

**Fishtown Area BID
Board Meeting Agenda
Thursday, January 28, 10:00am
1509 Front Street**

1. Welcome and Introductions (Call of the Roll)
Attendance: Marc, Kae, Randi, Paul, Kathy, Ravi, Steve, Lisa, Emily, Roland, Matt, Janay, Skip, Jon S
2. Approval of December 21, 2020 Board Meeting Minutes
Janay makes motion to approve minutes, Skip seconded. All in favor, motion carries.
3. Executive Director Updates
 - a). Recap of Annual Meeting and Welcome New Board Member:
 - 1). Steven Tonuchi, Michael's Decorators;
 - 2). Kathleen Treude, Fishtown Jewelers; and
 - 3). Ravi Bayanker, The Barbary.

Kae went through the Orientation Document with all board members.

- b),. Update on 3 Hour Parking Implementation

This has been in discussion, in order to get more information from our constituency, we are hosting the following with FNA:

- 1). February 1, 2021 (3:00 p.m.): Transportation Virtual Meeting.

This will be bigger than just parking, and speak about transportation in our district overall, and what can be expected this year. This recording and minutes will be sent to Council President. We will also work with FNA to get something out to the adjacent neighbors, offer our help with permit parking, and build in an online feedback tool. Board members please attend.

Have we considered different timings for different blocks? Answer: Yes, I think the problem there is enforcement and planning for the future of the corridor. That's why including Girard is important.

- c). "Find it in Fishtown" radio on WWDB AM (with Podcast)
860 AM, Wednesday mornings from 8-9AM
Kae will be doing the visual podcasting piece, Find It In Fishtown Live. Call in and say hi!

- d). Update on Act 135 petition for 401-05 East Girard Avenue
 - 1). Hearing Status;
Waiting for Court Date.
 - 2). Josh Olivo's Development Study;
 - 3). PA Local Share Account (LSA) grant filing for BID ownership; and
Applied for acquisition of the property. We should be in a prime position to get this done. . Grant award would come in the fall.
 - 4). Plan for use, including possible commercial tenant.

Meeting on Monday with a potential e-gaming center

- e). Fishtown Ambassador Program (Update for Spring/Summer of 2021)
 - 1). Criminal Justice Microgrant Award: \$10,000.00.
They are saying normalcy in the fall, hopefully before.

- f). Possible events for 2021

Very up in the air, Grand Prix was an idea last year. They wanted us to do a June 25th event, they have committed \$150,000. The issue is we don't know if we can do it that day, if we can't do it big there's really no point. We might need to shoot for the fall instead. Urban Youth Racing. How far do we need to commit? 4-6 weeks at least. Would like to see it moved to fall to increase marketing ability. We can't commit until we know we can do it right.

Kismet Bagels, permanent location. Short term they are looking for a popup location for Thursday to Sunday for pick ups.

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

- 1). Committee Updates

RCO Zoning Omnibus provided feedback, no update on Overlay conversations to date, 701 E Girard Ave CDR is coming up, we support this project, Beer City is someone we are working with, but that is outside of our RCO stance on the project.

- 2). Fishtown Co.

1099s sent

Membership form updated for 2021, new member in January: Craft Foundry

- 3). Budget thoughts for 2021.

See Document, Kae will send out after the meeting. [FKABID_Budget_2021_DRAFT - Google Sheets](#)

- 4). Trash Can Initiative with FNA Update.

Discussed expanding the program, they are interested. At this point we have asked our cleaning vendors for suggestions based on areas of our corridor that need more coverage.

(Frankford Ave south of Girard, Front & Girard, 1400-1500 blk of Frankford Ave, Frankford & Lehigh/ Frankford & Huntingdon) Potentially serviced by NKCDC. This would be PTSSD app, but we would most likely need to show a match for that application. So we are hoping to use some assessment money for this, but it is too early to tell how much we can allocate at this time.

Current issue with existing trash can initiative that some businesses don't have access to their cans. Need a map of current cans and sense of removal capacity and cost of removal.

5. Marketing/Office Update: (Randi Sherwood)

Retail Directory. We had planned to do one for 4 categories: Retail, fitness and wellness, food & drink, services. We have a proposal from the original artist for a \$xxxx quote for all of this design work, color coded, bigger map, etc.

Vote: \$xxxx cost for design. All in favor, motion carries.

Blood Drive February 2nd at the Fillmore, still looking for more folks to sign up and donate blood.

Treat yourself to takeout - online campaign with other BIDs in Philly.

Commercial Real Estate meeting: February 16th 11AM.

Instagram Takeover campaign starting soon. One business one week, putting together the rules and regs now. Probably going to take about 2 weeks. Talking to Old City about theirs too and lessons learned.

6. New Business

FNA came to us wanting to collaborate on a banner project. We would want to lead this initiative. We would want to focus on creating a neighborhood identity and branding.

Partnering with NKCDC on Black Owned Business Virtual Market, cost \$xxx to us.

7. Adjournment

Paul motions, second Skip. All in favor, meeting adjourned.