around Fountain twice a day on weekends. Capitolo area has been bad with trash, which Adam has reached out to coordinate with PARC, Capitolo Rec Center, and PSCA.

There have been some reports of drug use in building vestibules, and Adam has updated Officer Kelly.

String lights are being looked at to prepare for holidays. Adam is looking into giving Rose at Rays Happy Birthday bar some extra lights for her to use.

PPE kits from city have been distributed.

EPABID Logo

Language about change to the logo is being drafted. Adam wants to share for review with Diversity Committee, Civic Associations, and tribal contacts, and get out an announcement by next month. We would like to do logo with new branding by early 2021. We will have a handful of designs and have talked about involving the public with having them vote for a final design.

Board Membership Vote

Lee Styer will be stepping down from the board.

New Board Members are- Amanda Rucker (River Twice), Michelle Gillen-Doobrajh (Tildie's Toy Box), Marlo Dilks (Punk Burger), Dru Major (Kicks and Fashion). The board vote 7 in favor 1 abstained. Adam thinks they need an onboarding session.

Meeting adjourned: 7:02

Next Meeting: October 13, 2020 5:45PM