

**Fishtown Area BID
Board Meeting Agenda
Thursday, November 19, 10:00am
1509 Front Street**

1. Welcome and Introductions (Call of the Roll)

Attendance: Marc, Kae, Randi, Lee, Skip, Josh Stratton-Rayner (Commerce Dept), Janay, Jon Geeting, Emily, Paul, Denise, Roland, Lisa, Josh, Michael

2. Approval of October 22, 2020 Board Meeting Minutes

Janay motions, Paul seconds, motion carries, minutes approved.

d) Executive Staff preparing 2021 assessment invoice to be mailed during the week of November 30, 2020 (with Annual Report). Old bills will be included on the new bill. We will notify folks that if they do not pay the past due by Dec 31st, there will be interest added. These new invoices are due Feb 1st.

3. Executive Director Updates

a). Recap of Philadelphia Chalk Fest (11/14/2020);

14 different locations with artists painting chalk murals across the neighborhood. There were a lot of folks out in the neighborhood, using the map. The map got 1500 individual hits on the day of the event. We think it got some visibility on the corridor and hopefully increased some sales for the day. We definitely want to do the event again. Emily- It would be great if we could do this in the warmer months were there longer days to get more sunshine, less shadows. Can be interactive with kids, we can add music. It was great to use so many local artists and have such a Philly focused event. Very well worth the cost to us. Multi-generational interest was great to see.

1). Small Business Saturday---11/28/2020;

2). Fishtown District's "Candy Cane Lane" at the Fillmore---12/5/2020 (4:00 p.m. to 6:00 p.m.).

Using the Allen St street closure, Drive-thru holiday display, no one will get out of their cars. If folks want to give out treats they can have a table at the event. We are attempting to encourage folks from here to visit neighborhood places as well.

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

Content is basically done, we are in design phase, will share with the board before we go to print.

Board Nomination Deadline: January 7, 2021; and

Virtual Annual BID Meeting: January 14, 2021.

This is by statute. 2 seats are open, Jon Geeting is up for reelection, John Sosalski will remain on the advisory board. ISA will be giving an update then as well.

c). BID Masterplan Update

1). ISA Plan Update---focus on “connectivity and accessibility”

Overall Board seemed supportive on our call, especially of the emphasis on intersections.

2). Next Step: Small Virtual Stakeholder Meetings

Our plan is to start with Front & Girard. We are putting together the list of stakeholders, and invitations out for a Dec 4th meeting. Janay asked specifically about the construction across the street from Janay’s, have they paid? Will they be there? We will get them notified.

Jon- FNA has geo-targeted email lists that can be useful for the stakeholder meetings. Marlborough St has some plans from a possible incoming Board member for FNA.

Kae- work with Jon and Janay around that invite list.

3) ISA to make presentation at 1/14/2021 Annual Meeting.

Frankford & Belgrade with go to bid in January, then work in Spring.

Last week filed a letter of Intent for a grant to fund exploring the Fishtown ambassadors program. They would act as concierges and observe the corridor to handle referrals quality of life issues and other social service issues. That grant would be for \$10,000. CCD has a similar program. We would want to start with 2, thursday - saturday, be trained by CCD, and then get additional training from LSH (de-escalation and conflict resolution). This will be cheaper than paying the police overtime. This would not launch until things are back to “normal”. These folks are not meant to intervene in violent situations. We are fleshing this out.

d). Review of New COVID-19 restrictions

This will extremely limit anything indoors. New mask mandate has come out as well for the state. Outdoor dining is allowed for up to 4-tops, retail is still allowed. Most dining folks will still try to make a go of it during the winter. Paul - We are thinking positively, installing heated seats, pulling the streetry closer to the building, etc.

Inspectors will be out. Especially for restaurants and places with tents. If you have any issues call us. We are looking to the gyms in our area to try to find them outdoor spaces to continue to do classes.

e). Corridor Cleaning Discussion.----Stakeholder Feedback

With city trash collection delays and construction increase, we have seen a lot of trash on Frankford Ave. Do we keep this as we have? Or do we go down to one vendor? When we get

dumping reports both groups have been responsive.

With increase in construction on Frankford Glrard to Norris, we need to increase the cleaning there.

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

1). Retail Committee Update - Small Business Saturday digital campaign, retail postcard and digital push for holiday shopping days

2). Fishtown Co. - New member: Mural City Cellars, an urban neighborhood winery opening spring 2021 at 2011 Amber St (just off front st in EKNA area).

3). Budget thoughts for 2021. Still expecting a high amount of nonpayment next year. Budget priorities include: Master plan, public safety training & ambassador planning, marketing, direct to business funds. Need to check bylaws around budget cap and review assessments again.

4). Zoning Committee Update.

1538-44 Frankford Ave -requested a continuance, we are in support, they want to go back to FNA.

701 E Glrard is coming up for CDR, we have not met with them, we are assuming they will be at the next CDR meeting.

5. Marketing/Office Update: (Randi Sherwood)

Small Business Saturday, will be focused on find it in fishtown , not shopping "small."

Josh - It's encouraging to hear you guys innovating and sticking with it. No city relief bill is on its way, city does not have the money for it, they need money from the state.

Frustration from businesses around Dr. Farley's decisions and the data he is using to make them. Is there data that we can see? How can we advocate for ourselves here?

The direct answer is the city needed to respond, and they needed something they could enforce. This is that. Marc: we have provided plans and will continue to advocate, but the health dept is in the driving seat. We can get the information to the mayor and the health dept, but they are not listening here.

There is no data linking restaurants going to the spread, there are cases that have been cited in areas where mask wearing and CDC regulations are not being followed. At the very least we are asking for more transparency around how these decisions are being made. The government is not interested in hearing from our industry. We are being dictated to.

There will be a letter put together to advocate. Is legal action against the city something businesses can pursue?

6. New Business

a). Security Updates

7. Adjournment

Skip motions to adjourn, Paul seconds, meeting adjourned.