



EPABID Board Meeting

January 10, 2023

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

Absent: Cara Stipa, Amanda Rucker

Approval of minutes: Steve, Nancy

Approval of Financials: Pete, Michael

1. Financial Updates

\$12.5k in WF, \$104k in Univest

Adam to move \$20k between accounts to cover January billing/expenses

Constitution Health Plaza outstanding \$11k assessment came in

Updating assessment numbers and mailing out letters week of January 23rd

For 2022 - \$178k invoiced, \$22.8k outstanding

Samuels – CDC Grant – \$100k lottery application for 10 year period due January 17th

2. General Updates and Discussion

a. Business Operations

- i. Isabella Pizza – for lease or sale – Adam passing along prospects to the property owner
- ii. MoonNight – 1907 East Passyunk – Has opened and off to good start
- iii. Convenience Store/smoke shop at 1700? Old Doggie Style
- iv. Dankbaar – 1911 East Passyunk byob Feb 14 opening
- v. Sawubona – 1935 East Passyunk kids improv/acting/playwriting – team building/public speaking
- vi. Caffe International – for rent sign is up

b. Sponsorship

- i. Following up with Penn Beer and Subaru
- ii. \$65k needs to be raised for sponsorship. Pam would like to head committee.
- iii. Discussed opportunities for East Passyunk Business Block (group) sponsorships, offering Website ads, and selling East Passyunk Avenue Merch?

c. Long Term Planning

- i. PARC meeting – Pam, Pete, Michael and Adam to meet with PARC members for update on fountain project and to continue coordinating efforts/projects
- ii. Beautification – Committee to regroup week of 1/16 to continue efforts on cleanliness/plantings

- iii. LSA Grant – Adam applying for a \$25k matching fund State grant for safety and security cameras – due on 1/31

3. Upcoming Events/Recaps

- a. QOTA at Urban Jungle was a great success, over 200 attended and positive feedback
- b. Menorah Lighting went well with over 200 attendees
- c. East Passyunk Restaurant Week Feb 27-March 10 – background materials coming together and Adam reaching out to start getting confirmations soon
- d. Women Mean Business March 13 – Society Hill Dance to host, Karen Gross to emcee.
- e. Flavors April 30 – Broad Street Run ends at Linc – may affect load-in/prep logistics but we expect it to ultimately complement the event for the day
- f. Music Festival date TBD, September possible for weather. Multiple stages and craft fair

4. Public Relations/Social Media Updates

PHL17 (broadcast) Morning News (6am) 1-Dec-22 <https://bit.ly/3XSL2OG> Brejamin Perkins 5,500 PR Value: \$4,104

PHL17 (online) East Passyunk Avenue's Deck The Ave 1-Dec-22 <https://bit.ly/3H7JvON> Brejamin Perkins 10,357

6abc (broadcast) Action News (11pm) 1-Dec-22 <https://bit.ly/3gVaEtr> Staff Writer 120,400 PR Value: \$24,734

NBC10 (broadcast) News (11pm) 1-Dec-22 <https://bit.ly/3B4chvO> Staff Writer 42,100 PR Value: \$8,601

NBC10 (broadcast) News (1am) 2-Dec-22 <https://bit.ly/3VxjWuH> Staff Writer 16,800 PR Value: \$3,060

KYW-1060 AM (broadcast) KYW Newsradio (12pm) 2-Dec-22 <https://bit.ly/3gZd1LJ> Hadas Kuznits 393,900 PR Value: \$1,592

KYW-1060 AM (broadcast) KYW Newsradio (5pm) 2-Dec-22 <https://bit.ly/3VA97bp> Hadas Kuznits 342,100 PR Value: \$1,654

KYW-1060 AM (broadcast) KYW Newsradio (9am) 3-Dec-22 <https://bit.ly/3gYAfz> Hadas Kuznits 224,900 PR Value: \$2,318

Philadelphia Inquirer (online) Eat, Drink and Do: Chicken lollipops in South Jersey, a hot chocolate crawl and the first Queer Space Philly Holiday Market 5-Dec-22 <https://bit.ly/3BaJHJ4> Hira Qureshi 8,870,000

PHL17 (broadcast) Morning News (6am) 6-Dec-22 <https://bit.ly/3P7HAvn> Alex Butler 5,500 PR Value \$701

PHL17 (online) Do you love Hot Chocolate? If so, come to East Passyunk's Hot Chocolate Crawl this Saturday 6-Dec-22 <https://bit.ly/3UOOQNU> Alex Butler 10,357

Travel Lemming Where to Stay in Philadelphia (Best Places, By a Local) 6-Dec-22 <https://bit.ly/3h57bZs> Maya Nojehowicz 951,600

Philadelphia Weekly (online) SANTA CLAUS IS EVERYWHERE IN PHILADELPHIA AND ITS SUBURBS: A LIST THAT HE'S CHECKING TWICE 06-Dec-22 <https://bit.ly/3iLPXRr> A.D. Amorosi 92,400

Thrillist (Philadelphia) Everything Fun You Can Do in Philadelphia This Weekend 07-Dec-22 <https://bit.ly/2HiG4Gh> Allie Volpe 15,400

Philadelphia Citizen Shop Small In Philadelphia Neighborhoods 8-Dec-22 <https://bit.ly/3ULHmuY> Ethan Young 45,000

South Philly Review SNACKTIME signing at Latchkey 9-Dec-22 <https://bit.ly/3UTUiz7>
Mark Zimmaro 11,400

Visit Philly Things To Do-In Philadelphia This Week 12-Dec-22 <https://bit.ly/3FjExMd>
Staff Writer 772,000

Thrillist (Philadelphia) Everything Fun You Can Do in Philadelphia This Weekend
14-Dec-22 <https://bit.ly/2HiG4Gh> Allie Volpe 15,400

Axios Philadelphia 6 ways to celebrate Hanukkah in Philadelphia 14-Dec-22
<https://bit.ly/3Ym3s3z> Mike D'Onofrio 19,100,000

PhillyBite Magazine SNACKTIME's Record Signing Event 14-Dec-22
<https://bit.ly/3BMTG7K> Allie Forge 18,800

Philadelphia Magazine (online) 91 Things to Do in Philly This Weekend // Sunday,
December 18th 15-Dec-22 <https://bit.ly/3FBU21Z> Patrick Rapa 1,700,000

Philadelphia Magazine (online) Hanukkah Celebrations Around Philly 15-Dec-22
<https://bit.ly/3j9oSb1> Laura Swartz 1,700,000

KYW Newsradio (online) This weekend in Philly: Jurassic excavations, holiday markets
for last-minute shoppers and more 15-Dec-22 <https://bit.ly/3BIDHrc> Holli Stephens
120,700

WHYY (online) Hanukkah celebrations, Jurassic Quest, in this week's 'Things To Do'
15-Dec-22 <https://bit.ly/3FUVQVo> Tonya Pendleton 1,400,000

DECEMBER IMPRESSIONS 35,984,614

5. Space Planning, Health, and Safety Updates

- a. Streeteries – Barcelona, Bottle Shop, Punk, River Twice removed – 7 remaining
- b. Roadwork sign at intersection at Morris but not sure what it is there for...possible to get removed? Any feedback? – Steve Lauer is following up.
- c. SIS Discussion – Board members to read proposed letter for evaluation and possible BID signature – give feedback on response.
- d. Gateway Trip and Fall hearing scheduled for Feb 1

6. Board Input

- a. Discussion brought up around having a mayoral candidate forum for our business audience. Adam had brought the topic up to EPX and PSCA so there would not be any political conflict or issues with trying to coordinate disparate schedules from the EPABID side. Next steps TBD
- b. Board Chair Process
 - i. Re-do by-laws
 - ii. Chair candidates to answer 3 written questions for submission:
 1. Describe the function as you see it, the function of Board Chair
 2. What is your vision for EPABID and the Avenue
 3. Moving forward, what changes would you like to see in the organization?
 - iii. Set up zoom if needed for follow up questions.
 - iv. New position of Vice Chair will be created. All in favor.

- v. Amanda Rucker, Michelle Gillen-Doobrajh, and Marlo Dilks all accepted nomination for Board Chair joining Michael Giangjordano for consideration.

Meeting adjourned 10:34 (Nancy, Pete)

Next meeting February 14th, 2023