

Fishtown Area BID

Board Meeting Agenda

Thursday, March 19, 10:00am

1509 Front Street

1. Welcome and Introductions (Call of the Roll)

Paul, Roland, Michael, Denise, Janay, Bianca, Kae, Marc, Randi, Mark

2. Approval of February, 20, 2020 Board Meeting Minutes

No proposed changes, we will motion via email next week to approve.

3. Budget and Financial Report

We would like to defer assessment payments until May 1st. Lisa confirmed economically this is fine. NKCDC is closed so their cleaning has stopped, RWA was going to start April 1st, it's unclear if that will stay. Looking into ways to reach other sectors through e-commerce, live streaming etc.

Please take the commerce survey. Looking into large meal order sponsors for essential workers. Hoping to have this in place as soon as Monday, this will be a way to get orders to our businesses and do good for workers. LSH is still accepting food donations and we will stay in contact to help our more needy neighbors. FNA is a day away from launching a help portal, we will help promote.

4. Executive Director and Director of Operations Reports

- a). Coronavirus Updates and the FKABID;s role

They have extra officers now. We prepaid for 3 more weeks.

5. Small Business Administration Presentation

They will be at our next in person meeting.

- a) Thomas Rossomando, Nation Director, Advocacy, U.S. Department of Manufacturing and Technology; and

- b) Elmo Rinaldi, Region 3 Advocate, U.S. Small Business Administration

6. FKABID Health Insurance and Retirement Plan Initiative

a). Mark Goldstein, Goldmark Associates (Benefits and Insurance)

Group insurance plans for businesses. This is recreating what used to be a popular benefit of the Chamber of Commerce, 1-2% discount on insurance price. 1.5% credit of monthly premium, on hold, can be rolled out in a month or two. If you have or want to start a 401K, we will also have a similar arrangement. Board consensus that there isn't a downside, we will deliver written materials to the board for further discussion. We are talking commercial group plans here, not individual yet, but we will continue to look into it.

7. Branding / Marketing Committee Update: (Randi Sherwood)

Met on Monday March 2nd, we made some decisions at the end. Folks decided to keep the graphic design portion in house, and keep it simple. Bold but simple. Sent out designs yesterday. We all like the use of Fishtown District, no complaints. More concern about FD not meaning anything alone. It needs to be established. Folks like the District small and off to the side. Bianca and Skip make motions that the logo and FD used in combo. All unanimously approve. Skip Motion to approve the logo with the larger district offset, Roland seconded. Vote via email with which one you like. Will be sent post meeting with new usages.

a). Website RFP review

Paul motioned to release, Skip seconded, all in favor unanimous.

8. Corridor Parking Update

This is coming, but will be a bit delayed for obvious reasons. PPA is doing an updated parking study for our area including Frankford & E Girard, we told them to hold tight on Front st. They should have the study back to us once this is over. We will help residents get permit parking on side streets if they need it. We will be getting the PPA lot on Frankford and Thompsen. Would be this council session.

9. Executive Session: (Board Composition Update). Deferred.

10. New Business

11. Adjournment Skip motioned, Janay seconds. Unanimously adjourn.