



## **EPABID Board Meeting**

**November 8, 2022 (Election Day and all remote)**

**Present:** Pam Zenzola, Adam Leiter, Michael Giangjordano, Nancy Melchiore, Marlo Dilks, Cara Stipa, Michelle Gillen-Doobrajh

**Absent:** Amanda Rucker, Pete Spina, Steve Lauer

**Approval of minutes:** Nancy, Cara

**Approval of financials:** Cara, Mike

### **1. Financial Updates**

- \$60k in WF, \$38k in Univest
- Assessment reminder mailer sent 11/1 – Have had a few payments come through and following up with more directly. – Collected \$40k in past due multi-year owed accounts. Overall down \$30K compared to last year.
- Samuels – CDC Grant – \$100k lottery will open in January. Adam following up with Samuels contact. Marlo has potential back up interest from Giordano’s Garden Grocers and MVP Hauling.
- Façade grants – Continuing to get inquiries – Super Loa at 1746 for security cameras, proactively reaching out to properties in need (torn awnings, etc.)
- Budget and Assessments – working to finalize proposed budget for 2023 with new assessment values. Plus adding a column with a 5% increase for comparison/consideration.
- In terms of updated budget and project items, we discussed upcoming 2024 reauthorization and the importance of projects focused on infrastructure/cameras, sidewalk recementing, etc. Also talked about possible consultant to recruit businesses.

### **2. General Updates and Discussion**

- a. Business Operations
  - i. New biz - On Track Fitness at 1514 East Passyunk, Super Loa at 1746 East Passyunk. Anniversaries – Juana, Cartesian, Bottle Shop, River Twice, Laurel, etc.
- b. Website
  - i. Pushing for launch ASAP – dev team has run into bugs causing issues. Adam is talking to them today to suggest faster launch without some features that can just be added in later as new upgrades. Plan Your Visit feature to be added later as an update. Adam and Amanda to preview site.
- c. Sponsorship
  - i. Univest potential \$3.5k split between Deck the Ave and 2023 Flavors, Adam met with Ciocca Subaru and needs to follow up. \$10k received from Fulton Bank.
- d. Long Term Planning

### **3. Upcoming Events/Recaps**

- a. Witch Craft Beer Crawl – 300 participants – very positive event - 2 registration points at Garage and Pistolas. 2019 level attendance. Raffle winner from Stamp Cards. Garage had its own costume contest.
- b. Fall Fest – Very successful, great weather day and lots of foot traffic. Majority positive feedback from businesses in terms of engagement and economic benefit
- c. Holidays – Press release on Deck the Ave going out, hot chocolate crawl Dec 10. Tree lighting – NBC10 to emcee, involvement from local politicians, HOME band from Coppin middle school to perform. Small Biz Saturday promotion – winterized version of Keep Shopping Small from videographer Joe Rocca

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

Witch Craft – Philly Voice, Eater Philly, 6ABC

Fall Fest – Inquirer, Metro, WHYY

Phillies Related – Philadelphia Magazine (NRS and South Fellini), Philadelphia Magazine (Garage)

Billy Penn, VisitPhilly

South Fellini – Inquirer profile

Philadelphia Magazine – New Bars - Cartesian

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

- a. Outdoor Security Cameras – Quotes/proposal Omega Security estimated \$40-\$50k – high powered, license plate recognition cameras at key intersections – Adam needs to follow up regarding maintenance cost?
- b. Lighting repairs and new string lights in process for scheduling, looking to outline Cartesian and Bell's Bike buildings.
- c. Broad Snyder - Adam continuing to follow 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
- d. Beautification – Working with committee to address plants at Mifflin, properties that need assistance, and long-term planning
- e. Holiday Décor – Large pole wreaths scheduled to be installed on Nov 30<sup>th</sup>
- f. Sidewalk repair – Group discussed possibility of sidewalk repair budget or subsidized help

### **6. Board Input**

Cara/Utopia Collective to leave her space at 1914 East Passyunk to focus on clients without the storefront.

Suggestion for Vice President officer for the Board – 1 year term (same as other board executive positions) beginning in March.

Meeting adjourned 10:50 (Nancy, Mike)

**Next meeting December 13th, 2022**