



EPABID Board Meeting

April 12, 2022

Present: Pam Zenzola, Adam Leiter, Michael Giangliordano, Cara Stipa, Steve Lauer, Amanda Rucker, Marlo Dilks, Adam Geer, Nancy Melchiorre, Pete Spina, Michelle Gillen-Doobraj. (Minutes prepared by Elaine Johnson)

Approval of minutes: Steve, Michael

Starting next meeting and going forward meeting will include motion to approve financial reports.

Next meeting to be in-person with some joining over Zoom.

1. Financial Updates

80k in Wells Fargo, 91k in Uninvest

Collections coming in at the same rate as last year. Adam will follow up with outstanding collections in May with direct mail and email.

- a. Audit Status/Annual Meeting May 2nd 6:30pm at CHP
- Mailing sent to all property owners and business owners
- b. Grants – submitted for City public safety grant related to Garden Days – waiting for feedback – up to \$32k
- c. Political Endorsements – discussion on propriety of political candidate endorsement. 5013C non-profit status excludes BID from endorsing/opposing any political candidate. All agree.

2. General Updates and Discussion

- a. Incident Claim – trip and fall at gateway – spoke with lawyer from insurance company and explained how we do not directly manage the space, following up on next steps/involvement.
- b. Website – expecting to be done April 22, testing to start around that time. Digital Cube is excited about design innovation of EPABID site and may use as case study for promotional outreach at Europe trade show. Adam will follow up with specific content/photos. Individual business pages should be able to be migrated over to new site without difficulty.
- c. Sponsorship – Gen3 Electric \$1K, Giordano's (Marlo's contact) \$1500. Founders/Stockertown combined \$5500 for Flavors, Car Show and other events, Anderson Windows/ Action Karate/French Toast Bites/ add up to another \$1000. Mike Giordano to give 1K. We are at \$20K of \$40K budget goal overall.
- d. Long Term Planning – no specific updates
- e. Phlash – Phlash could not make an EPA stop work for the Reading Terminal Market shuttle for this year's Flower Show but will have EPA promotional materials on the vehicles. Open to discussing a sponsored pilot program in future.

- f. Foot traffic continues to be steady/growing
- g. Façade Grants: POPE – security camera reimbursement once we get confirmation, 1917 Fuel inquired about grant, 1810 (Zinni for Meister) waiting on quotes for windows, 1914 Utopia waiting on quotes for gate removal and painting
- h. New biz: Tattoo215 – 1827 E. Passyunk
- i. Doggie Style open at new location 1804 E. Passyunk
- j. 1502 EPA LatchKey (80s-90s nostalgia boutique) will open in May, soft opening at Flavors.
- k. City Fitness 1701 E. Passyunk – work continuing and Adam is in touch with marketing contact who lives in the neighborhood.
- l. Angel’s Airbrush 1814 S. 13th St. – Angel is out due to long term health issue. Store will be available to lease.
- m. Pollyodd location at 1908 East Passyunk looking for tenant
- n. 1600 store for sale/lease on MLS

3. Upcoming Events

- a. Women’s Event – Women Mean Business Karen Gross host moderated format is effective. Allowed for great questions and flow. 110 RSVPs for event. 50 people in attendance in inclement snow squall weather. Philly Cam video to provide edited version.
- b. QOTA - at Cartesian Brewery was well attended and full all night. Next QOTA in June.
- c. Flavors – Any food prep and service outside of kitchen space must be cleared by Health Dept with appropriate forms. This is triggering inspections in some cases. Mark and Bill from Special Events to help facilitate forms and procedures. No cost for retailers to participate. Some businesses having issues clearing City tax filings - Michael Giangjordano can help businesses navigate City’s new online tax system and is available as a resource. Banner is up, posters are out, entertainment is booked.
- d. Garden Days – Promotional push to follow. Businesses will be reminded/encouraged to decorate for Spring. Creations by Coppola installed fountain floral centerpiece.
- e. Pride – Philly Typewriter to raffle themed typewriter, proceeds to local LGBTQIA org. Individual business to participate in Pride themed promotions.
- f. Car Show – walk through with Ray from Northeast Car Club next week.

4. Public Relations/Social Media Updates

Punk Burger Girl Scout – Philly Voice

Flavors – Philly Voice, South Philly Review, VisitPhilly, NBC10, PHL17, Axios, PhillyMag, Philadelphia Sunday Sun, WooderIce

1911 BYOB – PhillyBite

Kouklet – Inquirer, 6ABC

River Twice/Kearse Dinner – Passyunk Post, PhillyMag

Pistolas – PhillyMag

Streeteries – Inquirer, Fox29

Ember and Ash – Axios Q&A profile

Women’s Event – WHYY, Fox29, PHL17, Passyunk Post, South Philly Review

Eater – Water Ice (Mancuso/D’Emilio’s)

Juana Tamale – Metro Philly

Eater – Mish Mish, Ocho Rios, River Twice, Gabriella’s, Le Virtu, Nineteen Eleven

5. Space Planning, Health, and Safety Updates

- a. Streetery Legislation – signed on with other BIDs to Councilmember Domb's effort to support additional changes to the requirements and fees particularly for smaller restaurants by suggesting sliding scale price tiers and removal of the bond requirement.
- b. Mask Mandate update – indoor mask mandate begins Monday, April 18th. Adam will send update to all.
- c. Farmer's Market returning May 18 to SPOAC location which has positive reactions from public and vendors. May move back to fountain when fountain expansion is complete.
- d. Walkthrough w/Captain McBride – Discussed upcoming events/SIS/2000 block of Watts St./1800 block of Iseminger/Verizon building and Chase ATM monitoring homeless activity
- e. Passyunk Market 1407 East Passyunk - Trash not in enclosed container, attracting rodents and being blown by wind. Pressure on business to correct by SWEEP citations and possible Civic Association involvement. Steve will check ordinance on enclosed trash receptacles.
- f. Graffiti – Streeteries/buildings – Vanilya, Laurel, Paradiso, 1701 – CLIP power washed and individuals all addressed and had removed within a couple weeks.

6. Board Input

Pete and Pam met with Congressman Evans, State Rep Elizabeth Fiedler and staff for a tour of the Ave for public safety, use of public space, etc. Conversation included Septa sub station at Mifflin which is not in use.

Pete will speak with Alex from PARC to discuss gateway landscaping. Adam will check in with him also to ask designs and timing. Pam will meet with him as well.

Meeting adjourned (Steve, Nancy) 10:22

Next meeting May 10th, 2022