



EPA BID Board Meeting: September 19th, 2023

Present: Rebecca O’Leary (remote), Michael Giangjordano, Marlo Dilks (remote), Pam Zenzola, Michelle Gillen-Doobrajh, Pete Spina, Steve Lauer, Nancy Melchiore, Capri Dessecker (remote), Adam Geer (remote), Olivia Fredericks (working in background). Minutes taken by Elaine Johnson.

None absent.

Approval of Minutes: (with correction recording vote raising limit to \$2500 requiring 2 signatures on checks) Steve, Pam

Approval of Financials: Steve, Pam

1. Financial Updates

- a. Actuals from EPMF currently being tallied, final cost ETA 9/26
- b. Income from BID dues – 1722 Passyunk is closing this week and is to pay \$4206.98 including interest and penalties.
- c. BID statements sent out, inquiries coming in.
 - i. **I.e. 1904 E Passyunk:** Are there any other accounts that have special circumstances that are **not** noted in QuickBooks?
 - ii. Accounts that were active in 2003, 2004, 2005: balances not collected, property sold, no liens filed. I.e. 1328 E. Passyunk with balance of \$4821. Ok to remove?
 - iii. Working with Ann Lastuvka, (Director of Operations, Northern Liberties BID) 5 hours a week to sort out accounts with old debt and clean up files to prepare for transition to QuickBooks online (At no cost or under \$100 flat rate with [TechSoup](#). Matthew Radar was last EPA BID account holder w TechSoup. ROL waiting for Tech Soup Customer Service to contact us with existing access number. Once account is active, we add other helpful subscriptions.)



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ORGANIZATION: **East Passyunk Avenue BID**
STATUS: **Nonprofit with 501(c)(3) status**
EIN OR FBCE ID: **13-4237027**

To add this organization to your account, provide your organization's association code.

ASSOCIATION CODE: [?](#)
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Matthew Rader
Executive Director

- d. PABID Banking status
 1. Would be wise to have a bank account that has free ACH / Wire transfers. Wells Fargo?
 2. Connecting Square w Squarespace for Merch sales
- e. Plan to transition to on-line auto pay where possible.
- f. Is Marlo officially treasurer? Rebecca led a discussion of the effectiveness of Treasurer being remote. The board concludes Marlo is effective and rarely needed on site. Michael can sign checks if needed.
- g. Date for removing Pam as holder of WF and all bank accounts? Michael will print letterhead of minutes naming him Chair and Marlo Treasurer and set a date this week.
- h. Move money from Univest to WF. \$500 coming from State Farm for signage. Giordano's 10k coming by end of November.
- i. Old PNC checks to be shredded

2. General Updates and Discussion

- a. Gateway activation - EPA BID now has insurance rider for use and activation of the Gateway. Need to establish process / guidelines / centralized portal for to apply and plan for activation.

3. East Passyunk Music Festival

- a. Committee debrief on Wednesday 9/20. Survey link has been created.
- b. Archive and collection of all press to be compiled week of 9/18
- c. Vendors / Activities
 - i. Gap between EPMF + Flavors sponsors and vendors identified ROL / EK tightening up process with shared documents for all events. Assignments to vendors shared.

- ii. Gov't official row to be established for all events.
 - iii. Consider prize wheel? Raffle?
- d. Special notes: MVP trash – free of charge. Great looking vacant storefront windows.

4. Upcoming Events

- a. Fall Fest planning underway. Community email sent out 9/17. Fall Fest graphics ready in the afternoon of 9/19. Posters and collateral 10/1. Press release will be within the week.
 - i. Witches of East Passyunk Bar Crawl 10/25. Resaturant and bar signup – Rebecca will email, call, and ask in person.
 - ii. Michelle will be involved in planning/committee
- b. ROL EPABID / Elissa / Alex Balloon PARC / to establish shared annual calendar of events, shareable for all organizations and to meet quarterly.
- c. Recommend that Alex Balloon join EPA Board Meeting quarterly to keep open communications.

5. Holiday Decorations

- a. Existing processes / existing committees / decision making process review
 - i. I.e. Who has made the decisions about tree selection and decorations, street decorations, planning, strategy and budgeting for holiday décor?
 - ii. Reassess wreaths. Expensive to store.
 - iii. New banner needed,
 - iv. Nancy will be involved with planning/committee. Michelle in an advisory role. Reach out to Kristina from August Moon to join.
 - v. Consider Hoffman Design Group?

6. Board Discussion

- a. 3 emails and 1 in-person visitor inquired about opening a business on the Ave.
- b. Reassess contract with PUNCH. Put together RFP for 2024.
- c. Rebecca to consider Kory Aversa for event PR on a case-by-case basis.
- d. Book Pat Jackson for Tree Lighting.
- e. Pam Zenzola to step back to Board Representative, effective when Marlo is added to the bank signatories as Treasurer.
 - i. Michelle and Michael will convene on seat-filling process.
 - ii. Seat ends March 2025
- f. Bylaws need to be rewritten. Consultant must be hired. Adam G cannot write laws as sitting board member.

Adjourned 10:41: Pam, Michelle