



## **EPABID Board Meeting**

**April 11, 2023**

**Present:** Michael Giangliordano, Adam Leiter, Pam Zenzola, Nancy Melchiorre, Amanda Rucker, Pete Spina, Capri Dessecker (remote), Marlo Dilks (remote). Minutes prepared by Elaine Johnson.

**Absent:** Michell Gillen-Doobrajh, Steve Lauer, Adam Geer

**Approval of minutes:** Nancy, Pam

**Approval of Financials:** Pam, Pete

### **1. Financial Updates**

WF - \$122k

Univest - \$65k

Assessments - \$50k come in since last meeting. 30 – 40k ahead of LY.

Flavors budget so far: \$5k entertainment, under budget so far on advertising, can focus on targeted FB/IG ads balanced with PR outreach?

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

#### **a. Business Operations**

- i. 1525 S 11th - Cease and Desist via 3 violations through L & I. No retail tobacco license. Report to smokefreephilly.org, 311 or Mark Squilla's office. Neon "SMOKE" sign gone.
- ii. Rival Bros – Renovations
- iii. 1613 – Rustbelt Nation
- iv. 1618 – Mecha Chocolate
- v. Laurel – A la Carte makeover
- vi. Kouklet renovations
- vii. 1835 – Mystical Life available soon?
- viii. 1914 – Indique Hair Extensions
- ix. Separatist Brewing – license renewal
- x. 1805 – \$9k rent
- xi. 1811 – Nail Salon moving

#### **b. Fiedler tour- April 27<sup>th</sup> 130 pm walk through, Michael to join.**

#### **c. Sponsorship - \$8k**

- i. T-Mobile, Xfinity, 2 Robbers, Action Karate
- ii. Banner Opportunity – Streets Dept Campaign recycling. 6 – 8 weeks starting late April. Replace our banners.

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

- a. Latchkey/Pope – successful trivia night
- b. Sawubona Comedy – sold out event
- c. Cinco de Mayo – Pistolas event/street closure.

- d. May Veterans Fundraiser – May 13<sup>th</sup> event at Fountain to support WMGK veterans cause
- e. Return of Farmer's Market – May 17<sup>th</sup> at SPOAC driveway
- f. June Pride – Ill Exotics interested in making a larger event
- g. September Music Festival – Latchkey, Snacktime, Capri's Steph and Sam

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

- a. Flavors – Metro, PhillyVoice, South Philly Review, etc.
- b. Rallie?

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

- a. Gateway and Mifflin – Pete and Alex coordinating for plantings
- b. Cleanup day – pushed for rain days – happening 4/15? – have brooms, trash pickers, heavy duty trash bags to distribute.
- c. SIS – signed on to brief to require public engagement.
- d. Broad and Snyder – infrastructure improvement. Crackdown on tents selling tasers, nightsticks, brass knuckles.

#### **6. Board Input**

- a. By-law Revision Project – hold off until new director. Must be done by 2024 reauthorization.
- b. Executive Board Election
  - i. Elaine Johnson Secretary (Pam, Nancy) All in favor
  - ii. Marlo Dilks Treasurer (Pam, Pete) All in favor.
- c. New Executive Director Outreach – Indeed, LinkedIn and general outreach. PACDC job board, BID Alliance, Idealist.com, Sustainable Business Network of Greater Philadelphia
- d. Executive Director Transition Process – interviews week of 4/24. Michael to send out questions.
  - i. Events – Coordinate to have Capri/Amanda/Elissa ?
  - ii. Cinco de Mayo (Pistolas) – Capri 4pm – 8pm - Officer Kelly - No Parking signs,
  - iii. Veterans (Adam Iezzi – May 13<sup>th</sup> at Fountain) – Amanda and Nancy 1pm – 5pm
  - iv. QOTA/Pride (Halo Hair wants to host, Ill Exotics talked about something for Pride)
  - v. Latchkey Anniversary (June?)
  - vi. Music Festival (9/10) – Pete and Adam – Casey from Pistolas, Mark from Latchkey, Stephanie and Sam from Capri's office.
  - vii. Interested in Spaces – Adam to send list of people typically checking in on what is available
  - viii. Trip and Fall – Share files/check in with Insurance Company?
  - ix. Annual Meeting – Need to schedule for May?
  - x. Website – Amanda to take over coordination with DigitalCube?
  - xi. Trees – Pete and Alex to coordinate?
  - xii. Grants – Adam to share items in process
  - xiii. Musicians – Adam to share list of contacts for people we typically work with for Fountain pop ups, events, etc.
  - xiv. Farmer's Market – Adam to share contact with Farm to City – Start date of May 17<sup>th</sup>
  - xv. PR/Social/Marketing – Determine contact with Punch Media- Amanda
  - xvi. Computer Stuff – Adam to share login/updates

- xvii. Photography – Melissa Moore
- xviii. Videos – Joe Ronca
- xix. Lights – Chris Cappello
- xx. Santa Dates – Nov 30<sup>th</sup> tree lighting 5-7pm, Dec 3<sup>rd</sup> 3-5pm, Dec 14<sup>th</sup> (pets at Urban Jungle) 5-7pm, Dec 16<sup>th</sup> 3-5pm, Dec 17<sup>th</sup> 12-2pm
- xxi. Volunteers – Adam to share list of typical neighborhood volunteers
- xxii. Capri, Pam, and Nancy to volunteer in office.
- xxiii. Marlo to look into ADP – no more paychecks.
- xxiv. Michael to meet with Mark Squilla.
- xxv. 4/20 7pm Board Dinner at Le Virtu.

Adjourned 10:23 (Pam, Nancy)

Next meeting May 9th, 2023