



EPABID Board Meeting

December 13, 2022

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

Approval of minutes: Steve, Nancy

Approval of financials:

1. Financial Updates

\$36k in WF, \$104k in Uninvest

Handful of properties paid that were outstanding assessments.

Adam mailing/emailing additional follow ups

Last \$18k payment for 2022 cleaning to PARC submitted. Constitution Health Plaza outstanding \$11k assessment due to arrive any day.

Grant opportunity - Philadelphia Local Share Account (LSA) for projects like the security camera proposal – application due by January 31st.

- a. 2023 Budget: Thank you to Marlo and Michael for working on budget. \$50k sponsorship increase and assessment increase to 5% to compensate for increase in city services costs and general increases in costs of running events and promotions. Façade grant kept to \$10k – this amount has doubled from previous years and in \$11k in 2022 was reimbursed.
- b. CDC Grant Process: Samuels – CDC Grant – \$100k lottery for 10 year period will open in January. Adam and Pam meeting with Samuels this afternoon. Marlo has potential back up interest from Giordano’s Garden Grocers and MVP Hauling
- c. Sponsorships
 - i. Adam spoke with Penn Beer about upcoming event sponsorships and putting proposal together
 - ii. Uninvest came through w/\$3.5k split between Deck the Ave and 2023 Flavors. No WSFS this year.
 - iii. We need a board-focused January sponsorship push. Adam to ask PUNCH about possible sponsor recommendations. Marlo to ask Carvision.

2. General Updates and Discussion

- a. Business Operations
 - i. 1911 BYOB – restaurant has decided to close – Adam reaching out to the restaurateurs and property owner see if we can help with next steps.
 - ii. Isabella Pizza – for lease or sale – Adam passing along prospects to the property owner

- iii. Teas n' Mi – sold business and transferred lease to new restaurant operator
- iv. Chase ATM gone – Adam reached out to see if it possible to use as pop-up space? Physical therapy to maybe expand?
- v. Alphabet Academy sale of buildings and business to Busy Bee
- vi. Former Redcrest location is rumored to become vape shop. Adam reached out to property owner who claims it is going to be a convenience store. Board discussed what is possible in terms of regulations if it does go the vape shop route. No more than 5% drug paraphernalia to be displayed in window under the current City regulations. Steve to find out about regulations regarding proximity to daycare/school. Loop in PSCA and EPX for letting the public/community members know of the possibility.
- b. Website: Launched and working well - continuing to make updates including increased backend access and search term analysis. One current popular search term “babies.”
- c. Sponsorship: Push for opportunities – Liquor sponsor for Restaurant Week? Giordano Garden Grocers follow up?
- d. Long Term Planning
 - i. Related to LSA grant/CDC grant – trees, security cameras, sidewalks
 - ii. Maintenance fee for security company if they handle requests for footage pulls is \$35 per month per location.

3. Upcoming Events/Recaps

- a. Small Business Saturday - great foot traffic
- b. Tree lighting – positive response – great crowd. Thank you to Pete and Nick for sound and production of stage.
- c. Hot Chocolate Crawl – very successful in terms of foot traffic/interest. Many businesses serving hot chocolate were overwhelmed. Caroling at multiple locations throughout the day kept things lively and cohesive.
- d. QOTA at Urban Jungle 12/14
- e. Restaurant Week/liquor sponsorships?

4. Public Relations/Social Media Updates (Sampling)

Philadelphia Inquirer (online) Cozy up at these 70-plus Philadelphia area spots offering heated outdoor dining 10-Nov-22 <https://bit.ly/3Tzt68o> 8,870,000

Philadelphia Business Journal (online) Philadelphia holiday events 2022 14-Nov-22 <https://bit.ly/3UJwI91> 347,299

Philly Voice How much hot chocolate can you drink? Find out on East Passyunk Avenue this holiday season 15-Nov-22 <https://bit.ly/3V7lvh6> 2,700,000

Thrillist (Philadelphia) 12 Philadelphia Small Businesses to Support This Holiday Season 18-Nov-22 <https://bit.ly/3Xn71wl> 15,400

Metro Philadelphia - Plenty of incentives to shop local in South Philly 20-Nov-22 <https://bit.ly/3i5Gunx> 214,000 (online) 213,495 (print)

Philadelphia Inquirer (online) The best gift stores in Philly 21-Nov-22 <https://bit.ly/3gn3myi> 8,870,000

Passyunk Post 10 ways to enjoy the holidays on East Passyunk Avenue 21-Nov-22 <https://bit.ly/3AQAtI4> 60,225

South Philly Review East Passyunk Ave. will be busy for the holidays 21-Nov-22
<https://bit.ly/3tT9XDG> 11,400

Philadelphia Magazine (online) Shop Hyper-Local With These Neighborhood Holiday Events
 22-Nov-22 <https://bit.ly/3Xplfxb> 1,700,000

Dosage Magazine Small Business Saturday on East Passyunk Avenue 22-Nov-22
<https://bit.ly/3XqZTIX> 2,356

Metro Philadelphia - Black Friday Record Store Day takes over Philly 22-Nov-22
<https://bit.ly/3GLzdzD> A.D. Amorosi 214,000 (online) 213,495 (print)

PHL17 (broadcast) Morning News 23-Nov-22 <https://bit.ly/3EYLOtU> 4,400

Philadelphia Magazine (online) The 2022 Philly Mag Shop Local Gift Guide 24-Nov-22
<https://bit.ly/3ELQj1r> 1,700,000

Billy Penn A guide to all the holiday markets in Philadelphia, from pop-ups to art marts to
 community fairs and more 25-Nov-22 <https://bit.ly/3VQdleP> 259,000

6abc (online) Independent shops in the Philadelphia region benefit from crowds on Small
 Business Saturday 26-Nov-22 <https://6abc.cm/3OM6Xmf> 4,340,000 6abc (10pm broadcast)
 Action News at 10 26-Nov-22 <https://bit.ly/3OJAGMz> 56,997 6abc (11:30pm broadcast) Action
 News 11:30PM 26-Nov-22 <https://bit.ly/3XESTsl> 74,742

Philadelphia Inquirer (online) On Passyunk Avenue, Small Business Saturday was a low-key affair
 with deep gratitude for community support 26-Nov-22 <https://bit.ly/3ECC9j6> 8,870,000

Metro Philly (online) Tree lighting ceremonies to brighten up the season in Philly 28-Nov-22
<https://bit.ly/3OMCwfQ> 214,000 **Metro Philly** (print) Tree lighting ceremonies to brighten up
 the season in Philly 29-Nov-22 <https://bit.ly/3icmBLu> 213,495

Wooder Ice East Passyunk is Hosting a Hot Chocolate Crawl With the Option to Get Spiked Hot
 Cocoa 30-Nov-22 <https://bit.ly/3EQKTCy> 27,500

KYW Newsradio (online) What's Cooking - East Passyunk Avenue Hot Chocolate Crawl 30-Nov-22
<https://bit.ly/3GZFdzF> 120,700

OVERALL NOVEMBER IMPRESSIONS 46,283,166

PHL17 (broadcast) Morning News (6am) 1-Dec-22 <https://bit.ly/3XSL2OG> 5,500 PHL17 (online)
 East Passyunk Avenue's Deck The Ave 1-Dec-22 <https://bit.ly/3H7JvON> 10,357

6abc (broadcast) Action News (11pm) 1-Dec-22 <https://bit.ly/3gVaEtr> 120,400

NBC10 (broadcast) News (11pm) 1-Dec-22 <https://bit.ly/3B4chvO> 42,100 NBC10 (broadcast)
 News (1am) 2-Dec-22 <https://bit.ly/3VxjWuH> 16,800

5. Space Planning, Health, and Safety Updates

- a. Lighting repairs and new string lights fixed, light outline on Cartesian and Bell's Bike buildings – tweaks to be made regarding intensity, colors, timer.
- b. Holiday Décor – Large pole wreaths installed on Nov 30 – 3 not installed. Need invoice adjusted.
- c. Mayfair District brought Toys for Tots box to Eastern Pass and commented on how impressed they were with East Passyunk Avenue corridor.
- d. Streeteries – Pistolas and Laurel removed theirs. Barcelona scaled theirs back. Bottle Shop looking to apply for new regulations.
- e. Roadwork sign at intersection at Morris but not sure what it is there for...possible to get removed? Steve to inquire.
- f. Trash dumping at Watts and also at Iseminger street behind SEPTA substation building at Mifflin. Adam has reached out to property manager who claimed they were going to get rid of the dumpster and rely on City street pickup. Michael and Marlo made note that

properties with more than 6 units must have private trash pickup. Adam will follow up with regulatory info.

- g. Office has potential rent increase. Sign a longer lease? Talk to landlord.

6. Board Input

- a. Procedure for Board Chair Process
- b. Board members collectively proposed preference that nominees should be currently on the board and either reach out to Pam directly with their interest or Pam to approach those nominated by others. Michael Giangjordano nominated by Councilman Squilla via Steve Lauer (proxy).
- c. January Merchant Party? Amanda will help organize.

Meeting adjourned 10:32 (Nancy, Amanda)

Next meeting January 10th, 2023