

**Fishtown Area BID
Board Meeting Agenda
Thursday, June 24, 2021 at 10:00am
1509 Front Street**

1. Welcome and Introductions (Call of the Roll)

Attendance: Marc, Kae, Randi, Jon, Paul, Emily, Janay, Josh, Skip, Lisa, Steve, Denise, Michael Brafman, Ravi, John, Kenneth Paul - Feel Good AF

2. Approval of May 20, 2021 Board Meeting Minutes

Emily motions to approve, Lisa seconds, motion carries

3. Budget and Financial Report

4. Executive Director Updates

a). Welcome Proposed Members to BID Advisory Board

1). Jeanne Whipple, Realtor, Team Leader, Philly Home Girls Real Estate, 2006 Frankford Avenue, <https://www.phillyhomegirls.com/team-members>

2). Nathaniel Echeverria: Nate Echeverria is a Senior Community Lending Officer at True Access Capital, a community development finance institution based in Wilmington, DE. True Access Capital provides technical assistance and financial resources to women-owned and minority-owned businesses, as well as those underserved by traditional lenders. In this role he leads business development and lending services in the Philadelphia, Delaware County and Chester County markets. Previously he was the Economic Development Director for the Borough of Kennett Square, PA as well as the Deputy Director of Policy and Economic Development at the San Jose Downtown Association (SJDA), one of the largest business improvement districts in California. At the SJDA he staffed the organizations Advocacy Committee, Downtown Design Committee and Parking Committee. Nate has a master's degree in City Planning from the University of Pennsylvania's School of Design, where he also serves as a part-time instructor. He grew up in Media, PA and currently lives in Fishtown/Northern Liberties. Nate currently serves on the Fishtown District's Zoning Committee.

.Friday's reopening event was successful, folks seemed to enjoy it and kept asking for us to do it more often. Thanks to everyone that attended and helped us put it together.

b). Fishtown District Wellness Festival, 10/16/2021

1). Presentation by Kenny Paul, Founder/CEO of Feel Good Wellness AF (slide-show presentation attached hereto).

Background in event strategy from start to finish, examples are pizzadelphia and wing bowl, wine festivals. I build around community and this is a passion project, multi-dimensional wellness event for our area. To reach folks who are interested but have not necessarily started yet or falls in and out of motivation. This has been under design for 10 months. Dallas event at the end of October, but we want to do this in Philly too. 1-day festival, 4 “pillars” mindfulness, movement, nutrition, sleep health. Would be PA’s largest wellness festival. 1 movement stage (fitness dance yoga etc.) 1 mindfulness stage (breath work, meditation, setting intentions, sound baths, etc.) 1 panel stage (bringing in the local experts), live DJs and music, no alcohol at the event, but will have alcohol-substitutes and encourage visiting local establishments after the event. Goal is to bring folks to Fishtown and then at 5% when it ends, there are 1000s of people in Fishtown ready to go out and eat/drink/shop/spend

Promotion with audicy, outdoor billboards, social media campaign, the syndicate marketing agency, influencer campaign, lots of digital.

Fishtown businesses would get first right of refusal for content and instructors to advertise their business. We want to create a lot of lead-up content as well. October 16th event date. \$30,000 - marketing Previous events have sold out, committed to a ticket price under \$50 and scale this up. This first year will be a lot about managing consumer experience, by year 3 would love this to include a reputable music act.

Location: Frankford from Girard to Palmer and Palmer Park. Demographic is 21+, will be some provocative language, there will be “kids tickets”

Diversity and inclusion plan is important here, working with SEPTA, the nonprofit education partner “After School Allstars” serves majority POC offers yoga and breathwork for the kids, racial equity at the event is extremely important.

The question of this being provocative name, does that really make sense for our family friendly event and district? The provocative, direct, no nuance name makes the brand accessible to the average folk. It’s how people text and talk now.

\$46,000 ask of the BID. Staff is not comfortable with this number.

Board does have concerns about the brand, does this make sense for our young family community? 12PM no alcohol... I’m bringing my kids. Mommy and me yoga classes, play arts, etc. there are kids' wellness things.

What about satellite spots? so people have to travel around the neighborhood.

How relevant is he? How big is his following? This is mostly going to be attended by single women, even if it could appeal to families. Delaware and Ardmore etc. are going to see a ticket to a street yoga fair and wont want to pay a heavy ticket price. Michael says this price point does make sense... If we are looking for this to be family focused then it would miss the mark.

Road closures are a concern... Fillmore seems like the best location still...

This needs further discussion before a vote.

c). Parking Update (PPA Study and Recommendations)

1) Fishtown District proposed the following:

- 1). Three (3) hour metered parking on the streets/zones designated in the attachment from 8:00 a.m. to 8:00 p.m;
- 2). From 8:00 p.m. to 8:00 a.m., three hour, metered parking would remain with the caveat that those who have a valid Residential Parking Permit can park in the zone without having to pay the meter; and
- 3). The Fishtown Kensington Area Business Improvement District It would work our local commercial corridor businesses to create several 30 minute Loading Zones installed along the corridor. Loading Zones tend to only be occupied at a rate of approximately 50%. Due to the corridor having several businesses of the grab and go nature, placing a few Loading Zones outside would give these businesses access to much needed high turnover areas of parking.

Finally, as we previously discussed, the Fishtown Kensington Area BID previously requested control of the parking located at 1300-04 Frankford Avenue. Although there is a PPA sign at the location, it is not monitored by the PPA and there is no fee to park there. We would install a kiosk for those to pay to use the 20 spaces therein. Kindly advise how we can proceed with same, although our first priority is commencing the trial period for the above proposal.

2). Fishtown Neighbors Association Board favored this option:

Metered parking from 8 AM until 12 AM or 2 AM with the caveat that those who have a valid Residential Parking Permit can park in the zone without having to pay the meter. This is known as a Residential Permit Parking Override Location. These are commonly found in Center City Philadelphia in areas such as S. 9th St. and Locust St.

3). Corey Bell, from Council President Clarke's office, responded to the BID's proposal with the following comment(s):

"Thank you, Marc. This is very promising. Can we host a public meeting to notify neighbors prior to signs being installed, at least as a courtesy?" I responded, "yes".

4). President Clarke needs to send letter for PPA to begin.

FNA wants council to designate some permit parking too because some blocks have majority out of state registration the petition option won't work. Option 2 feels like it does not create the turn over needed.

Remember this is a pilot program, 8 months and we revisit... It's harder to go back than add in residential parking.

d). Grant Update

1). BID awarded "Blight Remediation Planning Grant" from DCED---\$14,000.00. The goal is to prepare a plan to identify problem, vacant, blighted properties, and get them back into productive use. Awaiting funds;

2). BID filed a Community Gun Violence Reduction Grant with the Commonwealth of PA. in the amount of \$225,000.00. Proposal is to bring in "Fishtown Ambassadors, overtime law enforcement, security camera placement, and gun buy-back programs and community education to reduce gun possession and gun violence, and;

3). BID filed "Conversations with Harriet in the Fishtown District" with Independence Public Media Foundation. Amount requested: \$14,250.00. The BID is partnering with Jeannine Cook, Harriet's Bookshop, to record public influencers about past, current and future ideas for social change, which will air during Black History Month.

e). Event Update

1). Fishtown Grand Prix with NASCAR..... August 7th

2). Fishtown District "Sips for Students" In-Person "Boilermaker Event" at Lloyd's Whiskey Bar on June 30, 2021 at 7:00 p.m.; and

July 11th partnership with Philadelphia Film Society, Penn Treaty Park July 11th 12-2PM movie showing and music - family event, more details to come

3). Wellness Festival in October 16,, 2021 with Feel Good AF Wellness. Go back to Kenny to raise the group's concerns about the name and pricepoint etc. Then we will come back to the board

4). Christmas? Winter Wonderland, Fishtown Freeze,

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

1). Committee Updates, including zoning matters of interest;

2). Fishtown Co.

- 3). Budget updates for 2021 (Stakeholders can now pay via credit card)..
- 4). Trash Can Initiative (and Grant Filing) with FNA Update;
Looking to September submission
- 5). Kensington Derby and the Fishtown District (if any);
- 6). Martha Street Closure Event (June 24, 2021);
Successful, looking to replicate this if possible
- 7). "Find it in Fishtown Live" Update;
- 8). Storefront Improvement Updates for the Corridor;
- 9). Fishtown Map Design Discussion With Randi (see attached); and
- 10). Summer/Fall Farmers' Market at Kensington Food Co-Op.
Every Wednesday evening 4-8 PM at KCFC Parking Lot. So far the event has been breaking even, but we need to do a better job of marketing so we will be allocating a small budget for that.

6. Marketing/Office Update: (Randi Sherwood)

7. New Business

8. Adjournment

Lisa motioned, Skip seconded, meeting adjourned