

## **EPABID Board Minutes**

**December 14, 2021**

**Present:** Pam Zenzola, Adam Geer, Pete Spina, Cara Stipa, Elaine Johnson, Steve Lauer, Michelle Gillen Doobraj, Michael Giangjordano, Amanda Rucker, Adam Leiter (Minutes prepared by Nancy Melchioro)

**Absent:** Marlo Dilks

**Approval of Minutes:** Michael, Steve

**Welcome New Board Members!**

### **Financial Updates**

EPABID has \$49,000 in Wells Fargo, about \$52,000 in Uninvest account, which is important as we have another quarter payment owed for street cleaning.

We are preparing submission materials for the next round of CDC grant. There are twelve spots for the 2022 round but we need to reapply and the pick is a lottery. Samuel & Sons handles the submission process but we need to give materials for them including a five year plan. Adam will follow up with John Harty from Samuels & Son. The grant in the next period increases to \$100,000 from the current \$85,000 a year for ten years.

Pam, Michael, Marlo and Adam drafted new budget for next year which has some changes, including planning for events again like Car Show and Flavors and Favors. Adam sent to board for review and approval by email and budget was unanimously approved.

### **General Updates and Discussion**

Developer interested in PPA lot contacted Councilman Squilla, EPX Civic and EPABID to gauge reactions. The plan would need community support of EPX and BID. The proposal ranged with everything from a multi-level parking lot, mixed use housing and retail, multi-level apartments, dog park, etc. What would community want? It is only for sale if all parties were in agreement and community is interested. The BID would like to be involved for input on any development and discussed exploring options directly by starting with an exploratory committee. The committee would be headed by Pete Spina. Maybe we could get a grant for study of parking lot by engineers. We need some ideas and maybe we could get some pro-bono work.

Juana Tamale-1941 EPA is open

Townsend-1623 EPA is re-opened

Milk Jawn-1439 EPA opening in Spring

Mish-Mish- at Noord location, opening in Spring – EPABID gave façade grant approval for new awning and sign

1830 EPA is renovating.

Trifold brochures updated with new branding and businesses

Digital cube is working on new website for the Avenue. Good kickoff meeting and we'll be getting them the new branding and new photos to start working with.

Streeteries- new legislation updates and clarification-safety and traffic. Traffic barricades required. They have to be able to take down in 48 hours in case of emergencies. Cannot extend to be in front of neighboring property. L&I will be involved for oversight.

Vaccine mandate for restaurants beginning January 3, Adam shared info with restaurants and checking with City on questions.

### **Upcoming Events**

Deck the Avenue continuing - tree lighting good turnout

Urban Jungle- Santa photos were very busy and QOTA coming up should be busy

Punch cards came out in November well received.

Franklin Institute- surprise pop-up at fountain rescheduled for 12/19

Restaurant Week-February 28-March 11. BID will cover fees again. Sponsorship would be very helpful

Women's History Month- March - 8 out of 10 recent business additions on Avenue are Women owned.

QOTA will be quarterly instead of monthly.

Merchant event-holding party late January. Monday or Tuesday. Ember and Ash or Cartisian Brewery as options?

Networking events-Jenna and Cara.

### **Public Relations/Social media Updates**

Deck the Ave – CBS3, Fox29, 6ABC, PhillyVoice, Inquirer (multiple), Philly Weekly, WooderIce, Metro, KYW Radio, Fox29 (Occasionette, August Moon), Fox29 (Urban Jungle, Metro Mens Clothing, Utopia Collective), NBC10 (concert at SHDA)

Townsend – PhillyMag, Business Journal, Metro

Juana Tamale – PhillyMag, Inquirer, BillyPenn,

Milk Jawn – PhillyVoice, South Philly Review, Philly Weekly, PhillyBite

VisitPhilly/Jewish Exponent – Menorah Lighting

Inquirer – Best Gift Stores – Occasionette, Nice Things, South Fellini

Essen – Fox29 (Beat Bobby Flay), Jewish Exponent

Gabriella's – Eater Best Restaurant 2021

Philadelphia Caller – Barcelona for brunch

Inquirer – Solo Dining – Fond and Bing Bing

Philly Mag – Karaoke at Rays

Inquirer – Cookies – Essen, South Fellini

Philly Style – Stargazy, Marra's

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

Reminder discussion that we cannot control what goes in to different stores

1346-48 EPA Complaints continue of trash and debris out front-Health Hazard

1427 EPA -residential exception? Need to review materials with Pam and Michael

Fire Hydrant in front of Marra's has been broken, Steve will check in through Councilmember's office

Counterfeit bills are circulating, with several incidents. Adam sending safety/security reminder State Grant-LSA) (Local Share Act)-end of January maybe for public space project such as lighting

Board Planning Committee met with PARC board members to talk about multi-year projects and long term planning and we are on same page

Bryan is leaving PARC in January to lead City Line Avenue organization.

## **Board Input**

Pam had an onboarding session by Zoom with Cara and Elaine. Pam reached out to other candidates for committees. Jenna Fisher, Cara Reaves, Capri Dessecker -networking/events, Jennifer Zavala-Gateway, Dana-Website and graphics, Linda M and Cara -Possible sponsorships and getting the word out about what the BID does Greg-General help, Elaine-Philly Plash

Meeting adjourned: 10:37

**Next Meeting January 11, 2022 9:00am**