

EPABID Board Minutes

February 9, 2021

Present: Pam Zenzola, Adam Leiter, Michele Gillen Doobrajh, Marlo Dilks, Michael Giangjordano, Adam Geer, Steve Lauer, Julia Grassi, Pete Spina, Steve Lauer, Dru Major, (minutes prepared by Nancy Melchione), Amanda Rucker

Approval of Minutes-Steve, Julia

Financial Updates

EPABID has \$40,000 in Wells Fargo. There is an additional \$20,000 in Uninvest. Assessments mailed out in January are steadily coming in. Last week \$6,500 and this week \$7,500 came in. Adam will pick up the annual CDC check from Samuel & Sons this week. Capri from Re-Max will be a sponsor again for Avenue promotions and events this year for \$10,000.

Covid-19 Updates and Discussion

1343 EPA Haus of Wax has opened, 1828 EPA 4th Quarter, no activity since March so Adam will check back with property owner, former Paradiso space-early summer opening was noted by Michael Klein in Inquirer.

A number of businesses have applied to SIP, Birds of Prey, Headhunters Hair Design, Fond, PPE store. Guy's Upholstery asked for details and was sent info. The BID façade grant has multiple people asking but no new applications yet.

Parking kiosks – Installed along Avenue but existing meter poles need to be removed? Once that happens we can follow up on request to re-position the kiosk in front of Punk Burger blocking outdoor seating accessibility.

Mifflin Triangle parking – Adam working with EPX Civic to follow up on request to reinstate legal spots on 13th St. and East Passyunk Avenue.

Trumark fencing – We have heard that the zoning request has been dropped.

City has been checking on outside enclosures for restaurants.

The city came out with new requirements to expand indoor seating in restaurants to 50% but it requires an HVAC certification. The form is available February 12. It may be too expensive for many restaurants.

Upcoming Events

Valentine's Day promotions have been drawing lots of attention.

There are thirteen restaurants that are participating in restaurant week for this year, and we understand it may be different than typical years, so we are promoting the option for restaurants to offer takeaway and delivery if they want.

Many organizations are helping to feed people in need. Adam suggested donating some BID money to people in need. Maybe we can find a way for any donation to remain East Passyunk community specific.

Given other priorities, for Easter instead of usual event we will simply highlight and promote what businesses have going on themselves.

For the Spring Adam is talking to Bearded Ladies Cabaret, a group of drag queens and kings. They have a truck they perform out of. It is scheduled for April 24, 6:00p.m. advanced limited tickets because of social distance needs. We will coordinate a day of pop-up artist happenings, and a variety of theatre events throughout the day some possibly in the PPA lot to complement the Bearded Ladies performance. PHS flower show will be held at FDR. park. The Avenue is thinking of doing a month of leadups to flower show theme. Maybe all stores can decorate their windows with flower show theme. The flower show is very interested in our audience in EPA. PHS is getting stuff together and will promote the avenue.

Public Relations/Social Media Updates

The Avenue Video Project is wrapping up in couple of days. As soon as possible Adam will discuss with Punch. Media hits in Travel & Leisure, the article was really great. Multiple media hits

Recent media hits:

Travel and Leisure article – Essen/Laurel/Perla/Novel Idea

VisitPhilly – Utopia collective

V-Day – Inquirer, PhillyVoice,

Hot chocolate/warm beverages – WHY, Metro

EPRW – Wooder Ice, PhillyVoice

PhillyMag/Foobooz – Separatist, Noord, River Twice, Ember and Ash

Indoor Dining – Passyunk Post

Restaurant/Gym Grant – NBC10 w/Flannel and Movement Source Pilates

Pistolas/ePOP – Tons of coverage: NBC10, PHL17, etc

Ember and Ash – lots of coverage

FYI Philly – River Twice

Lighting, Health, and Safety Updates

Lights on the Avenue are solid white again. We have asked Steve to request dog waste signs. We need to Traffic study at fountain is being done by PARC. Food truck that was parked in front of Vanilya has moved off the avenue. 1835 Mystical Life has had the fire department called twice about problem with the oil heater Adam looped in the landlord, following up again through Commerce Dept. to confirm if fortune teller business is allowed on Avenue.

EPABID Logo

Next week there will be a presentation of two designs by Happy Strategy. The feedback from Pastor Norwood was that it was moving away from Indian heritage. Moving ahead with the historic marker.

Board Input

Maybe a new business moving in Plenty. We should follow up on asking for a crosswalk at Juniper and Passyunk. Building is going up on the empty lot on the 1300 block.

Meeting adjourned: 7:24pm

Next Meeting March 9, 2021 5:45pm