



EPABID Board Meeting

July 12, 2022

Present: Pam Zenzola, Adam Leiter, Michael Giangjordano, Nancy Melchiore, Steve Lauer (remote), Pete Spina, Adam Geer (remote), Michelle Gillen-Doobraj (remote). (Minutes prepared by Elaine Johnson.)

Absent: Cara Spina, Amanda Rucker

Approval of Minutes: Nancy, Mike

Approval of Financial Materials: Pete, Mike

1. Financial Updates

\$101k in WF, \$78k in Uninvest – recent payment to PARC from Uninvest funds
\$9k in assessments from 17 properties since last meeting/ mailing. 70% of properties are current with assessments. \$30K in assessments are past due.
\$20k in sponsorships overall brought in/ still need \$15k-\$20k more to be safe

- a. Budget Review Update
Reviewed numbers with Pam and Michael and overall on track for the year. Have some categories where we can shift budget around in order to make a bigger impact with holiday decorations and programming, which will be important this year with increased competition and additional economic strain. Corridor benefitted from work-from-home shift during covid, return-to work may have impact on traffic.
- b. Job Fair discussion to address general staffing issues. Promote job listings on website. Use Passyunk Shops to reach out to businesses for current needs. Weekly job feature on social media? Physical location for job fair? Events Committee to discuss by end of August.

2. General Updates and Discussion

- a. Business Operations
 - 1943 – Whiplash Allure and Supreme Beauty Philly
 - 1712 – Metro Mens moved into new space
 - 1924 – Home health care office
 - 1908 - TBD
 - 1833 – Tildie’s baby store coming soon (not for public news)
 - 1805 – available as sublease for around \$5k
 - 1700 – available through owner for around \$6k
 - 1525 S. 11th – multiple interested
 - 1627 E Passyunk – Paradiso \$1.5million +\$200k for liquor license
 - 1701 E. Passyunk – City Fitness open
- b. Website – Following up. Slow down in communication. Push to launch in August.

- c. Sponsorship – need \$3k for Car Show
Jefferson declined this year.
Huntingdon Valley Bank to talk in September for possible support for next year.
Try to contact Masquerade for potential Fall Fest sponsorship
- d. Long Term Planning – meeting w/PARC on Wednesday to include gateway, Mifflin, fountain, street cleaning. Discuss their long-term plans.

3. Upcoming Events/Recaps

Noir Anniversary – Event went well and Noir was pleased with turnout. Could have had more additional participation from other businesses on the block
Car Show – Planning and logistics coming along.
August Second Saturday Summer Sidewalk Sale – Adam to reach out for details from businesses to keep summertime awareness and activity on the Avenue
Fall Fest/Spooky Saturday – October 29th
Holidays – Schedule walkthrough of 1805 to see potential for Holiday Market? Nancy to research holiday stores for possible pop-up opportunity at 1805.
Holiday Job Fair? – Weekly Reminder of job listings on social media – Holiday job fair (host at a coffee shop/restaurant?)

4. Public Relations/Social Media Updates

Car Show – Philly Voice, South Philly Review, VisitPhilly, Wooderlce, Philadelphia Caller
City Fitness – PhillyMag, Fox29, CBS Local,
Typewriter – Metro Philadelphia, 6ABC
Mish Mish – PhillyMag
Eater – Ocho Rios, Mish Mish
Philly Mag – Best Tacos, Food After 11pm, Philadelphia Souvenirs, Group Dinners, Latest Food Openings, Father's Day,
PhillyBite - 1911

5. Space Planning, Health, and Safety Updates

Repaving – on schedule. Paved around streeteries on Tasker and Morris
Broad and Snyder – Increasing issues with homelessness on the south side in particular, just outside of BID boundaries, and at the Verizon building corner.
Watts St – Still having issues with vagrancy and drug use
Car Break Ins – 3rd District seeing increase in thefts from autos all over the neighborhood including on the Avenue
Fountain Stop Signs – needs more visibility such as better sign location or painted STOP verbiage on street.
Bike racks in front of City Fitness becoming overfilled. Outreach to other businesses to possibly add more at multiple locations along the Avenue.
Street lights- Can we get City to convert to all LED?
Potential for mural art opportunity interior/exterior – Local artist reached out looking for wall space

6. Board Input

Discussion to possibly set up a credit card for points rather than debit card. Connected to a dedicated savings account?

Use Passyunk Shops to recruit volunteers for Car Show

No updates regarding 2023 assessments yet. – Marlo had offered to review.

Adam G. interested to know how calls to 911 are being answered/responded to. Pass along any info. Guidance to call Officer Kelly first, 911 after unless there is an immediate emergency.

Meeting adjourned 10:11 (Pete, Nancy)

Next meeting August 9th, 2022