



## **EPABID Board Minutes**

**February 8, 2022**

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

**Absent:** Marlo Dilks

**Approval of Minutes:** Elaine, Michael

### **Financial Updates**

EPABID has \$60,000 in Wells Fargo, about \$30,000 came in from assessments. Some properties still owe from last year. Uninvest has \$109k - \$85,000 is from recently deposited Samuel & Sons for the CDC grant.

OPA Adjustments - Two properties had their Assessments reduced. Board discussed how to handle our side of previous years that the City reassessed. Stated at the meeting we would give the credit to the current two property owners. We should establish language and policy that clarifies the line in assessment invoice for any other properties moving forward.

We are planning a virtual meeting for yearly audit in April or May. Adam is going to send out letters to owners informing them of meeting once we pick a date

### **General Updates and Discussions**

- a. Committee Update- Adam Geer on Police Hiring

The police Department is understaffed by approx 1,300 Officers due to hiring challenges as well as retirement, off duty police. Communities are missing police. Adam questions policy of having to live in the City for a year before hiring. Does not make sense for the current need. We need to deal with many problems throughout the City especially in Black and Brown neighborhoods. Can we press the issue to City Council? Could the BID write a letter to Council to appeal/adjust amendment? Maybe all the BIDs in the City could all write a letter as a group. Adam G. presenting to BID Alliance group on 17<sup>th</sup>.

- b. Committee Update-Amanda Website

The committee members for the website are-Pam, Adam L., Adam Geer, and Dana from Deja42. We all did card sorting exercise for key words when people search for Avenue. Business survey shared with businesses. We need to update pictures and more get more group shots.

- c. Committee Update-Cara Events

Other committee members are Jenna, Capri

Restaurant Week- website up there are 21 participants, Gabriella's, 1911 BYO are first time participants.

Women's Month-March 28 -Monday -weekday better-open to the public. Will be at Society Hill Dance. The emcee will be Karen Gross.

d. Committee Update- Elaine, Phlash

Phlash people looking into a trial run for the flower show. Operations are looking at spots for loading/unloading. Reading terminal to flower show is one of the stops.

e. Committee Update-Marlo, sponsorship

The other members of committee members are Linda, Cara, Adam

They are contacting food and beverage owners that service the Avenue, plumbers, contractors, developers, property groups realtors, finance anyone connected to the Avenue. Each board member was asked to submit possible sponsor names to Adam for follow up

f. Committee Update- Pete, Long Term Planning

Parking Lot- Councilman suggested an RFP and is possible for the BID to have a hand in development- also PARC, EPX. The BID can hire someone to do a report on the possibilities of the PPA lot. A division of Penn has a design dept.-use of public space, street scape, etc. maybe they can do some work and not charge. Private Developer- maybe we can have a hand. The BID can send out surveys.

g. Directional Signage

Michelle did research on directional signs 2-4 signs-metal case would open to change map and advertising, double sided. Wide range of pricing (\$1,800 - \$3,000 per sign depending on features and materials) and experience from contacts in Philadelphia and NJ – May make sense to get official quotes or regroup with Adam and others.

PARC has new director Alex Balloon, he is from Tacony CDC.

1647 Kouklet Bakery opening Feb. 12

1911 BYO is moving ahead for end of month opening

Mish-Mish is opening on Feb. 18

### **Upcoming Events**

Restaurant Week – Feb 28 – March 11 – 20+ participants – Posters printed and getting distributed

Women's History Month- March 28<sup>th</sup> – working on event as noted

QOTA will be quarterly instead of monthly.

Flavors April 24th

Pride in June

ZOOM brainstorm/general meeting – good meeting, was asked about options for in-person

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

Black History Month - PHL 17 Utopia Collective, pitching Fox29 and others

Women's History Month - PHL17 and WHY- You outa know

Punch Media- Pitching for National Wedding Day March 1

Valentine Outreach-multiple business – South Philly Review

Eater- Juana Tamale Ocho Rios (though they are closed temporarily)

Fond-pop-up special valentine dinner - Inquirer, BizJournal, NBC10

Mancuso Hoagies – Billy Penn

A Novel Idea – Al Dia profile, PhillyMag

Restaurant Week – VisitPhilly, Inquirer, PhillyBite, Foobooz, Wooderlce,

Gabriella's – Thrillist

Juana Tamale – Philadelphia Magazine/Foobooz

Cartesian – Philly Weekly

ePop Collab – 6ABC FYI Philly, PhillyVoice, and more

Theatre Exile- Dinner & drinks collaboration sharing info on social and e-blast

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

There are homeless people sleeping in Chase ATM. Pam talked to head of main branch, Adam spoke to property manager and is reaching out to other contacts to try and find solutions. There has been theft of Tip jars- try to keep empty – Adam will send around best practices and reminders of security camera grants, etc.

Meeting adjourned: 10:46

**Next Meeting March 8, 2022 9:00 AM**