



EPABID Board Meeting

June 13, 2023

Present: Mike Giangiordano, Pam Zenzola, Nancy Melchiore, Steve Lauer, Amanda Rucker, Pete Spina, Capri Dessecker(remote), Adam Geer (remote), Marlo Dilks (remote). (Minutes prepared by Elaine Johnson.)

Absent: Michelle Gillen-Doobrajh

Approval of minutes: Pete, Amanda

Approval of Financials: Nancy, Steve

1. Financial Updates

A few assessments have come in since the last meeting.

118k Wells Fargo

Pam taken off as a signatory, Michael and Marlo put on.

2. General Updates and Discussion

Elaine and Pam to make ED process folder.

Email situation needs to be sorted out. Take Adam's name off outlook. Get new email address for new ED: director@visiteastpassyunk.com

Jen Zavala wants to meet to activate gateway.

Michael to reach out to other ED candidates to inform them position has been filled.

Clean out basement of BID office. Pete volunteered.

Carbon Copy brewery opened in Separatist spot and is busy.

Mecha chocolate to open in Fall.

3. Upcoming Events/Recaps

a. Music Fest September 10.

Committee includes Casey, Capri's 2 employees, Adam Geer, Pete Spina, and Mark from Latchkey.

Use Mark Beyerle to organize forms/equipment rentals.

Crafts will be a component. Elissa looped in.

Find sponsors – radio stations?

b. Sips/Passeggiata type event for Wed June 28th. Needs a name.

4. Public Relations/Social Media Updates

3-6-10 reached out

Influencer posts/reels/tiktoks wanted. Reach out to PUNCH for assistance.

Reevaluate PR strategy.

5. Space Planning, Health, and Safety Updates

Beautification – weeding/planting complete by Pete. Will hire Steve to paint stone and wood benches. Alex Balloon says 5k in irrigation to water plants at gateway.

Consider “Taking Care of Business” grant.

Consider creating a separate non-profit “Friends of the Gateway.”

Elizabeth Fiedler and Dwight Evans say to reach out to them regarding funding for the gateway.

Get power wash group quote.

6. Executive Director – Welcome Rebecca!

Suggested agenda for Rebecca: meet and greet constituents, hire assistant, organize and name Wednesday stroll event June 28th, evaluate PR.

Adjourned 11:04: Pam, Pete