

EPABID Board Minutes

March 9, 2021

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

Absent: Adam Geer, Dru Major

Approval of Minutes-Michael, Marlo

Financial Updates

EPABID Has \$54,000 in Wells Fargo. \$12,000 came in full payment of Constitution Center. Adam is going to do another assessment reminder once we get close to April deadline. Adam is applying for the Elm Street to Main Street Grant and submitted a request for \$40,000 for issues related to the pandemic including non-payment of assessments.

We probably don't qualify for second PPP, you need to show 25% decrease in revenue in a quarter in 2020 relative to a quarter in 2019. Michael suggested looking into the numbers to see if an application might work. Annual audit is in process with the CPA – done all digitally this year.

Board Positions

Pam Zenzola, Adam Geer, Pete Spina all up for two years. All in favor.

Pam Zenzola, chair, Nancy Melchiore, secretary, Michael Giangjordano, treasurer, up for one year. All in favor.

Covid-19 Updates and Discussion

There is a CHIRP Grant for restaurants available that Adam is sending info to encourage applications. Restaurant at 1837 EPA - Gabriella's Asian Seafood and Steakhouse - it is their second location (Melody's Grill House in Ambler). 1710 EPA will be a Caribbean food spot opening May or June. 1915 Tre Scalini building is still for sale.

LeVirtu reopening outdoor seating, Fond reopening for indoor and outdoor seating. Stateside has been building an outdoor setup, Pistolas has built a new streetry.

Storefront improvement 1804 is done. BID office window is under review for reimbursement by the City. 1710 given façade info, Lucky 13 given façade info.

Bryan from PARC had meetings on the fountain project with the Civic Associations. Adam and Pete are going to meet with Bryan about other projects on the Avenue. Mifflin triangle parking spots will be returned. Traffic signs around Juniper and EPA crossings are being discussed.

EPX Civic is looking for spots in the neighborhood for a mural location, possible Isabella's billboard space or 1701 EPA – Adam made introductions for them to connect and discuss.

Kiosks replaced parking meters, trying to get parking kiosk post moved from in front of Punk Burger since it is directly in front of where outside tables are.

Upcoming Events

There were 14 participants for take-out and delivery and eat in, one restaurant had mentioned success of pre-pandemic numbers. Restaurant week post cards were really creative. Inquirer digital ads had clicks 88% above benchmark. EPRW website had 16,000 unique visits and 88,000 page views.

Pop-up entertainment April 24 with Bearded Ladies Cabaret

EPA Garden Days Campaign May 8-31 as part of Bloom Philly promotions for the flower show. We want to tie-in food and drink and retail. Windows and streeterly will be decorated. Budget for Flavors will go to Garden Days. We may need volunteers to help with flower upkeep. Theme for the flower show is “habitat” which gives creative leeway.

Farmers Market for May? Maybe parking lot or SPOAC – still need enough open space and the fountain area may be too constricted.

Public Relations/Social Media Updates

Instagram has 30,000 followers. Social media does solid job.

Restaurant Week – Metro, Inquirer (Klein/Things to do), Philly Voice, Philadelphia Weekly, WHYY, Passyunk Post, VisitPhilly

Philly Mag – Utopia Collective

Al Dia – Flannel, Tildie’s

Thrillist – Women Owned – Train Nourish, Primal

6ABC – Manatawny Valentines

Inquirer – Bell’s Bikes, Phil Mancuso, Fond Grocery, Ember v-day, Stargazy

Pistolas – Opera Valentines program received numerous hits in digital, print, and TV

Philadelphia Citizen – Uprising ACM

Eater – Bakeries Essen and Vanilya

Plus more...

Lighting, Health, and Safety Updates

Lights being adjusted for time change. Adam is testing VERKADA security software(camera). We are looking to install dog waste signs. Discussed safety issues at the Fountain and at Mckean for pedestrian crossing and following up through Council office and Streets Dept.

EPABID Logo

Adam received feedback from everyone, number Two design was overwhelmingly liked by majority of the board.

Historical Marker language received positively and plaque language to be addressed with civic. We would need to find a place for marker and hope that the marker process will not take too long. Possible location at Gateway? Julia suggested that maybe we can put smaller signs going down the Avenue.

Board Input

We discussed the buildings for sale on the Avenue. Adam lists business employment opportunities in list on website. Maybe empty stores can have flower show posters.

Meeting Adjourned. 7:09pm

Next Meeting April 13, 2021 5:45pm