

EPABID Board Minutes

October 13, 2020

Present: Pam Zenzola, Adam Leiter, Steve Lauer, Julia Grassi, Adam Geer, Pete Spina, Michelle Gillen-Doobraj, Amanda Rucker, Marlo Dilks, Dru Major (Minutes prepared by Nancy Melchiore)
Absent: Michael Giangjordano

Approval of Minutes: Marlo and Pete

Welcome New Board Members

The current Board Members would like to welcome all new Board Members.

Financial Updates/Annual Meeting

EPABID has \$92,052 in Wells Fargo \$51,830 is still outstanding for 2020 assessments. Adam is sending out another reminder letter next week. The document for the CDC grant is finished and Adam is going to deliver it to Samuel & Sons. When everything is approved the BID will receive check in January or February for \$85,000. The \$25,000 in PNC was moved to United Bank which is in the BID. We received \$5,000 second half of sponsorship from Capri from Re-Max. Adam will be working on next year's budget and involving board members to revise and develop.

Covid19 Updates and Discussion

New businesses open are 1502 EPA, SP training they are personal trainers. Uprising ACM will be in old Wake-Up Yoga, Jazmine Rae will be opening in the old Nesting House on the 1600 block, they will be an esthetician salon and they are waiting on Zoning approval for microblading which is cosmetic tattooing. Mia is going to be moving next door where Carolyn Verdi Bridal Store was and Birds of Prey an esthetician and cosmetic makeup is moving into Mia's old store. Carolyn Zinni is expanding to sell bridal party gowns. Linda from 1712 EPA has some residential tenant issues involving the commercial tenants of 1835 EPA and requested help from Adam. He connected her with various resources through the city and community groups. BID cannot take sides on any landlord-tenant issues. Flavors and Favors is requesting Facade Grant for painting front of store. PPE store is going through city storefront grant for mural in front window and also awnings. Mia's and Birds of Prey are requesting info on facade grant and Adam has sent them the materials. Dru suggested we try to see what we can do about fixing the mural on side of Isabella's wall.

Public Space

Bryan from PARC is looking to expand the usage around the fountain and has been conducting a local public survey. Adam put in request for closing the 1600 block on weekends for the restaurants. 12th street is still closed on weekends for Birra. Noord, Vanilya, and Bottle Shop have opened Streeteries. The BID has given seven grants out to streeteries for improvements. Tru Mark Financial design of fence around perimeter has not been approved yet, and they are coming back with another design.

Public Relations/Social Media Updates

NPR Morning Edition – Streeteries story (River Twice, Flannel, Pistolas)

Harvest Celebration – PhillyVoice, South Philly Review, VisitPhilly, Metro, Wooder Ice
NBC10 – Philly Live - Philadelphia's East Passyunk Neighborhood Serving Up Tasty Meals
6ABC – Restaurants going to indoor at 25% (Stogie Joe's)
NBC10 – Restaurants going to 50% (Punk and Flannel)
Faces of the Avenue – South Philly Review
Harvest Celebration promotion October 16- October 25.

Halloween Happenings October 24-31. There is mid-week music at the fountain. 6-7:30 on Wednesdays and Thursdays as weather allows. Two opera singers are part of the upcoming entertainment. Adam is ramping up holiday planning the Christmas Tree lighting will have Santa just lots of social distancing. Design Philadelphia has posters in Miss Demeanor and A Novel windows. November 5 will be the rescheduled One Book moderated by A Novel Idea (There, There).

Lighting, Health, and Safety Updates

Overall, trash has been better than last month. 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. Officer Kelly is aware of the recent purse snatchings, he was confident that the police would catch them soon.

The City has noticed the BID about some protests and then not others, which was raised as a concern by some business owners and Adam has reached out to the City for background on when and why they officially alert in some instances. Primarily, the response was that pre-emptive alerts come when there is enough time ahead of known permitted 1st amendment gatherings, but if a group is gathering without a permit it is a different situation.

EPABID Logo

The story about our new logo came out Monday, Columbus Day. It was on BillyPenn and Inquirer, and also picked up in stories by Daily News, 6ABC, NBC10, Fox29. Overall, the reporting showed how the BID was taking the lead on the issue. We would like to introduce new branding by early 2021.

Meeting adjourned 7:14P.M.

Next meeting November 10, 2020 5:45P.M.