

EPBID Board Minutes

November 10, 2020

Present: Pam Zenzola, Adam Leiter, Steve Lauer, Julia Grassi, Pete Spina, Michelle Gillen Doobrajh, Amanda Rucker, Marlo Dilks (Minutes prepared by Nancy Melchiore)

Absent: Adam Geer, Michael Giangiardano, Dru Major

Approval of Minutes: Steve, Julia

Financial Updates

EPABID has \$81,279 in Wells Fargo. About \$50,000 is still Outstanding for 2020 assessments. Adam sent out another reminder letter and a few checks are expected over the next couple weeks. We have one more payment to PARC for cleaning for the year. Pam, Mike, Marlo and Adam are working on a revision for the 2021 budget. They are restructuring the facade grants going forward with the expectation that business will be needing them. The draft for budget for 2021 will be done in December.

Covid19 Updates and Discussion

Linda from 1835 has an ongoing landlord-tenant issue Adam sent her resources. June BYOB at 1911 had to close and the space is available for rent. New Business, 1843 Physical Therapy is open, Favors & Flavors is open at 1801, Stickman Brews is open at 1307 Mifflin, Cartesian Brewing is still on track for opening in Spring on the 1300 Block. Interior Concepts building is being worked on also 1837.

Façade/Storefront Improvements: PPE store at 1805 is applying for a storefront grant including a mural of the Avenue. Fond at 1537 S. 11th is applying for storefront grant. 1804 will receive storefront grant once they have a tenant. Headhunters was approved for facade grant and is applying for SIP grant from city. Favors and Flavors painting is done for façade grant. Window in BID office finished and will be working on finishing up the project reimbursement

Public Space

1600 Block closure for restaurants went well with no issues with unmanaged areas, so this may be something we can do more frequently in the spring. We're not going to do more closures this year because of weather.

Tru-Mark has requested a variance for fencing around their building and is seeking approval from South Broad Street Neighbors Association. As part of the request we are looking into remediation for the Mural Arts tile that is along the low wall which would be impacted. Trumark is willing to pay for upkeep and we have requested input from Mural Arts. The Verizon building has put up fencing around the perimeter. We are working on getting information on the red markings on pavement from Barcelona down to Mifflin St. It may be Verizon is doing 5G work but the hope is that nothing will be done prior to the holidays. Adam has inquired through Councilmember Squilla's office and through Verizon and expressed the concern around the impact to businesses if sidewalks were torn up now.

Public Relations/Social Media Updates

Punch Media has been very busy with Harvest Celebration and Halloween promotion, including lots of attention from outlets such as WooderIce, BizJournal, MommyPoppins, VisitPhilly, PhillyMag, Uwishunu, Phillyvoice, WHYY, KYW, PhiladelphiaWeekly, WMMR, and others. While we were pushing the #PassyunkHarvest hashtag it did not get much usage. Halloween digital scavenger hunt had 30 submissions. A couple hundred trick or treaters came out for the candy bags and spent time on the Avenue. Great media attention with Time-Out listing East Passyunk as one of 15 coolest neighborhoods. Street Closures are getting a lot of media attention. Adam took part in the One Book event with The Free Library about our new logo which included two tribal members in the discussion.

Upcoming Events

Cooks Who Care is a collaboration among restaurant owners to combat mental health and health care issues. We coordinated with them for a fundraiser at the fountain where the BID will make a matching donation if they raise \$500. Mid week music at the fountain includes Opera, Brass Bands and Bands. Holiday planning is coming along. Adam is watching health announcements. Tree Lighting will still be held but not looking to invite large groups and the format will have to change. Thinking ahead about events like Restaurant Week will need to change more significantly.

Lighting, Health, and Safety Updates

Trash on the Avenue is better. PARC is cleaning around fountain. 1739 NRS had graffiti on the boarded up windows. May be able to have outside retail during small business Saturday. An upcoming focus area should be reviewing options to update the EPABID website to add interest and interactive features.

EPABID Logo

Neighborhood Strategies – plan on including business and property owners, neighborhood people and tribal members in getting input to inform direction of the new logo. We need to regroup with PSCA and EPX on historic marker.

Meeting adjourned: 7:29pm

Next meeting December 8, 2020