



EPABID Board Minutes

July 10, 2023

Present: Rebecca O’Leary, Michael Giangjordano, Pam Zenzola, Nancy Melchiore, Pete Spina, Capri Dessecker, Steve Lauer, Amanda Rucker, Marlo Dilks (remote), Adam Geer (remote). (Minutes prepared by Elaine Johnson)

Absent: Michelle Gillen-Doobrajh

Approval of minutes: Amanda, Pam. *With notes to adjust last month’s minutes to reflect that Pam taken NOT yet taken off as a signatory, but there are plans to that effect.

Approval of Financials: Nancy, Amanda

Board Chair opening remarks

1. Financial Updates
 - a. Income from BID dues
 - b. Outstanding / overdue dues – follow up necessary.
 - c. Banking status 105k Wells Fargo
 - d. Credit card for ED
 - e. Update invoice payment process / transition to on-line auto pay for PECO, PGW, Verizon
 - f. Budget updates
 - g. Cancel Paychex – We now have ADP.
 - h. Schedule signatory change
2. General Updates and Discussion
 - a. Street Paving – should be complete by end of week (weather permitting)
 - b. Admin Assistant budget – 6k
 - c. Gateway activation
 - i. Insurance requirements, rider liability 1 million.
 - ii. Possible Jenn Zavala pop-up?
 - iii. An ordinance would need to be introduced. November at earliest.
 - iv. Gateway has been power-washed, painted, orange shade canvas ordered.
 - v. Organize Friends of the Gateway non-profit? Resurface to concrete? Try for possible concrete sponsorship/trade.
 - d. Wedge façade - ROL to contact owner. Façade program candidate? Address loitering and trash.
3. Upcoming Events/Recaps
 - a. East Passyunk Music Festival
 - i. Budget - 26k
 - ii. Sponsorship package update – Rebecca will send out.

- iii. New Sponsor suggestions
 - iv. Talent line-up status
 - 1. Cosmo Baker to DJ
 - 2. School of Rock
 - v. Vendors / Activities
 - 1. Drumline
 - 2. Indonesian Dance
 - 3. Face Paint
 - vi. Logo created by artist Marth Rich
 - b. Wednesday Summer Swigs
 - i. Cartesian 7/12
 - ii. Pistolas 7/19 (TBD) – PUNCH to come to Cartesian.
 - iii. Suggestions for next venues
- 4. Public Relations/Social Media Updates
 - a. Streamlining communications
 - b. Advertising budget / PR Budget
 - c. Separate Social & PR? Consider Kory Aversa? Re-evaluate Punch.
 - d. Cross-promote with Fringe Fest
 - e. Work on Wednesday late night shopping objective component of Swigs.
 - f. Influencer content needed for social media.
- 5. Space Planning, Health, and Safety Updates
 - a. Broad and Snyder – complex issue still being addressed regularly.
 - b. Security camera registration / Corridor Safety Enhancement Grant
 - c. Trash cans
 - i. Big Belly status
 - ii. New trash can proposal
- 6. Board – Committees (*see Michael’s email from 7/17)
 - a. Committee structure, terms, and bylaws
 - b. Finance + audit
 - c. Development: Fundraising + Sponsorships
 - d. Nominating + Leadership
 - e. New Business Development (EPA BID tenant recruitment)
 - f. Strategic Partnerships
 - g. Governance
- 7. Board Input:
 - Recycle banners 9k sponsorship to display.
 - Sustainable Business walk-through (sbnphiladelphia.org) scheduled 9/30

Adjourned 10:37: Rebecca, Steve