

EPABID Board Minutes

December 8, 2020

Present - Pam Zenzola, Adam Leiter, Steve Lauer, Julia Grassi, Amanda Rucker, Michael Giangjordano, Pete Spina. (Minutes prepared by Nancy Melchione)

Absent - Michelle Gillen Doobraj, Marlo Dilks, Dru Major

Approval of Minutes - Julia, Steve

Financial Updates

EPABID has \$64,500 in Wells Fargo. There is an additional \$1,800 from assessments that is set to be deposited and a couple thousand expected to come in.

The main expense coming up is \$17k owed to PARC for the fourth quarter cleaning contribution. That money comes from the Uninvest account.

We are expecting collections will be harder in 2021. The budget for 2021 reflects that the landscape will be the same until at least March with pandemic. We still will not have traditional large scale events.

Maybe we can do a different kind of Flavors scaled down or a different format.

If the collections are slow next year the budget can be adjusted during the year. In the new budget the facade grant pool is up to \$10,000 because we're expecting more people looking to make improvements.

We discussed deferring assessment payments depending on when the Samuels and Son money comes in.

We need \$75,000 to run from January to May. Motion for budget approval. Motion approved.

Board discussed adjusting collections due date to April 30th to give people extra time and acknowledge that this year may be tougher for them. We will still highlight the option for payment plans from the beginning.

Pam and Michael suggested holding off on applying liens this year for properties that have typically paid on time. We will check in on how collections are coming in six months.

We are requesting the lease for BID office be renewed at current rent.

Covid19 Updates and Discussion

Mia moved to 1746 where Carolyn Verdi used to be. Good Buy Supply at 1737 opened along with Jazmin Rae esthetician salon where Nesting House was. Stick Man Brews is located at 1307 McKean where Marco Polo Travel was. Uprising Arts Culture and Movement located where Wake-Up Yoga was. Curiosity Donuts is a collaborative pop-up located at ITV and Laurel open 8a.m. until sold out on Friday-Sunday through December.

Doggy Style may be moving to 1800 block.

Hello Hair closed on 13th Street.

Rays Happy Birthday Bar, Lucky Thirteen, and Le Virtu are mothballing for winter will reopen when restrictions lighten.

Available space 1929, 1941, 1915, Something is coming in 1350 and 1704.

At Mifflin triangle the city removed parking meters - maybe a neighbor called. City claimed they had support from BID and Civic but neither organization responded with letters of support or any support at all.

Tru-Mark credit union would like extended height fencing around the perimeter of their property approved by ZBA. It was approved with some variants by South Broad Street Neighbors. EPX was opposed to fencing. Tru-Mark would like to dissuade homeless from living there. Neighbors are also taking advantage of the parking and are not out in time after bank is opened. PARC is opposed to fencing expressing concerns about the precedent it sets at the entry to the corridor/neighborhood.

Upcoming events

Little free blockbuster where you leave/take movies similar to the Little Library at the fountain. South Fellini is looking to host the location.

Ember and Ash is getting ready to open and to kick things off they are going to donate 200 dinners to families in need.

Holiday Deck the Ave events are continuing since the tree lighting, including Punch card, Music, Santa and Digital Scavenger Hunt.

January/February promotions – Adam looking into picking up the video project with a contact recommended by Adam Volk from Redcrest.

Restaurant week Feb/March will be a challenge and Adam will set up a brainstorm with restaurants.

Public Relations/Social Media Updates

Holiday promotions were covered by – NBC10, Fox29, South Philly Review, Passyunk Post, Metro, WooderIce, Inquirer, Metro, Patch, PhillyVoice, BillyPenn, Small Bites Radio

Phillymag covered Urban Jungle, Amelie's Bark Shop, Doggie Style

Curiosity Doughnuts was covered in PhillyVoice/Inquirer

Theater Exile worked with us on a collaborative social promotion to recommend take out dinners while watching their show online.

Good Buy Supply was covered by BillyPenn, Green Philly Blog

Sisterly Love Pop Up was covered by Inquirer, WHY

Advertisements for holiday promotions running on WHY, Inquirer.com, Facebook, BillyPenn, Passyunk Post, South Philly Review

Lighting, Health, and Safety Updates

There have been some auto break-ins in the surrounding area but nothing of note on the Avenue.

On Thanksgiving there was a small fire at B2 Café. The neighbor who owns the gym two doors down put the fire out and called 911. Lights on Avenue are being adjusted. Christmas tree at gateway - some lights are out and Adam is checking on getting it fixed.

Captain Millilo who had been with the 3rd District passed away due to COVID.

BID sent flowers to manager of Bottle Shop whose mother had passed.

EPABID Logo

Next community meeting with Julia from Happy Strategy and tribal members and neighbors to discuss logo. Logo on track.

Board Input

Winterizing Restaurants permits. Watch out for hazard structures. Permits till next December.

Meeting adjourned. 7:25

Next Meeting January 12, 2021 5:45pm