

East Passyunk Avenue Business Improvement District, Inc
1904 East Passyunk Ave
Philadelphia, PA 19148

Monthly Board Meeting: April 9, 2024

Call To Order 9:07am

Roll Call : Michelle Gillen-Doobrajh, Marlo Dilks, Michael Giangjordano, Nancy Melchiore, Capri Dessecker, Amanda Rucker, Pete Spina, Olivia Fredricks (staff), Ann Lastuvka (staff), Adam & Casey from Pistolas (guests). Minutes prepared by Elaine Johnson.

Chairperson's Comments

- Approval of Agenda (Joe, Nancy)
- Approval of March Meeting Minutes (Nancy, Capri)

Election Results

Chair Michelle Gillen-Doobrajh

Secretary Elaine Johnson

Treasurer Marlo Dilks

Jim Gallo and Varnana Beuria have not been members of this board in some time and should be removed from all accounts including WSFS.

Michelle -Thank you for your service, Michael.

- Approve Bylaws

Donna Harris guided us on updates to our bylaws. We have received information that put these changes in question. The Executive Committee recommends that the only changes we should make to our bylaws, to include in our reauthorization packet for immediate submission, is to change our members to number between 5 – 15 (as required by law) and to de-gender the language.

Motion to update our bylaws to 5-15 members and de-gender the language: Joe, Nancy

All in favor.

Bylaws approved as amended.

Michelle – Thank you for your support and work. You are all recognized as volunteers. Your time is appreciated. Please add Joe to the website as the Councilman's proxy. PARC will be doing work on the fountain beginning May 1st. It will be roped off.

Public Portion of the Meeting

Casey – I acknowledge the pressures of a volunteer board. I am here in a show of support and want to be involved. Subcommittees will increase effectiveness and be inclusive.

Treasurer's Report – Marlo

Univest updated signatories to Michelle and Marlo. Michelle and Marlo to change the rest this week.

Motion for President, Treasurer, and Secretary (as third) to be signatories with any two signatures required for check writing – or email to the Executive Board with response of two for debit card purchasing. (Joe, Marlo)

All in favor.

Thank you to board members sponsoring Flavors: Nancy, Elaine, Michael (1k to include volunteer shirts), and Capri (bounce house).

Finance Questions:

- Amanda- Eventbrite did not pass on credit card fees to ticket buyers. Ann – No. Switch to Ticketleap or another service next time.
- Joe – Thank you, Ann. We are at 80% collections and only one quarter through the year.
- Joe – Do Univest and Wells Fargo donate to the BID? Marlo – Univest does. Consider consolidating accounts.
- Amanda – Did last month's \$2500 graphic design really require the 50 hours billed?
Olivia – Yes. One round of revisions was Kory's placement of East Passyunk in the design. Next round of revisions was Elissa reaching out to the designer to add names of all 20+ restaurants. Took a lot of time. Michelle - There was another graphic designer hired by the ED who worked on an alternate design for Restaurant Week. ED offered him 1k for the work, but he billed later for his actual hours which was \$750.

Next time: Have 1- or 2-point people on the Marketing Committee draw up a scope of work with revisions budget. Have a checklist for every graphic (branded elements, etc.). The first revision should include the whole marketing committee, including Kory, to reduce the number of revisions. 1 person should be appointed the Contract Manager. Right after Flavors, the marketing committee should meet with Elissa and require hard written quotes from graphic designers/artists going forward. There should be a clearer division of roles. Work smarter not harder, and at a higher level of organization.

- Approve Finances (Joe, Nancy)

All in favor.

Committee Reports

1. Nominating Committee-Joe Marino

Two documents are edited and corrected.

- Open Board Member Seat – out and should be put on the website.

Reminder email for applicants should be sent out today in a plain-text email.

- ED search update – job description sent to board for approval.

To be listed on, BID Alliance, LinkedIn, our website, International Downtown Association, Ideallist(?). Indeed was not effective last time.

Michelle will send out.

Extend deadline to May 15th. The committee will narrow to 3.

2. Business Development-Michael Giangjordano

Will invite other community members/business to join committee. Committee chairs, in general, do the outreach, invite participation. Be inclusive. Prepare 5 – 10 minute report for next meeting.

Casey donated Pistolas for Business Owner Happy Hour on May 13th 5 – 7pm. Thank you!

3. Marketing/Promotions-Amanda Rucker

Wants to write an email to businesses – Thank you for your support. Please reach out.

Google My Business is claimed, Canva account can be used as low-cost graphics, will work on website to try for a Google Ad Grant.

Plan for summer promotions – partner with Penn Beer for Passyunk Pours, an Avenue wide promotion.

Nutmeg/QOTA/Recovery Centers of America = Triangle of Success – plan for QOTA event soon

1 night a week street closure event?

- Logo permission for Mecha/other businesses

Yes, but we need to approve use, 15% proceed in a contract.

4. **Finance/Sponsorships**-Marlo Dilks

Need 15k in sponsorships for Flavors. Looking into Penn Beer 4k contract from last year's Flavors. Offers day-of printing.

5. **Beautification**-Pete Spina

- Fountain work from PARC
- Franco from IIIExotics doing planting at Morris planters.

6. **Events**-Nancy Melchiore

- Recap of Women Mean business – Michelle

Thank you to Marlo/food, Amanda/wine, Human Robot/beer, Pete/PA system, Shana/event space.

53 people in attendance.

Tova was sick, Michelle was 4th panelist.

Kory suggests moving the event up to the beginning of March in the future.

- Flavors Updates
- Planning/logistics-Nancy

Bouncy House ordered, Street closure permits filed, Posters printed, need C of I. Flyer Old City and other parts of city.

Participation: 20 restaurants, 23 retail.

Need menus from restaurants.

We will sell BID merch in front of Headhunters. Get Square password and update inventory.

Volunteer shirts – Michael will sponsor.

Pistolas sponsored bands, paid for sound guy. Should have logo on website. Stage name.

- **PR/Marketing/Merch**-Amanda

Press release is out. 2nd press release set or the 15th. No Metro ad. IG ads (\$200). \$300 will be to subsidize preview with influencers.

VIP lounge at SDHA for VIPs and Media. Approx 20 people. Need swag bags.

- Budget & Sponsorships-Marlo

Marlo will call Giordano's for remaining balance of sponsorship.

7. **Reauthorization**-Elaine Johnson

On 3/25, we voted for all the various components of our BID plan.

Motion to approve the BID plan presented at the Annual Meeting, with possible change to ordinance end on 12/31/2029, and possible property additions of 833 Wharton and 1100 Reed. (Amanda, Nancy)

All in favor.

Our Annual Meeting was held via Zoom on April 2, and was well attended with 40 attendants. It included a long Q&A section, during which we got many great questions, but many aggressive ones from "Brett Morton," in the chat. Brett Morton was listed on Zoom attendance and was the only name no one recognized. We received information that the former ED was in attendance at the zoom meeting, possibly and presumably as Brett Morton.

Thank you, Marlo for presenting.

8. **Administrative**-Michelle Gillen-Doobraj

Motion for Executive Closed session to discuss personnel (Michael, Amanda)

Executive Session

Adjourn 12:12 (Michael, Michelle)

Next Meeting: May 14th