

## **EPABID Board Minutes**

**October 12, 2021**

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

**Absent:** Marlo Dilks

**Approval of Minutes:** Steve, Pete

### **Financial Updates**

EPABID has \$69,000 in Wells Fargo, about \$10,000 behind this point last year. \$20,000 for second half of DCED grant is coming in 30-45 days. Annual CDC grant submission due this week. The CDC grant period is over next year we need to plan. We received grant from WSFS for \$2,500, PECO \$2,000 grant also. Adam continues to send out sponsorship info. Univest is our account for street cleaning. Liens will be applied for 2020 - 49 properties owe and 8 properties never pay.

### **Open Board Seat Updates**

Candidates: Jenna Fischer- T&N, Jon Jividen-SPOAC volunteer member, Elaine Johnson-Frame Fatale, Jennifer Zavala-Juana Tamale, Greg Quigley-Pollyodd, Linda Martorano-Isabella Pizza, Dana Barbieri-Deja-42, Cara Stipa-Utopia Collective. Board will discuss arranging follow up calls or in person zoom interviews.

### **COVID19 Updates and Discussions**

Chef Adan viewing is Wednesday morning with gathering afterwards at Pistolas. BID donated \$100 on the Go-Fund-Me page.

Amanda, Adam, and Adam G. had meeting with website company very high end. They are a Japanese company DigitalCube looking to break into local market. Dan Olson is local lead employee who is Amelie's Bark Shop husband, they are going to give us deep discount. An example of website changes - We would like to redesign business directory to make it more interactive. \$15,000 was budgeted looks like it will be \$5,000. We are going to move ahead.

Cartesian Brewing at 1324 EPA grand opening 10/22

1713 S. 12th Street dog related-zoning needed-pushing for EPX zoning.

Ocho Rios at 1710 EPA is moving ahead-soft opening 10/15

Juana Tamale at 1941 EPA working towards opening very soon

Kouklet Bakery at 1647 EPA-December

Streeteries- open through 2022? Maybe changes to existing structures. To pieces of legislation have been introduced by city council members. Adam is sharing information with businesses as it comes through.

There is continued interest in available spaces on Avenue.

We should look into info about parking in Constitution Health and highlight/share it with the public as a reminder.

Still looking into Admin person for Adam.

### **Upcoming Events**

Adam suggested an interactive singing tree for the fountain to draw attention for the holidays. Investment will be approximately \$8k-\$10k for multiple year usage. Adam thinks it has the potential to get lots of media attention. Tree lighting event will be in person this year, Thursday December 2 ,5-7pm.

As part of graphic updates for holidays we will have a large feather banner for gateway.

10/16-Capri ReMax 2nd anniversary event ePop, food and drink  
10/19-QOTA at Noir  
10/26-RiverTwice-Hidden in Plain Sight  
10/30 from 11:00am-4:00pm-Fall Fest and Spooky Saturday on EPA  
10/30-A Novel Idea book launch reading at fountain

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

Inquirer Dining Guide- lots of EPA representation with River Twice, Le Virtu, Laurel, Gabriella's, Fond, Ember and Ash, Pistolas, Essen, Triangle, Milkjawn- (Soon to be on Avenue/current Farmer's Market participant)  
Foobooz-Kouklet Bakery coming December  
Passyunk Post-Ocho Rios, Kouklet coming soon  
Eater Philly-Juana Tamale-anticipated openings  
Inquirer-Bing Bing-happy hours  
PhillyMag-Garage-Eagles sports bars  
BillyPenn-Pa liquor limit-Manatawny  
Metro-Fond-Dessert day  
FYI Philly-Crème Brulee for Hispanic owned business  
Fall Fest-Philly Weekly

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

There has been an uptick in foot traffic. EPX Mural on 1701-City Fitness is ok with it but civic will have to host fund raising. Watts Street targeted cleanup – Adam coordinating to have neighbors work with Civic EPX

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

Walking signs complete, moving ahead on Historical marker maybe Gateway?

Thank you video is ready for holidays app 30 business.

### **Board Input**

Pete had suggested maybe we can get some business on board to have similar hours and maybe longer hours. Saturday hours till 8 in December. Finance committee for 2023 when DCED grant ends. Have a conversation with Samuel & sons about future money. Maybe survey on store hours.

Meeting Adjourned: 10:44am

**Next Meeting November 9, 2021 9:00 am**