

EPABID Board Minutes

July 13, 2021

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

Approval of Minutes - Michelle, Pete

Financial Updates

EPABID has \$78,000 in Wells Fargo. \$70,000 in Univest. Capri from Re-Max gave second portion; \$5,000 for sponsorship. Need a big push for collections from prior years; there are seven or eight properties that have never paid. Pam suggested making sure there are liens for those properties in case they sell. Adam is sending reminder letters for 2020-2021 for previous assessments owed. Larger recent payments made for 2nd quarter cleaning fee to PARC, renewal of insurance, and CPA audit.

Open Board Seat Next Steps

Michelle is going to update application for new board seats to include criteria for new members. We will notify through e-mail to all properties and business owners once the process is ready to start. Also put on Passyunk Shops private Facebook page.

Adam Geer has reviewed the by-laws and said what we are doing with community members on board is fine. Council person and one property owner and one business owner is all that is necessary.

Covid 19 Updates and Discussions

Congratulatory news: Tony Trov from South Fellini had a baby girl. Chris D'Emilio had a baby girl also. Adam's part time admin person got a full time job, so back to still looking for part time admin person. Cartesian brewery continuing to move ahead

1350 EPA is being worked on; possible boutique.

Creme Brule is opening at 1828 EPA soon

Juana Tamale is opening at 1941 EPA in September at old Figs and Olives.

August Moon, women's clothing store coming into 1729 EPA replacing Miss Demeanor in mid-August.

Palo Santo Yoga has new owner, MJ Heart. Adam met with her to discuss BID support.

Community college is having a program for businesses, Adam is reaching out to all and also helping with recommendations.

Upcoming Events

Saturday's sidewalk sale saw a lot more foot traffic.

Vaccine clinic was at Le Virtu on that Saturday and drew 16 participants (good number for this stage).

Farmers Market continuing to have music entertainment.

Bearded Ladies event is being rescheduled for September 18

Next QOTA is July 21, last one good turnout. Ember and Ash will host it in July.

Targeted ads for Flower Show had great response – Thank You video banner was 477% above benchmark performance.

In follow up discussions with Greenfest, their event will remain at South Street/Headhouse.

Fall Fest/Spooky Saturday on October 30th it will be a bigger event, back to pre-pandemic setups.

Michelle would like to plan for bigger event for the holidays/tree lighting.

Public Relations/Social Media Updates

KYW is doing interview series for impact of pandemic on small business – expected to air in August. Spoke with Adam, NRS Boutique, Nice Things Handmade, Sermania, Urban Jungle

Media coverage included:

Juana Tamale – Inquirer, PhillyMag, Eater

QOTA – Philly Caller

6ABC Localish/FYI Philly – Black and Brew

NBC10 – Mask mandate lifting – Stogie Joe's

Sidewalk Sale Event – Inquirer, Metro, Philly Weekly, Philebrity, PhillyBite,

Father's Day – Philly Weekly, Philly Voice, Inquirer, Metro

Inquirer LaBan – Gabriella's, Ember and Ash reviews were amazing

Inquirer – Essen pop tarts

Inquirer – Water Ice – D'Emilio's

Inquirer – Record Store Day – Beautiful World Syndicate

Inquirer – Burgers – River Twice

Fried Chicken Day – Metro – Redcrest and Flannel

4th of July – Philly Weekly on Primal Supply

Metro Philly – Vaccine Clinic at Le Virtu

Philly Mag – D'Emilio's

South Philly Review – Carolyn Zinni and Mia Philly profile article

EPABID Website is updated with new branding/graphics and content including explanation of the meaning of the word "Passyunk" and new main page statement/"about us"

Space Planning, Health, and Safety Updates

New pedestrian walk traffic signs installed near Fountain at Tasker St. Adam to follow up on painted STOP message in street on 11th and East Passyunk on sides of fountain.

Fountain turned back on.

There have been multiple black outs in recent weeks/Adam checking in with PECO contact. We need more sewer cleanouts due to severe rain that is flooding many properties, Adam checking with PWD.

Parking audit will show the impact of streeteries. 20 streeteries are using 40 parking spots, though regular parking is still available most days until 5pm. Maybe we can use Goretti parking lot as overflow option?

2000 block of Watts Street behind Broad and Snyder has a homelessness and drug problem. Adam wrote letter to business property owners letting them know about situation and maybe take a look at their properties and see how they can help they are eligible for lights/security under grant program. Trash and graffiti is a problem, Adam and Bryan from PARC are discussing ways to deal with a possible private hauler if the situation gets worse or if there is a City strike.

EPABID Logo and Historical Marker

Street banners and BID office sign up. Still have to address directional signs. Good feedback so far including South Fellini loved new signs and branding.

Board Input

Eight or nine big properties for sale. Is this normal? Michael says it should not be a concern. Michael noted he had a bad experiences at a restaurant in reference to service and we discussed possible options for how to address with owners/managers so it doesn't become a larger issue that reflects poorly for other patrons on the Avenue.

Meeting adjourned: 10:39

Next Meeting August 9,2021 9:00am