

## **EPABID Board Minutes**

**May 11, 2021**

**Present:** Pam Zenzola, Steve Lauer, Adam Leiter, Adam Geer, Michelle Gillen Doobrajh, Michael Giangjordano, Pete Spina, Marlo Dilks (Minutes prepared by Nancy Melchiore)

**Absent:** Julia Grassi, Amanda Rucker

**Approval of Minutes:** Steve L., Michael G.

### **Financial Updates**

EPABID has \$102,000 in Wells Fargo. Assessments are trickling in as we get to the end of the initial deadline date. DCED grant for \$40,000 is in process for pandemic hardship. We are talking about how to apply portions of that funding, including the following suggestions:

Extending decorative lights to 1200 and 1300 blocks and an enhancement to what we already have.

Adam has received requests for a trolley to take people between Flower Show and East Passyunk.

We could somehow address employment issues, maybe job fair.

Also thinking about more trees for beautification project, and extending the video project for holiday promotions.

### **Open Board Seat**

Dru stepped down for personal and business reasons. Some people that were discussed as potential recommendations were Jenna from Train and Nourish and Adam Baldwin (from the last round of consideration), Scott from Eastern Pass Tattoo, Suzanne from Triangle/Cantina, Felix from El Paisano Market, Jason from Garage, Shana from Society Hill Dance.

Pam suggested that we try to include people from North of Dickinson Street. Michelle suggested we open the board seat to anyone who is interested on the Avenue, business owners and property owners. Next steps are for Pam and Michelle to develop a possible criteria list and suggest a process.

### **Covid19 Updates and Discussions**

Ill Exotics officially opened at 1704 EPA and Creations by Coppola had grand re-opening at 1724 EPA. The old typewriter store location on Dickinson might become an ice cream store Milk Jawn.

### **Upcoming Events**

Street closure on 1600 block for pop up event was very successful for the participants. Surprisingly, there was less foot traffic on 1600 block for closure than on previous Saturday. Adam suggested that because of this and the challenges of staffing, we hold off on additional street closures until more business are able to take part and benefit from the project.

Garden Days is going with lots of social media coverage.

If we do a shuttle bus for the Flower Show, we need to discuss times, possibly filling in the midweek gap?  
Possible to offer weekday specials for restaurants during flower show?

We also discussed targeted ads to engage people at the Flower Show.

We discussed possibility of running a second restaurant week in the summer, though this would depend on staffing concerns as noted.

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

Thank You Video – ad placement on WXPB, media hit on PhillyBite, big positive social reaction  
Garden Days – Inquirer, South Philly Review, VisitPhilly, NBC10, 6ABC FYI Philly, Philly Weekly, Mommypoppins, Metro  
PhillyMag – Stargazy, Le virtu,  
Inquirer – Ember and Ash  
FYI Philly – Good Buy, Gabriella's  
Metro – Power Women (Punk and Fond)  
PhillyVoice – Barcelona  
Al Dia – Essen  
Eater – Heat map and Italian spots included in coverage

### **Space Planning, Health, and Safety Updates**

There is a bill in council to extend the area of prohibited vending in EPABID boundaries so that vending trucks will not encroach on Avenue businesses.

Following up to have STOP painted on 11th and East Passyunk by the fountain.

We are getting signage up to remind about cleaning up after your pets.

Streeteries will be allowed by the City until end of year at this point.

There has been an uptick in trash and graffiti citywide – need to encourage people to call 311.

Pete and Nick did gateway planting to help with Garden Days beautification.

Ill Exotics did planting at 12th and Morris.

Adam has hanging plants to distribute from Urban Jungle.

### **EPABID Logo and Historical Marker**

Logo finalized – new branding-new banners are in process along with getting quotes for business signage. Will be updated on website and social media to align with sign outside the office being replaced. Historical marker application is due in December.

**Board Input**

BID needs admin help and data entry in office and help with distribution.  
In person Board meeting in September.

We will vote on times for next meeting either 5:45 P.M. or 9:00 A.M.

Meeting adjourned: 7:22

**Next meeting June 8, 2021**