



## **EPABID Board Meeting**

**November 14, 2023**

**Present:** Rebecca O' Leary, Michael Giangiardano, Marlo Dilks, Capri Dessecker, Nancy Melchiore, Pete Spina, Michelle Gillen-Doobrajh, Pam Zenzola, Adam Geer (remote), Olivia Fredericks, Ann Lastuvka. Minutes taken by Elaine Johnson.

**Absent:** Steve Lauer, Amanda Rucker

**Approval of Minutes:** Nancy, Capri

**Approval of Financials:** Pete, Capri

1. Financial Updates – \$16k in Univest. Will move \$10k from Univest to Wells Fargo. Michael and Marlo are on Wells Fargo account. WSFS account has \$1100. United Savings has \$26K – Michael and Marlo to see if we can raise the interest rate there.
  - a. Update from Ann Lastuvka
    - i. Assessments – 70% of collections are in for 2023. Ann sent letters November 1<sup>st</sup>. Very little response from September mailing. Finance charges to incur by Jan 1.
    - ii. Quickbooks online – net 60 terms for January. Assessments have been billed based on 2023 property tax, however by-laws require based on 2020 property tax. We have overprocessed 13k. Will give credit for those affected.
    - iii. Compared ordinance with NoLibs. Used Phillip Green from Commerce Dept (as did we). Can update 5 vs 10-year authorization, adjust boundaries, set budget via fixed assessments or a multistep calculation. 112% provision.
  - b. Samuels \$100k check for 2023 + 2024 status – New CFO. Paperwork to be signed tomorrow for 2023. Can ask for 2024 right after?
  - c. Fulton Bank – reduced their annual sponsorship from \$10k to \$2500. Needed more social engagement.
  - d. Giordano's – need to collect \$10k before 12/31/23. Ann to send the invoice. Marlo to send memo.
  - e. PABID Banking status – Debit Card not received as of 11/12/23 - but is en route.

## 2. Upcoming Events

- a. Christmas Tree lighting – Wednesday, November 29<sup>th</sup>. Show mobile coming. Street closure check submitted today. Sing-a-long scheduled. Giordano's is bringing promotional materials. Ornaments are arriving now.
- b. Hot Chocolate Crawl – Saturday December 9th. Rebecca ordered mugs and received multiple discounts from discountmugs.com. Paid approximately \$3-5 per ceramic mug and \$7.50-8 for travel mug. Will arrive 11/21 or 22.
- c. Menorah Lighting – December 10<sup>th</sup>? TBD by Shtiebel.

## 3. Holiday Decorations

- a. 14' tree ordered by Urban Jungle – to arrive prior to 11/22
- b. Outdoor Décor to deliver and install wreaths on Wednesday 11/14. Rebecca will ask about replacing faded banners at that time.
  - i. ROL + Chris Capello will coordinate with installer to instruct placement and add additional lights where possible. Capello to de-install and ROL to determine new storage facility in 2024.

## 4. Reauthorization Timeline – We may want to add an associate program of adjacent properties to receive partial benefits of the BID at a reduced assessment rate? i.e., Artisan Boulanger, CM Neff Cook Supplies, Fountain Porter. We don't need to include events and supplemental sponsorships in the ordinance. Consider a participation fee for businesses for events.

## 5. Board Concerns

- a. Security cameras – grant pushed until end of November.
- b. PUNCH to share calendar of scheduled posts. Kory bought on for holiday PR.
- c. Website – Pete and Rebecca met with former members of Digital Cube, they have something immediate they can do to migrate parts of the site to a new host. But a full migration will take 4-5 weeks. \*Proposal and vote for new consultant to migrate in addendum below.
- d. 11-person board is not recorded in the bylaws. The law says we can have up to 15. How do we fill our empty seat? Board to discuss privately if we expand the number of seats and if we go back to the last applicants or open it up to all. Add a seat for representative of municipality, ie Phillip Green or Kenyatta?

## 6. New Businesses – Paradiso may become Nail Salon/Spa. Delicious Sweets had a Grand Opening. Cramer's will be vacated in January. Primal may become restaurant. Tre Scalini for sale, not lease. Forever Valentine is makeup tattoo. 1811 to become a hair salon. A

vintage clothing store has opened where CBD shop was. 1835 to become Nutmeg – prepared food and mocktails veg friendly.

11:01 adjourn: Pete, Nancy

\*Addendum 11/16 Proposal from Jason O'Mara to migrate the website to a new host. Sent to board via email from Chair:

*"Here is an updated outline of your current website status. It's what I sent last night but with estimates for our work included. If you move forward with the website rebuild today, we can schedule it out to start tomorrow and have it done most likely in 2-3 days. I have indicated 7 business days max to ensure we have a buffer for any issues, of which I don't anticipate.*

*Hosted with Digital Cube*

*All data is accessible in website admin*

*Amber indicated that your hosting and maintenance bill with Digital Cube is past due and/or not renewed*

*Issue with website not displaying events, news or businesses is either related to a bug in the code or intentional turning off of that part of your website (I suspect it's a bug given that nobody is maintaining the code as per Amber's suspicion)*

*Your website is a hybrid application - uses part of Wordpress for backend management and Digital Cube's proprietary codebase for frontend*

*This prevents the website design files from being access or migrated to another host*

*We can potentially migrate the data using this*

*plugin <https://servmask.com/products/unlimited-extension>, but we won't know until we purchase it and attempt migration*

*In the short-term, I would advise rebuilding a simplified version of your website from scratch using the current design and a new install of wordpress so that you can get news and events up and running ASAP*

*Long-term, we can work on getting the data migrated for business listings and build out new custom controls to allow for managing that data as a separate project. We did something similar for Haddon Township BID (<https://shophaddon.com/directory/>).*

*Scope of work*

*Based on the urgent nature of this project, I recommend 2 phases, with phase 2 being optional.*

**PHASE 1**

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*Initial R&D - \$120 (Fee waived if moving forward with website build)*

*Initial project R&D including communications, phone calls and data migration testing.*

*1 hour x \$120/hour = \$120 (actual time spent was 3+ hours)*

*Website Rebuild - \$2000 (discounted from \$4500)*

*Rebuild <https://www.visiteastpassyunk.com/> as a custom wordpress theme on a different hosting server*

*Match current design as close as possible (< 5% variation)*

*Include controls for News and Events management*

*Includes migration of all visible content except business listings (190 records), past events (33 records), past news (18 records)*

*Does not include controls for businesses / directory*

*Timeline - 3-7 business days depending on date of approval*

## *PHASE 2*

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*Website Business Listing - \$500*

*Build out Wordpress Custom Post Types for business listings. Does not include manual migration of 190 business listings*

*Data Migration Attempt - \$150*

*Purchase <https://servmask.com/products/unlimited-extension> and attempt data file import using file exported from current website admin*

*at <https://12e4e5b269f5820d5ad2a3cd8527a9e2e9280667.hl-a.getshifter.co/wp-admin>. Note that data may not be compatible with standard wordpress installation. Should data migration fail or not be compatible, content migration for news, events and business listings can be done manually by us or you internally.*

*Timeline - 2-5 business days depending on date of approval*

*Best,  
Jason"*

Motion approved by majority vote via text on 11/16. We will hire Jason.