



EPABID Board Meeting

August 8, 2023

Present: Rebecca O'Leary, Michael Giangjordano, Nancy Melchiore, Pete Spina, Michelle Gillen-Doobrajh, Amanda Rucker, Capri Dessecker, Marlo Dilks (remote), Adam Geer (remote)

Absent: Steve Lauer

Approval of Minutes: Amanda, Nancy

Approval of Financials: Nancy, Capri

1. Financial Updates
 - a. Income from BID dues: 198k
 - b. Outstanding / overdue BID dues from 80 properties. ROL to issue letters this week to those who have not paid.
 - c. 34K in sponsorship – Recycling sponsorship is 14k of this – 3k for banners = 11k net from this project. Check just arrived. Giordano's is new sponsor!
 - d. 6k budget for personnel, 10k for Legal cost. Spent 17k of 27k budget on Flavors. Spent 2100 of 4k budget for Restaurant Week. 6.8k for beautification. 700 lighting. Façade Grants are at 2.8k so far. Remind businesses about façade grant.
 - e. EPABID Banking status
 1. Marlo to replace Pam as co-signatory (Date)
 2. Increase dollar amount (from \$500) for checks requiring 2 signatures.
 - f. Transition to on-line autopay where possible.
 - g. Wire transfer information for sponsors?
 - h. Change Wells Fargo account? Shop around for new bank.
 - i. Look into PECO Grant, Philly Activities Fund Grant, Women-Run Grants
2. General Updates and Discussion
 - a. Organizational support candidates:
 1. Ann Lastuvka – QuickBooks clean up and Assessments. Current PT Director of Operations of NLBID, SP resident.
 2. Nick Moncy – Adobe – Graphic Design, Photo/Video Editing, documentation, copywriting
 3. Renee G working w ROL 1 hour for the next 3 Fridays to develop and document best practices for ROL @ EPABID
 - b. Gateway activation
 1. We have not received a reply / quote from Knies Insurance for liability coverage required for East Passyunk businesses to officially activate the

space (under the supervision of EPABID) – Mixed Use annual rate requested.

2. Neighborhood artist David Guinn submitted a grant proposal under the (EPABID 501c3) requesting \$7500 to produce a site-specific mural on the East Passyunk corridor and was recently awarded the funding. After thoughtful discussion, it was determined that the very front of the US Savings Bank building at the Gateway is the ideal location. ROL to contact John L for permission.
 - a. Check is made to EPABID, we need to issue a check to David asap for \$6750 (\$7500 minus 10% fee).

3. East Passyunk Music Festival

- a. Performers and artists line up confirmed
- b. First round promo posters distributed. Remaining posters can be picked up at EPABID office.
 - i. ROL took stack of posters to NoLibs, posted on phone poles prior / during 2nd Street Festival on Sunday 8/6, gave 2 posters each to owners of Johny Brendas, Standard Tap, 700, etc., for posting in their establishments. Posters will also be distributed / posted by NoLibs BID.
- c. Second round Festival posters to be ready for print by 8/22
- d. Martha Rich to provide limited edition concert poster and sold at music festival
- e. Looking into having t-shirts / other promotional merchandise, branded with music festival logo, produced for the event. Reusable cups for cocktails/beer? Donations table with Venmo Qr code. Merch table at event. Set up with POS to possibly transition to e-commerce after event.
- f. Banners/flags in development
- g. Stephanie Saracini is organizing volunteers
- h. Witty Gritty event producers are working with ROL pro-bono, leading up to and day of event.
- i. Mark Beyerle
 - i. Filed permits, triggering Septa re-route, PPA lot clearance and prep for towing on day of event.
 - ii. Receiving EPA business registrations and is providing ROL updated lists regularly.
- j. Sponsorship update
 - i. Giordano's Garden Groceries (New brand name TBD), title sponsor for the main stage.
 - ii. Penn Beer is interested in a morning get-together with restaurant and bar owners to familiarize everyone with brands of beer
 - iii. ROL approaching liquor sponsors: Bottld (distributor) / Stateside / Bluecoat / Hornitos
 - iv. MG has been sharing contact info with ROL, to reach out to potential sponsors.

- k. Vendors / Activities
 - i. Elissa is receiving new vendor submissions for consideration. Will be going to Kylies Art + Textile Market at JOG on 8/19 and 8/20 to scout and recruit.
 - l. PR
 - i. Punch is still agency of record for EPABID and they will solely handle our social media
 - ii. Kory Aversa is providing additional PR and publicity services for **this event only**. He was brought on to supplement and complement what Punch is doing. Influencers.
 - m. Storefront Activation
 - i. Owners of vacant storefronts will be asked by ROL to utilize their windows for the festival. Ernie Knechel / Rockland Capital Approved the use of the former Chase Bank space for this purpose. We are also discussing the possibility of Rockland capital to be a potential sponsor of the event. 1805 E. Passyunk will likely be activated as well.
 - ii. Conrad Benner of Streets Dept (Public Art Blog) will be organizing a panel discussion with a group of artists who also work in the music industry and/or works at the intersection of visual art and music. Coffee and pastries at 10 am before the official start of the event. We will reproduce the artist's most recent artwork to fit windows, from the inside, with EPA BID branding and Fall Festival information.
4. Summer Swigs
- a. We will revisit the concept and structure of this promotion in mid-September, asking businesses to provide constructive feedback.
 - b. The intention was for this concept to benefit the entire Avenue, and the 'spotlighted' venue was strictly to give it a new hook every week.
 - c. Organize music on the fountain on Wednesdays and Saturdays.
5. Space Planning, Health, and Safety Updates
- a. Pick pockets at POPE.
 - b. Broad and Snyder – Elizabeth Fielder came to EPABID office last week and we discussed getting SEPTA to finance better street lighting, security, and cleaning crews to have a continual presence at that intersection.
 - c. Security cameras – what are shop owners using? Are they registered with the police?
 - d. Sinkhole on 1600 block needs to be addressed asap, either by fixing properly or putting a steel plate for the event.
6. Board business / Executive Session

7. Security Camera Grant – can we follow up? Reapply?

Adjourned 10:49: Michelle, Nancy