



EPABID Board Meeting

May 9, 2023

Present: Michael Giangjordano, Pam Zenzola, Nancy Melchiore, Michelle Gillen-Doobrajh, Amanda Rucker, Capri Dessecker, Steve Lauer, Marlo Dilks (remote), Adam Geer (remote). Minutes prepared by Elaine Johnson.

Absent: Pete Spina

Approval of minutes: Steve, Amanda

Approval of Financials: Pam, Amanda

1. Financial Updates
 - a. WF - \$127k
 - b. Univest – over 100k
 - c. Paid PARC for the quarter.
 - d. 3k loss from Flavors weather postponement

2. General Updates and Discussion
 - a. Mark Beyerle will push for June 11 Flavors new date.
 - b. Office is clean (Pam, Nancy, Capri).
 - c. Need to update dropbox/outlook.

3. Upcoming Events/Recaps
 - a. 2nd Saturday starting again. Mother’s Day/Sidewalk Sale for May
 - b. Veterans’ Event Saturday 12 – 4.
 - c. Society Hill event later Saturday night.
 - d. Cinco De Mayo went well at Pistolas/Juana Tamale
 - e. May 17th starts Farmer’s Market at SPOAC. Music at the fountain.
 - f. 1605 – new Lash Bar
 - g. Alex from 1700 called wanting to set up a meeting with Adam.
 - h. 1835 to be convenience store?

4. Public Relations/Social Media Updates
 - a. E-blast has a 35% open rate.
 - b. Website link to newsletter broken. Amanda to request fix.
 - c. Discussed need for Tiktok/influencer reels highlighting businesses.

5. Space Planning, Health, and Safety Updates
 - a. Educate landlords of available properties about tobacco/convenience store startups. Draft a letter to landlords.
 - b. Business development committee outreach.

6. Board Input

- a. 1914 Hair extension business owner expressed she had a friendly welcome to the Ave.
- b. Yoga Uprising needs help – Gofundme/façade improvement.
- c. Tree trimming - Call 311 for city trees.
- d. Planter boxes at Morris need refresh – ask Franco or Alex.
- e. Executive Director candidate discussion. Merits of top 2 candidates debated. Board decides to carry out an offer to Rae Vassar. Michael will prepare an offer.

Adjourned 10:49: Pam, Michelle