

## **2.20.2020 FKABID Meeting Minutes**

### **Resolutions passed:**

- January minutes approved
- Pursue Conservatorship for 401-405 E Girard
- Approved MOU between FKABID & Fishtown Co
- Budget approved pending line item name changes discussed
- Next Marketing Committee Meeting was moved to Monday March 2nd at 4PM

### **Detailed Minutes:**

Lisa motioned, John seconded, January minutes are approved

### **Financial Update:**

Applying for \$100,000 for Marketing/tourism grant. Kae is working on a technical assistance grant to provide marketing services for businesses, Randi and a tech person to provide service to BID businesses.

**Historic Trolley car:** Marc filed for a donated historic trolley car to put on LSH land to then program.

**Conservatorship:** 2600 Frankford blk is moving along, 401-405 E Girard Ave is one we are interested in... the nonprofit dissolved from what we can tell. Denise motioned, Andrew seconded, all approved. Resolution passed.

**Budget:** Budget documents reviewed in detail with the board.

**Marketing:** Josh brought up that he thought we were going to have an RFP for branding. Marc explained that this came up at the marketing committee and we decided to only allocate money for a RFP for the website, not for branding.

Josh: This logo is going on everything, it is important. Marc: this is why we have a marketing committee. We don't want to spend too much time or too much money... but we also don't want to end up with a bad logo. What is the compromise? Roland suggested two more weeks to figure out the logo.

John and Denise are withdrawing from the Marketing Committee... Lee is joining.

Do we want to do an RFP for the logo or can we do it in house?

We are doing a market study with Commerce, we are looking into research as to our target audience in house as well.

We need further development, we need more options. The Marketing Committee is meeting next Thursday at 4PM , in the meantime email Marc directly.

Lisa has reviewed the budget with Kae thoroughly, it is conservative and Lisa feels ready to approve it.

Cameras: we selected Omega due to their maintenance plan and the preferred vendor. We reviewed multiple quotes. This sparked conversation around the relationship between the board and the advisory board, as well as standard financial controls, Kae will begin to draft some policy governance documents.

Need to approve the MOU between Fishtown Co and FKABID. Paul makes motion to approve, Skip seconded, all unanimously approved.

Skip asked for where the logo will be placed to better decide.

Whole board will be involved in marketing discussions until a logo is created.

Lisa motioned to approve the budget, Josh and John seconded. All approved pending line name changes discussed.

Motion to move the Marketing meeting to the following Monday at 4PM for Roland and retail to get there.

Marc & Kae met with Commerce yesterday to talk about Parking, they now want us to present to FNA about the 3 hour parking. We are also talking to PPA about their parking lot near Bottle Bar. Marc is talking to Clarke about it, this could be an earned revenue opportunity. Cake Life also uses that parking lot so we need to talk to them.

## **EXECUTIVE SESSION**

Meeting Adjourned.