

**Fishtown Area BID
Board Meeting Agenda
Thursday, February 24, 2022 at 10:00am
1509 Front Street**

1. Welcome and Introductions (Call of the Roll)
Attendance: Marc, Kae, Randi, Kathy, Lisa, Matt, Emily, Josh, Paul, Lee, Denise, Roland, Earnz: Max Red Door: Brendan,
2. Approval of January 20, 2022 Board Meeting Minutes
Emily motions, Paul seconds, all in favor, motion carries, minutes approved.
3. Budget and Financial Report
4. Executive Director Updates

a). Parking Regulations Update

Curtis Jon and Marc met and things are moving forward. Clarke wants to increase the fees for folks parking in residential zones. Next week this should get wrapped up then the letter will go out, then 30-60 days after that the enforcement will start. 1300 Frankford Ave lot will be included as well for regulations.

b). Bicycle/Indego Update:

1). Installation of new Indego Stations in 2022/23;
Now looking up to Palmer, but in 2023 looking to expand to Lehigh ave, ISA also involved to increase functionality

2). Discussions with OTIS about new bicycle lanes; and,
Adding connectivity between bike routes to be able to navigate the neighborhood

3). Grant with Clean Air Council for 20 new bike racks along our corridor.

Marc and Kae will tour to distribute these strategically across the corridors

c). Grants Update;

401 E Girard: marc has been having conversations with Penn Treaty Museum, no commitments have been made but they really want to keep the collection in the neighborhood. Curator typically receives \$/box of items, that would be us and this provides a great community benefit to preserving our neighborhood history. They would curate and have staff. At this point

just conversations but we will keep folks in the loop. State Reps are being brought in for assistance as well. This would also allow us to begin to apply for museum oriented funding and grant opportunities. Owner of the building just wants to sell. Friends of Penn Treaty Park is separate

Lee: Can we do an event here to boost the exposure of the collection in spring? Field trip.

April 2nd Spring Clean Up 9AM -12 PM, meeting at Front & Girard, working with SEPTA, RWA Rivers PDAC & others. This will correspond with a marketing campaign around Keeping Fishtown Clean, Should have a billy goat out for that. Great photo opp with Board members as well.

d). "Earnz" Fishtown App Presentation by Max Thalmeyer (see attached deck).

An app to help restaurants, bars, entertainment, etc reach new customers and markets. Deals, events, and promotions. Searchable with notifications. No reviews, business owners control pictures and content to control their own image. Rewards program will be added.

Business users provide content, there is a marketing staff to reach out to businesses and assist with getting them populated.

what is the pitch to the consumer? Find out what you're missing. Be in the know.

So BID is paying the base pricing which will change based on the usage... and businesses pay for notifications... The notifications would be sent by the business to their recipients, ie. people who favorite your business. Push notifications can get your app deleted if overused... so we are trying to encourage sparing usage and that the recipients are interested in the information being sent to them. Map will be live hopefully sooner than later, map view is at the top of the list after initial roll out and debugging. Yelps, googles, etc. don't give you what is happening at that moment, facebook event searching has gotten less business friendly.

I see this being even bigger than promotions and events; this could be all our community notifications.

can we structure our contract with clear deadlines, the app is currently fully functional, also only pay for its businesses using it, and there's no long term contract.

asked them to build in notifications for business users to remind them to update and keep info relevant.

The staff is recommending that we pursue this. The Board has not made a motion at this time. They do not have other questions at this time. The Board needs to process and discuss.

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

- 1) Trash Removal Discussion/Update using City Trash Index;
- 2). Budget Discussion; no quorum to approve.
- 3). Fishtown Co.: new member HodgePodge Studios
- 4). Kensington Derby & Art Festival (Date: 5/14/2022):

5). Fish Head Trash Can Update Beautification Committee - heads are out with artists, due March 11th, but really planning to install in April. Need to order cans, plaques, and locks. Will be planning a scavenger hunt event for the install

6). Mural Install Project (Martian Toys): PTSD event sponsorship

7). Fishtown Fall Feastivale: The rebrand of FestivALE, September 24th, this will be a food focused event, family friendly, pay as you go. Planning starting very soon. Taste of Fishtown. Roland, Paul, and other restaurants will start a focus group to flesh this out further.

Javier Cortez is new crime prevention officer.

6. Marketing/Office Update: (Randi Sherwood)

1). Marketing Plan Presentation.

7. New Business

8. Adjournment

Paul motions, Kathy seconds, meeting adjourned.