



## **EPA BID Board Meeting**

**January 9, 2024**

**Present:** Rebecca O’Leary, Michael Giangjordano, Marlo Dilks, Amanda Rucker, Pete Spina, Michelle Gillen-Doobraj, Nancy Melchioro, Steve Lauer, Capri Dessecker (remote), Adam Geer (remote), Ann Lastuvka (staff), Olivia Fredricks (staff). Minutes prepared by Elaine Johnson.

**Approval of Minutes:** Steve, Nancy

**Approval of Financials:** Amanda, Nancy

### **Opening Remarks:**

This is Steve Lauer’s last meeting. Thank you for your service. Mark Squilla will send a new proxy to our next meeting.

Congrats to Adam Geer on his appointment by the Mayor to Chief Public Safety Director.

### **1. Financials**

- a. Status of 2024 Budget Draft for approval
- b. Motion to approve: Amanda, Marlo. All in Favor. Budget approved.
- c. United Site Services – portapotties for Music Fest paid, outstanding bill for Flavors is in dispute. Rebecca/Ann to clear with Mark Beyerle later today.

### **2. Safety**

- a. All avenue meeting with Sergeant Mundrick to be scheduled for next week.
- b. Review camera details from Omega.
- c. Goal: Every business has a camera tied to police.
- d. Business emergency notification – Facebook group does not reach everyone. Email blasts using newsletter service sometimes go unread/look like spam. WhatsApp can do this but even fewer people have it. Text alert comparison – there is one integrated with Mailchimp. Check with Jason, he may have something we can use for text blasts.

### **3. Black n Brew**

- a. Colleen reached out to all politicians.
- b. BID cannot get involved in landlord/tenant disputes.
- c. Crisis Management Communication meeting with PARC and us/consult Kory
- d. Statement to differentiate us from PARC.
- e. Ok for individuals to sign petition, depends on language of the petition
- f. Show available properties to Black and Brew.
- g. Adam Geer gave lawyer recommendations.

#### 4. Upcoming Events

- a. Restaurant Week Feb 26 – Mar 8
  1. Survey issued to all restaurants for participation details.
  2. \$250 participation fee
  3. Bottle shop + SHDA want to participate. (Potential for a ticketed event to benefit EPABID)
- b. Women Mean Business
  1. ROL meeting with Karen Gross / She Rocked It on Wednesday to set up March event
- c. 1805 Window Activation January 19 – Feb 27. Citywide art exhibition commemorating the [50-year anniversary of Focus](#) – Women in Contemporary Art. Will do one or more evening programs.

#### 5. Fundraising Ideas

- a. quarterly raffle for a 'unique experience East Passyunk ave' (?)
  1. ie: cocktail, dance lesson, dinner, dessert.
  2. Guided shopping tour with lunch
- b. Pre-Flavors – 1 block street closure (different one per week?) in Spring for night of outdoor dining – ticketed event
  1. Sponsorship package with 1 sheet bullet points by next month.
  2. Collect sponsorship contacts.

#### 6. PR

- a. Kory Aversa will work for EPABID doing PR and social media for 3 months at a reduced rate.
- b. He can come in to discuss expectations with Board Members
- c. Date to draft an RFP?
- d. Exit interview with PUNCH cited lack of consistency, difficulty in scheduling with Rebecca, not told about bringing Kory on for the Hot Chocolate Crawl.
- e. In the future, we need one contact person, timely meetings, a google doc for business promotions/content, and store visits.
- f. Amanda will resend last RFP.

#### 7. Reauthorization updates ROL + Ann

- a. Survey drafted – ([DRAFT linked here](#))
- b. Set date for community meeting (Late January? Olivia can send out form for signups of 2 different dates)
- c. WEBSITE updates associated with Reauthorization – to include ordinance, updated bylaws and 990s.
- d. Flyer to be created: This Is What We Do

**8. New Businesses/Openings/Closings Etc updates**

- a. Suprette opening in Primal space
- b. Pizzata Pizzeria changing names/family member ownership from Birra.
- c. Bucatini in Caffe International space. Unpaid assessment.
- d. IllExotics closing – factors we cannot control

**9. Board Updates**

- a. Need to figure out expansion and filling vacant seat
- b. Michelle and Michael will organize applications/procedure by the end of the month.
- c. Board Representative definition: all the access/privileges of a Board Member but cannot vote or be on a committee.
- d. Do we need term limits? Consider and continue discussion for new bylaws.

**Adjourn 10:45** – Pete, Nancy