

**Fishtown Area BID**  
**Board Meeting Agenda**  
**Thursday, May 21, 10:00am**  
**1509 Front Street**

1. Welcome and Introductions (Call of the Roll)

Attendance: Marc, Randi, Kae, Josh O, Andrew O, Lisa, Denise, Matt, Lee, Paul, Roland

2. Approval of April 23, 2020 Board Meeting Minutes

Denise Motions to approve, Andrew seconds, all in favor. Motion passes.

3. Budget and Financial Report

Kae Anderson, Director of Operations, is working on a revised budget for the rest of 2020 to take into consideration the altered collections, expenses and programs due to the COVID-19 emergency. 2021 Assessments will come in October with a reminder about their 2020 payments overdue. Police patrol has ceased, we can bring that back when we think it makes sense and we can afford it, NKCDC is still cleaning. Kae is working on a 60% budget that prioritizes marketing money. Marc has been in conversations with RWA, they are still willing to take on our contract. Marc sent this information to Commerce for them to consider for further funding. If we receive it we will look at cleaning over all and reexamine our contracts and programs, until then we are sticking with what is committed. All other grants might be shifted to 2021. Our budget vs actual shows over spending in operations, which is expected for the first year of business. Some of these charges will be recouped and some can be shifted to the marketing section. We have been very conservative in spending in EconDev, Marketing, and Capital Improvements. Lisa makes a motion to approve the financial report. Paul seconds. All in favor, motion carries.

4. Executive Director Updates

a) Government Plans to “Reopen”;

Working on an outdoor seating initiative with other corridor managers to streamline the outdoor seating permitting process, remove the ordinance need. We would like to be able to let businesses use the parking lane in front of their property; parklets. This coupled with a bill from

Harrisburg allowing at least 50% inside would be a good plan for restaurants to reopen. We want the fee waived, online application for parklet, dining, or loading all in one. The restaurant association wants this early June, Philly is moving a little slower, but after a call with the administration yesterday, we are hoping to hear something further later next week. It would be great for this to have some permanency afterwards as well. 2 pending bills in Harrisburg, 1 for 50% seating for restaurants and another for 50% occupancy in yellow counties. Cocktail bill has not been signed yet, but he has promised to, we will let you know the effective date.

Lee: What about open lots or parks? Anything that we can do with those spaces and our restaurants so they can have enough open space to operate safely?

A: Liability could be an issue there, but the idea is definitely worth looking into. Paul has been working on a coffee cart idea. Pod park, DRWC. Language like that is in what Marc is working on, pop up parks, etc.

Marc has spoken to Bill Kerin about the BID getting a parklet to install, as a way to get the other businesses to do it, bulk discount. Bill is sending over some designs and cost estimates. Depending on where our budget is that could be a great investment.

Perhaps Picnic tables and outdoor trash cans could be a good use of capital improvement money. Health dept might want to see the same principles that are used for events, covered food prep areas. Parklets on Girard Ave now, could be a way to strategically make Girard more appealing for pedestrians in the future.

We are talking to streets about closures on parts of Frankford. Not trying to get Food trucks here in

- b). Coronavirus Grant/Loan Updates for the FKABID;
- c). Stakeholder Response To FKABID initiatives and virtual meetings;

Still hosting regularly, but slowed down frequency due to dwindling attendance. Although content has gotten even better in recent meetings.

- d). Open Seating Proposal Sent to Mayor Kenney On 5/15/2020;
- e). Commerce Department plans for Philadelphia “reopening”;
- f). Mt. Airy Trolley Car Update (Partnership with the Fillmore);

It doesn't seem like NKCDC is going to work out now. So we have talked to Matt at the Fillmore and we will send it over there to their lot. They would operate it, but we are open to other operators as well. Lot on Allen St. Will do press event when we are reopening. Perhaps

the liberty Kitchen guys could help curate it. They have relationships with small producers in the city.

Fillmore: 75% of staff is furloughed as of May 15th. Each venue is held up based on state restrictions. We are looking at drive-in concepts, outdoor patios are ideal to open. As far as shows, we have stuff on the books for the fall, but if that has to move it might be devastating. Safety is first and foremost, they want to know that we are cleaning, so we are going through exercises of what a concert would look like. You won't see touring bands til late 2020 and early 2021.

2223 Frankford Ave SIP was approved. That is looking to be rented, we have prospective tenants. John Neil Plumbing offices are being reviewed now. No new applications for the rest of the year.

g). Security and Street Cleaning Updates; and

h). Parklet Installation.

#### 5. Director of Operations and Fishtown Co Reports (Kae Anderson)

a) Updates; and

Databases are getting up in order. Working on business directory and property list as well as gathering contact information for all businesses.

b) Virtual Programs In Development.

Workshop coming soon for live streaming, anyone has an idea please let us know we are here to help. Also talking about minigrant program for pivoting business.

#### 6. Marketing/Office Update: (Randi Sherwood)

a). FKABID COVID-19 initiatives; and

June 3rd, how to market your business workshop. We are trying to stay up to date with businesses that are open for takeout etc. We are continuing our 5 for Fishtown campaign. Fishtown heroes initiative is going to Temple Hospital now. Fishtown Fridays is a new initiative for businesses to send in 2-3 minute videos, Kae will edit and we will broadcast to showcase the diversity of Fishtown businesses. Looking to showcase 2-3 businesses a day.

b). Marketing Campaigns for when restrictions are lifted.

No contracts signed, \$3500 this year \$3500 next year with VisitPhilly but have not committed. Fox 29 proposal still stands but we haven't committed to anything until we get a sense of our budget. B101 Christmas station during CHristmas time, looking for a CHristmas Village thing.

Website in development. First draft PDF shared with Board. Black and white with "rust" accents, a nice clean industrial feel. Very photo based website to be visibly appealing. THis is just the homepage design. Feedback: Lee and Paul like it, Lisa loves it. Kae and Randi will share content updating responsibilities.

7. New Business

Families or Kids, maybe a movie night? Is there a way we can help with Penn Treaty Park, they are getting pretty overrun. Drive- in movie night? Fillmore lots?

Pressure washing, Kae will talk to NKCDC about it.

Paul will e-intro a neighborhood resident who was interested in a pressure washing pop up.

8. Adjournment

Josh motions to adjourn, paul seconds, all in favor, motion passes.