



## **EPABID Board Meeting**

**March 14, 2023**

**Present:** Pam Zenzola, Nancy Melchiore, Adam Leiter, Steve Lauer, Amanda Rucker, Capri Dessecker, Adam Geer (remote), Michael Giangjordano (remote), Marlo Dilks (remote)

**Absent:** Michelle Gillen-Doobrajh, Pete Spina

**Approval of Minutes:** Nancy, Steve

**Approval of Financials:** Amanda, Nancy

### **1. Financial Updates**

\$90k in WF, \$84k in Uninvest but need to pay \$19k quarterly cleaning soon.  
Assessments - \$55k come in since last meeting.  
\$23k more than Last Year at this point. \$10k sponsorship for multiple events from Penn Beer.

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

- a. Business Operations
  - i. 1525 S. 11th – Opened as smoke shop. Requires tobacco permit. Displaying more than 5% paraphernalia. Within 1000ft of rec center/church. Contacted L&I, Health Dept. Individual neighbors have also reached out to 311.
  - ii. 1702 East Passyunk also watching as we are wary of it becoming smoke shop location – Adam following up with business and property owner to keep them apprised of relevant issues.
  - iii. As a BID we can: discourage smoke shop type businesses directly to property owners. Reach out more to fill vacant spots. Post video walkthrough on website? Brokers tour?
  - iv. Sawubona - soft opened at 1935 East Passyunk
- b. Sponsorship: Flavors – \$5k - Xfinity, T-Mobile, Anderson Windows

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

- a. Women Mean Business – increase from last year. 55 attendees.
- b. QOTA – needs help to reinvigorate. Needs own Instagram/social media. IllExotics wants to do a Pride event. Chris Pinto to meet with Pam and Adam.
- c. Flavors – In person meeting at Barcelona next week.
- d. Cinco de Mayo – Juana Tamale/Pistolas event/street closure.
- e. May Veterans Fundraiser – May 13<sup>th</sup> event at Fountain to support WMGK veterans cause
- f. Return of Farmer’s Market – May 17<sup>th</sup> at SPOAC driveway
- g. June Pride – Ill Exotics interested in making a larger event

- h. September Music Festival – Snacktime may have conflict/too expensive? Craft component, food and drink from businesses, with Music and Arts Fest focused – has support and potential for great outcomes.

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

##### OVERALL MARCH IMPRESSIONS - 917,189,681 (Examples below)\

**Metro Philadelphia** (online) Fun things to do in Philly this weekend 1-Mar-23  
<https://bit.ly/3kDT7I4> Molly Given 214,000

**Visit Philly** The Biggest Events, Festivals & Exhibitions in Philadelphia in Spring 2023 // April 1-Mar-23 <https://bit.ly/3ZT0pqr> Staff Writer 772,000

**Discover PHL** Celebrate Women's History Month in Philadelphia 1-Mar-23  
<https://bit.ly/3kGiLfi> Staff Writer 56,000

**Philadelphia RowHome Magazine's Blog** East Passyunk Restaurant Week Returns For Its 11th Installment- Now through March 10th 1-Mar-23 <https://bit.ly/3ZxDv7I> Staff Writer 8,133

**Philadelphia Style** (online) The Top 9 Things To Do in Philadelphia in March 1-Mar-23  
<https://bit.ly/3YELbo5> Julia Morlino 60,600

**Delicious Food Philadelphia** Women's History Month Events 1-Mar-23  
<https://bit.ly/3L89S8X> Staff Writer 90,000

**Metro Philadelphia** (print) Fun things to do in Philly this weekend 2-Mar-23  
<https://bit.ly/3kFWZIB> Molly Given 213,495

**Philadelphia RowHome Magazine's Blog** East Passyunk Avenue is Now 50% Women-Owned Small Businesses 3-Mar-23 <https://bit.ly/3KQJwrZ> Staff Writer 8,133

**The Philadelphia Inquirer** (online) The best things to do in Philadelphia this week 3-Mar-23 <https://bit.ly/3IPrXWB> Staff Writer 8,870,000

**South Philly Review** Helping Women Grow Their Business 5-Mar-23  
<https://bit.ly/3mw6g6L> Mark Zimmaro 11,400

**Philadelphia Magazine** (online) Fun Events in Philly This Week 6-Mar-23  
<https://bit.ly/3IRHPrK> Laura Swartz 1,700,000

**The Philadelphia Inquirer** (online) Here are 22 events to check out for Women's History Month in Philly 7-Mar-23 <https://bit.ly/3J4PGCB> Hira Qureshi, Michelle Myers, and Henry Savage 8,870,000

**Metro Philadelphia** (online) Celebrating International Women's Day in Philadelphia 7-Mar-23 <https://bit.ly/3kVI7aa> Molly Given 214,000

**MSN** Celebrating International Women's Day in Philadelphia 7-Mar-23  
<https://bit.ly/3F90Gxx> Molly Given 882,200,000

**Good Good Good** Women-Owned Businesses Now Make Up 50% of This Philadelphia Business District 7-Mar-23 <https://bit.ly/3T2b4ww> Kamrin Baker 542,000

**Metro Philadelphia** (print) Celebrating Women's History Month and International Women's Day in Philadelphia 8-Mar-23 <https://bit.ly/3L838bs> Molly Given 213,495

**PHL17** (online) Train and Nourish Studio 8-Mar-23 <https://bit.ly/3ZMOvyg> Brejamine Perkins, Darian Kukral 10,357

**PHL17** (online) Black N Brew 8-Mar-23 <https://bit.ly/3T2YzBe> Brejamine Perkins, Darian Kukral 10,357

**PHL17** (online) Society Hill Dance Academy 8-Mar-23 <https://bit.ly/3JrdQbS> Brejamine Perkins, Darian Kukral 10,357

**PHL17** (online) Women Mean Business: Rock Your Revenue 8-Mar-23  
<https://bit.ly/3YvEODs> Darian Kukral 10,357

News Break Women Mean Business: Rock Your Revenue 8-Mar-23  
<https://bit.ly/3yp1mes> Darian Kukral 692,552

**Billy Penn** Highway caps are IN; Accused Pa. lawmaker to resign; Philly's trolley history | Morning roundup 9-Mar-23 <https://bit.ly/427uKDH> Staff writer 259,000

**Eater Philadelphia** Where to Buy Interesting, Unusual, and Delicious Bottles of Wine in Philly 10-Mar-23 <https://bit.ly/3yz545b> Carolyn Desalu and Noelle Allen 169,000

**The Coatesville Times** What To Do: Spring is coming and events are blooming everywhere 10-Mar-23 <https://bit.ly/3mSurfK> Denny Dyroff 4,519

**The Unionville Times** What To Do: Spring is coming and events are blooming everywhere 10-Mar-23 <https://bit.ly/3JBypCh> Denny Dyroff 12,500

**6ABC** (broadcast) FYI Philly (WMB segment, 7:20pm) 11-Mar-23 <https://bit.ly/3l2sexS> Staff Writer 143,200

The Ten Best Events Of Women's History Month In Philadelphia March 2023 13-Mar-23  
<https://bit.ly/3YJZRSN> A.D Amorosi 92,400

**PHL17** (broadcast) Action News at 10 (WMB segment, 10:09pm) 13-Mar-23  
<https://bit.ly/3Fq5UFb> Staff reporter 52,400 CBS3 (broadcast) Eyewitness News at 11pm (WMB segment, 11:13pm) 13-Mar-23 <https://bit.ly/3FjCf0b> Staff reporter 102,300

**Wooder Ice** Vinyl Record and Retail Store, Latchkey is Hosting an In-Store Throwback Market With 80's & 90's Themed Memorabilia 14-Mar-23 <https://bit.ly/3JImYIU> Hector Nunez 30,400

**Philadelphia RowHome Magazine's Blog** Girl Scout Inspired Cookie Shakes Return to P'unk Burger to Support Girls Empowerment Programs 15-Mar-23  
<https://bit.ly/3mTDWLI> Staff Writer 7,891

**PHL17** (broadcast) PHL17 Morning News (8:35am) 15-Mar-23 <https://bit.ly/3mUGM32> Staff reporter 6,000

**Philadelphia Magazine** (online) Latchkey, East Passyunk's '80s and '90s-Focused Vinyl Shop, Plans a Pop-Up Vintage Market 22-Mar-23 <https://bit.ly/3JET5YL> Laura Swartz 1,700,000

**Philadelphia Magazine** (online) 86 Things to Do in Philly This Weekend 23-Mar-23  
<https://bit.ly/409l6i9> Patrick Rapa 1,700,000

**Philadelphia Magazine** (online) The Best Spring Festivals to Check Out in Philly 23-Mar-23 <https://bit.ly/3ZjUn17> Laura Swartz 1,700,000

**Wooder Ice** East Passyunk's Flavors of the Avenue is Back With Live Entertainment, 100+ Vendors, Sidewalk Sales, and More 23-Mar-23 <https://bit.ly/42Cfkr0> Hector Nunez 30,400

**News Break** Explore East Passyunk's culinary delights at Flavors on the Avenue 24-Mar-23 <https://bit.ly/3z6AiRi> Marilyn Johnson 692,552

**PHL17** (broadcast) PHL17 Morning News (segment, 8:45am) 24-Mar-23  
<https://bit.ly/3ZglN8m> Brejamen Perkins 5,400

**Philly Bite** Flavors On the Avenue Returns for 2023 24-Mar-23 <https://bit.ly/3KbnSxW> Matthew Torain 18,800

**6ABC** (broadcast) Action News Weekend 9AM (9:40am) 26-Mar-23 <https://bit.ly/3lICnA1> Staff Reporter 119,400

**6ABC** (broadcast) Action News (12:51pm, FYI Philly segment rebroadcast) 26-Mar-23  
<https://bit.ly/42lgZvv> Alicia Vitarelli 83,900

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

- a. Smoke Shops – what can we communicate publicly? Continuing to reach out to City agencies for violations. Communicating with properties currently available to be wary of “convenience store” inquiries.
- b. Potholes – 1909 East Passyunk. Steve following up
- c. Fire Hydrant – 1407 East Passyunk. Steve following up.
- d. Streeteries – Cantina, Bing Bing, and Flannel are the only remaining.
- e. SIS Discussion – Adam G to reach out to Amanda to draft letter. Framework in place. Needs tweaking when time comes.
- f. BID Alliance – Pushing business related issues for next wave of City Officials.
- g. Avenue clean-up day scheduled for March 25<sup>th</sup>.

## **6. Board Input**

- a. Bylaw Revision Process – need updated bylaws regarding election, nomination, term limits – looked to other organizations. Consultant will cost \$2500, will take 3 meetings over 1 month period, with the Board at the last meeting for any revisions.
- b. Board Chair Process to be included in new bylaws
- c. Open Board Seat Process to be included in new bylaws. Michael and Adam are on Bylaw committee.
- d. Michelle has withdrawn from Chair nomination. Michael Giangiardano is named new Board Chair, effective immediately.

Adjourned 10:25 (Nancy, Amanda)

Next meeting April 11th, 2022