



EPABID Board Meeting

October 11, 2022

Present: Adam Leiter, Pam Zenzola, Michelle Gillen-Doobrajh, Marlo Dilks, Michael Giangliordano, Pete Spina, with Steve Lauer, Adam Geer, and Amanda Rucker joining remotely. (Minutes prepared by Elaine Johnson)

Absent: Nancy Melchiorre

Approval of Minutes: Cara, Pam

Approval of Financial Materials: Amanda, Pam

1. Financial Updates

\$78k in WF, \$38k in Uninvest (\$15k transfer for operating expenses). No additional assessments this month.

Next reminder mailing going out ASAP.

Samuels – CDC Grant – \$100k lottery will open in January. No need to submit materials again for this year's final payment. We need to prepare and look at alternative partners and find out who is partnered already. Must be Philly-based company. Marlo to follow up with Giordano Garden Grocers and Urban Outfitters as possible sponsors for the next round. In case Samuel does not come through.

Façade grants – The Dutch, Punk Burger for vandalism glass breaks – Group discussed whether insurance should be the focus for incidents like this? Perhaps we make separate program for vandalism reimbursement? Any request going forward for replacements caused by vandalism we need to add something to the grant application addressing insurance claims.

Assessments – need to set up a communication letter –178K assessment this year, 186k next year with same percentage structure. Marlo will be creating a spreadsheet for the 2023 assessment comparing the 2022 vs 2023 assessment. Plus adding a column with a 5% increase for comparison.

Credit Card – requires guarantor. Will use debit card for savings account.

2. General Updates and Discussion

- a. Business Operations
Inconsistent operations through fall. Some good, some not.
Deja42/Teas n' Mi/Isabella Pizza closing. Teas n' Mi looking to sell equipment/business.
- b. Website – Feedback for mock-up sample site needed by 10/14.
- c. Sponsorship - 10k from Fulton, Capri Dessecker from RE/MAX made introduction.

Univest potential \$5k for 2023

d. Long Term Planning

3. Upcoming Events/Recaps

Second Saturday – good foot traffic for October

QOTA – Supported September at Metro/Ocho Rios/III Exotics with tents, promotion, and push for coordination even up to last minute

Floofa Pawlooza – good crowd but rained out 2nd half.

Witch Craft Beer Crawl – share on social – ticket sales getting started

Fall Fest – everything on track

Holidays – restaurant private holiday party bookings – promote now

4. Public Relations/Social Media Updates

PR Tactics – Cocktails/Experiential/Fall Menus/holiday party spaces/suburb targeting – targeting schools? Concierge? Airbnb hosts?

Inquirer Dining Guide – The Dutch, Mancuso's, River Twice, Townsend, 1911 BYOB

Keepin It Small – Service that could be supplement to PR and social, working with individual businesses. Some businesses currently work with them, but would be a significant expense to add on for EPABID.

Keep Shopping Small Video Update – Making holiday version edits to re-promote

Fall Fest – South Philly Review, Philly Voice, Wooder Ice, PhillyMag, VisitPhilly

Witch Craft – Inquirer, PhillyMag

National Coffee Day - Metro

FloofaPawLooza – Philly Voice, Passyunk Post

The Dutch – Inquirer

Tiny Tildie's – PhillyMag

NRS and South Fellini - PhillyMag

Gabriella's Vietnam – NY Times, Inquirer, Axios, Tasting Table, Philly Voice

Billy Penn – InstaPang Nails

Essen – PhillyMag,

5. Space Planning, Health, and Safety Updates

- a. Break-ins – Dutch/Mancuso – Noir/Punk – Keeping in touch with 3rd district detectives for updates. This is a broader issues across the City – context of Northern Liberties having 22 incidents like this since mid July. Nothing major stolen or damaged.
- b. Cameras – Quotes/proposal Omega Security estimated \$40-\$50k – high powered, license plate recognition cameras at key intersections – maintenance cost?
- c. Lighting repairs and new lights in process for scheduling, looking to outline Cartesian and Bell's Bike buildings.
- d. Broad Snyder meeting Thursday zoom meeting with Councilman Squilla, City organizations and other stakeholders regarding homeless, opioid, SEPTA cleanliness, property owner responsibility to clean/put up fencing/etc. Cameras? Adam will be following up with the current property owners of the old Wendy's and McDonald's to inquire about their future plans for development along with their plans for maintenance

- e. Beautification – Working with committee to address plants at Mifflin, properties that need assistance, and long-term planning
- f. Holiday Décor – Large pole wreaths install on Nov 30th
- g. Mural Arts – Potential for mural placement as part of grant funded program – just need space. No from 1848, checking South Philly Bikes, WSFS?

6. Board Input

Policy and procedure to replace chair for March succession. Nomination?

Meeting adjourned 10:47 (Cara, Marlo)

Next meeting November 8th, 2022