

**Fishtown Area BID  
Board Meeting Agenda  
Thursday, May 20, 2021 at 10:00am  
1509 Front Street**

1. Welcome and Introductions (Call of the Roll)  
Attendance: Marc, Randi, Kae, Matt, Lee, Janay, Kathy, Dad, Emily, Skip, Roland, Lisa
2. Approval of April 22, 2021 Board Meeting Minutes  
Skip motions to approve, Janay seconds, all in favor. Motion carries.

Collection letters to be sent to stakeholders who have not paid 2020 and 2021 the week of May 17, 2021. Monthly interest to be assessed as of 1/1/2021, and the stakeholder will have until June 18, 2021 to contact us or risk lien filing. Kae to update on account delinquency preparation.

Lisa motions, Skip seconds, motion carries.

3. Executive Director Updates

- a). Marketing Direction Discussion (with Randi)

- 1). Focus on attracting families as restrictions lift this summer.

Push that we have what no other area does for dining, entertainment, hospitality, living, etc.

<https://www.mediapost.com/publications/article/363288/survey-finds-families-will-hit-the-road-this-summer.html>

- 2). Marketing Concepts and Ideas for the rest of 2021.

Starting on June 11th wanted to explore big push, "Grand Opening" With COVID we put everything on hold before. Now exploring 30-sec spot OTT. Highly targeted, with demographics geography and interest. Package we chose for a week would be about 200,000 impressions. Numbers sound low but it is hyper targeted. 5 on-air spots 5pm news and 10:30 pm news. Banner ads on fox29. Condensed version of the sizzle video (30sec). We can be very specific with the buy. Looking at 20 mile radius area, limited to under 45 demographic, will be seen no more than 3 times an hour.

Lee: Can we do a couple call outs on the fade out that point out the number of restaurants or live music venues or parking avail etc. Shop, Eat, Stay. Maybe reintroduce a few iconic shots (fillmore etc.) There is also a targeted in-person "countdown" opportunity - \$7000 cost.

Board seems to really like this OTT style package. The number is very reasonable for what we are doing. Matt: If we can piggyback with our marketing, please let us know. Fillmore has

confetti cannons, we have big scissors, we can also do this on our own. Roland: Frankford & Girard, paint on the street and get drone shots - we have 21 days, let's sit down next week.

This is in addition to our small buy social media promotion of the sizzle video.

Motion to engage in the June 11th campaign. Paul seconds, all in favor. Motion carries.

Skip: lets get into the permitting right away. Talk to streets asap. Let's have a separate meeting. Matt, Paul, Roland, Skip, Emily

b). Food Truck Legislation

1). Pushing to keep them from our commercial corridor?

Ongoing issue with food trucks locating on Frankford Ave, would like to investigate making our commercial corridor a "Food truck free zone" What about under 95 overpass, this is a dead zone and connects our district to the fillmore casino folks. It was neat to see at Frankford & Girard, but did create safety issues. Let's engage city council and begin to find a solution. These calls are coming every week.

c). Streeterly (Permanency) Update and Issues

Just received a parking study, we will review then discuss with the Board. There have been some accidents striking streeteries around the city. Some have been unpermitted and didn't comply with regulations, neighbors and others are starting to complain. This is cheating some roadblocks to permanency.

New version will have a cost associated with it, we have different versions of what is a reasonable fee.

L&I considers anything over 4 ft tall with a roof a building... which is what is making this challenging

d). Neighborhood Outreach Update;

e). Frankford Avenue Connector Update;

Marc was asked to help find funding sources and resources to implement the connector project

f) Event Update

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

Big course, 6 drivers at least, teams and racing, a little music and food too. Working through the details still now. Local celebrities, little festival, N3rd st gamers, etc. NASCAR is all in, they want to build up urban demographics. They will help us get national attention. Cost to sponsor a car \$5000.

2). Fishtown District "Sips for Students" Virtual Wine and Beer Tastings. Next one is May 20<sup>th</sup> at 7:00 p.m. with Evil Genius Brewing Co. Next one will be in person at Wm. Mulherin's and Sons; and

Bid Open House - June 1st 6:30-8:30PM Evil Genius.

Restaurants are struggling to staff. Hosting a Job Fair at Evil Genius, June 8th 3:30-8 PM inviting prospective workers to come, and have our businesses there to see resumes and interview on the spot.

3). Wellness Festival in October, 2021 with Feel Good AF Wellness.

Feel Good AF Wellness wants to have an annual Wellness Festival in our area. This could be a day event on a Saturday with seminars, activities, etc. Could attract the demographic that will keep revisiting. Exact date TBD. Great way to show off our wellness businesses

4). Christmas?

Fishtown Freeze and Winter workshops (Christmas village). Freeze is similar to the Chalk event, draws people over to specific businesses. Pre-made ice sculptures or live ice carving on your property (times staggered) Ice bonfire, etc. Acts like a cute boozy bar crawl. Board is interested.

Halloween: Big neighborhood event especially for families. Fillmore is looking into haunted attractions. Fishtown Ghost Tour? FNA is looking into it. Last year we paid a drumline which turned into a mini parade.

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

1). Committee Updates, including zoning matters of interest;  
23 W Girard, Shackamaxon - Two Robbers

2). Fishtown Co.

3). Budget updates for 2021 (Stakeholders can now pay via credit card)..  
Nothing concerning here to report

4). Trash Can Initiative (and Grant Filing) with FNA Update;  
12 locations, want 8 more, at least 3 more before filing

5). Kensington Derby and the Fishtown District;  
DRAFT MOU Coming soon

6). Martha Street Closure Event (June of 2021);  
June 24th 5-8

7). "Find it in Fishtown Live" Update;

8). Storefront Improvement Updates for the Corridor;

2223 Frankford ave in reimbursement period, 1501 N Front St submitted and reviewed today.

9). Fishtown Map Design Discussion With Randi (see attached); and  
Need to start populating the designs

10). Summer/Fall Farmers' Market at Kensington Food Co-Op.

Weekly featuring vendors, Fishtown Co businesses, shop local partners food manufacturers etc. June 23rd- August 25th, Wednesdays 4-8.

5. Marketing/Office Update: (Randi Sherwood)

6. New Business

7. Adjournment

Janay motions to adjourn, LIsa seconds, all in favor, meeting adjourned.