

**Fishtown Area BID
Board Meeting Agenda
Thursday, October 22, 10:00am
1509 Front Street**

1. Welcome and Introductions (Call of the Roll)
Attendance: Paul, Emily, Josh, Marc, Kae, Randi, Roland, Michael, Andrew, Denise, Jon, Lee, Skip, John, Janay
2. Approval of September 24, 2020 Board Meeting Minutes
No objections. Paul makes motion to approve, Emily seconds, motion carries.
3. Budget and Financial Report

d) Executive Staff preparing 2021 assessment invoice to be mailed by mid-November, 2020 (with Annual Report).

Paul motions to approve financial report, Emily seconds. All in favor, motion carries. Will send an outstanding assessment list to the Board once it is received. We had originally planned to send assessments in October, but have pushed back due to a possible accounting issue with liability hitting in a different year. We will be sending the bill with any past due balances, the past due balance will have added interest if paid next year. We are not waiving 2020 balances, we are just not leining them right now.

Questions: How much interest can we charge?

How long do we have to charge a lien?

Will send an updated assessment balance overdue list to the board.

4. Executive Director Updates
Andrew Janos - Businesses have grown during pandemic and taken away from me being on the Board, will be stepping down from this seat and onto the advisory board. Thanks to Andrew for his time and contributions to the org!

Act 135 Update:

401-05 E Girard: We have all exhibits completed and this will be filed electronically within the next 7 days. Talked to Josh about being involved in the project, possibly through partnership. This will be the first one. Excited to have this on East Girard. No cost to the BID, partnering with S. Turco (non-profit).

2602-08 Frankford Ave: all residential units, quite blighted. We're talking to NKCDC about buying their lots, but now the owner has pulled permits on the properties and is doing renovation work on the property. Thinking about knocking down 2606 and 2608

but he wanted \$200,000 per, and the numbers didn't make sense. We will not be filing on that one. We will stay in touch with the developer.

a). Three Hour Parking Update;

Clarke has originally said he would move it forward if FNA did not oppose it. 2016 PPA study of Frankford Ave, they signed off. It would be a 8 month trial period at first and then after those 8 months an ordinance would be introduced to make it permanent. Post-covid now Clarke would like us to get support from FNA. FNA is about to go through Board elections so we will hold off til the new Board is seated.

b). Annual Report, 2021 Assessment Mailing (Week of 11/30);

Board Nomination Deadline: January 7, 2021; and

We have 4 seats, if we have someone obvious I would. Let's talk offline. Retail is a hole we need to fill.

Virtual Annual BID Meeting: January 14, 2021.

Zoom and this will kick off elections and present an annual report.

c). BID Masterplan Update

1). ISA Selected and Retainer Submitted;

2). Summary of 10/15/2020 Executive Staff Meeting with ISA;

We looked into connector streets, Looking to keep the contact with ISA through staff, just to keep everything uniform. We will have meetings with them and you are built into the process. Jon: When will we do the public/FNA engagement? Marc: We were thinking once we had some generalized ideas together, then we could talk about it with the public and open it up for feedback. Will be early in 2021 at the latest. We will not wait until the plan is done to engage. Has been announced in our newsletter.

3) Board discussion of ideas, concepts, and targeted locations; and

4). Procedure of interaction with ISA during planning process.

f). Review of Regulations for indoor/outdoor winter guidelines.

These have been sent out, of course the city is more conservative in its plans than the rest of the state. There will be enforcement particularly around heaters and tents, expect it. Keep up to date!

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

taxes 2019 are happening now

insurance is up to date on payments

no new membership payments to report

Retail Committee: Date TBD. will discuss potential holiday promotions
Public Safety Committee: Will send strategic plan to full board, committee seems meeting fatigued.
Zoning Meeting Committee: every other week on wednesday mornings
Commercial Property Owner Meetings: Monthly, would like more Board participation to help grow these.

6. Marketing/Office Update: (Randi Sherwood)

Social media is very active, 3 times a week about specific businesses, switching it up by category. We are discussing holidays mostly digital marketing options, with budget crunch it is tough. We will discuss with the retail businesses to see what can help them.

7. New Business

a). 10/30/2020 "Fishtown District Candy Hunt"---Fillmore Parking Lot---5:00 p.m. to 7:00 p.m.

It's a controlled trunk or treat, one way in one way out, we are looking for businesses interested in giving out candy, decorating their cars, etc. Give out prepackaged candy, only 6 people allowed in at a time. Oct 30th 5-7PM at the Fillmore, please come!! decorate a car!

b). 11/14/2020 Chalkfest. Sponsoring along with Rivers Casino. Tour of the neighborhood featuring local street artists with pastels and chalk drawings 12-dusk, stroll the neighborhood, there is a rain date (following saturday) Encouraging businesses to have a special that day, not encouraging gathering in any one place, but hopping around the neighborhood to spend money with you. 12 locations currently, this washes away, not permanent. The cost is \$500 covers artists, supplies and equipment. We are trying to cover different parts of the corridor.

8. Adjournment

Skip motions to adjourn, Jon Geeting seconded, meeting adjourned.