

**Fishtown Area BID
Board Meeting Agenda
Thursday, July 28, 2021 at 10:00am**

1509 Front Street

1. Welcome and Introductions (Call of the Roll)

Attendance: Kae, Marc, Randi, Kathleen, Lisa, Lee, Josh, Paul, Roland, Janay, Denise, Jon, Jeanne, Michael B,

2. Approval of June 24, 2021 Board Meeting Minutes

Lisa motions, Janay seconds, motion carries minutes approved.

3. Budget and Financial Report

4. Executive Director Updates

- a). August 7, 2021 Grand Prix Update

.Rivers casino has very high insurance requirements. This could not happen so we need to reschedule. We are going to now make this a street race instead. This has been a huge headache. It will still happen, and here in Fishtown. It has to be a flat surface with a viable track area. We are looking around the Fillmore area or the round-about area on Frankford & York, American St could be a potential.

Master Plan:

We have some meetings with the RCOs coming up to present the plan (joint meeting?). We are also looking at 2 grant submissions for this. We are meeting with ISA to prepare this submission.

Cleaning:

Renewed our contract with NKCDC through the end of the year. Cleaning money from the city was renewed.

Janay: Front st has been more littered recently.

- b). Fishtown District Christmas season Ad Campaign on B101 (with culminating Fishtown Freeze and Winter Wonderland event). Randi to present with MDC.

- 1). Santa Tracker Package with B101

- 2). Commercial spots can begin as early as October 1, 2021 through 12/31/2021.

Market share of B101 triples during this period. 24 10 sec commercials, radio spots in Nov & Dec). Philadelphia market will boost our Christmas event season, help our retail businesses. Lisa: I like this idea a lot. Frankford Hall sells out their Santa days, can we get more places to have this to have things to send folks too once they reach our district.

OTT ads for the reopening celebration, we did about a week on air, 2 weeks of takeovers, a bit of social media advertising (\$150), that was demographically targeted.

Lisa makes motion to move forward, Denise seconds, motion carries.

c). Parking Update/Status

1) 7/26/2021 Email from Corey Bell from Council President Clarke's Office:

Going to have another Public meeting, to inform everyone of these changes. This will be joint with FNA and PPA. We will also help with explaining the permit parking process. FNA had wanted Clarke to introduce permit parking districts right next to Frankford Ave, but this is not legally possible.

Trial period is 8 months. FNA Board discussed this as well.

Josh is currently installing new planters at the office.

Evil Genius wants to do road closures at Front St with International etc. Tailgate Sept 12th, maybe a craft fair later, etc.

d). 401-05 East Girard Avenue Update (Conservatorship)Grant Update

Brought in Attorney General, have another court date in September

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

1). Committee Updates, including zoning matters of interest;
Two Robbers case coming up. Just saw Martha & Frankford

2). Fishtown Co.
Freestone Farms new member

3). Budget updates/trends (if any)..

4). Trash Can Initiative (and Grant Filing) with FNA Update;

- 5). Kensington Derby and the Fishtown District (if any);
Meeting with Renee today to discuss Fishtown Freeze.
- 6). Future Martha Street Closure Events;
- 7). "Find it in Fishtown Live" Update;
- 8). Storefront Improvement Updates for the Corridor;
- 9). Summer/Fall Farmers' Market at Kensington Food Co-Op.

6. Marketing/Office Update: (Randi Sherwood)

Working on finalizing the maps for the directory brochures. We have been talking to a company in the hospitality industry to get some sort of brochure in the hotels and convention center etc.

7. New Business

Paul - POST Tours can we support that?

8. Adjournment

Paul motions to adjourn, Lisa seconds, all in favor.