

## **EPABID Board Minutes**

**January 12, 2021**

**Present:** Pam Zenzola, Adam Leiter, Michele Gillen Doobrajh, Marlo Dilks, Dru Major, Michael Giangjordano, Adam Geer, Steve Lauer (Minutes prepared by Nancy Melchione)

**Approval of Minutes-** Julia, Michelle

### **Financial Updates**

EPABID has \$47,780 in Wells Fargo. There is an additional \$20,000 in Uninvest. A few checks came in. New invoices are going out in January for 2021 assessments. CDC grants are confirmed they will hopefully be coming out in January. Adam checked in with Samuel & Sons with a list of the Avenue's recent programs and outreach efforts.

### **Covid 19 Updates and Discussion**

Birds of Prey opened an esthetician salon on the 1700 Block. Figs & Olives Mediterranean food opened at 1941 EPA. Ember & Ash has opened at 1520 started with community outreach to provide meals to local families in need.

There are limited empty spaces on the Avenue, similar to level pre-covid. People are calling and are interested in Avenue locations. 1704 is going to be Ill Exotics - they are moving to a bigger space. Creations by Coppola will remain and take over the current space, so the two businesses will now occupy two spaces.

We were lucky with weather during the holidays on weekends matching up with promotions. People showed a lot of support to shop small/local this year.

PARC survey on the fountain- targeted neighborhood people and had a car counter. They found there is still a large amount of vehicular traffic around fountain but want to wait and compare when workers start returning to Center City and other post-covid factors. They have a 1 ½ to 2 year plan to make improvements around the fountain. There is still no parking allowed around Mifflin triangle Adam is still trying to get spots back. Marlo mentioned that they were putting parking kiosks in front of her restaurant, and we are looking to see if it could be moved a few doors down so it doesn't impede on Punk outdoor seating.

### **Upcoming Events**

Indoor dining is reopening soon, likely at 25%.

Adam planning East Passyunk Restaurant Week brainstorm with a group of restaurateurs to discuss what needs to change. Outreach planned for Valentine's Day. Continuing to look for options for music and entertainment on the Avenue. Flower show will be at F.D.R. park in June this year, this is an opportunity to showcase East Passyunk Avenue. Adam in touch with organizers of candlelight dinners events for possible summer/fall event at fountain.

## **Public Relations/Social Media Updates**

Video Project- Thank you video for positive outreach and continued support from public is in process. Center City is doing ad campaign about take-out and delivery that we can leverage and share materials in collaboration. Punch made a sheet of all the media hits and social media. Holiday advertising on Inquirer.com did 33% above average for clicks. It is reaching audience. Punch got us hits in various new sources.

Media hit examples:

Holidays – South Philly Review, Philly Voice/Passyunk Post/PhillyWeekly/CBS3 (window display), 6ABC, BillyPenn

Free Blockbuster – BillyPenn

Good Buy Supply – 6ABC, Inquirer

Inquirer – Self Care (Good Buy), Cozy (Metro Mens and South Fellini

Hot Toddy – Metro, Philadelphia Influencer

Bing Bing Sixers

Adam discussed a request from business owner on what statement we should make on social media about the situation in Washington, D.C. Adam drafted a statement that Punch reviewed. The board thinks that we should not start a debate on social media as we are not the correct authority to weigh in on the topic in this context at this time.

## **Lighting, Health, and Safety Updates**

The lights on avenue are going back to white. There are some pot holes in the PPA lot that need attention, which Adam has reached out to lot management about. The street cleaners are dealing with increased graffiti and posters on poles. Michelle mentioned an increase of dog poop on the Avenue. Adam is reaching out to the cleaning crew and to the city for signage.

## **EPABID Logo**

Happy Strategy has two designs the logo committee will be reviewing. Adam is working with civic associations in discussing what should be on the marker and working with Brian from PARC on looking for locations.

## **Board Input**

The board would like to offer restaurants who are building fixtures outside some advice on what they are building and continue to offer funding through the façade grant program. Adam will reach out with a specific reminder about the programs and funds available.

Meeting adjourned: 7:14

**Next Meeting February 9, 2021 5:45 pm**