

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

1. Welcome and Introductions (Call of the Roll)

Attendance: Kae, Marc, Randi, Lisa, Paul, (Jack, Karen - CPA Philly,) Denise, Emily, Josh, Lee, Kathleen

2. Approval of February 24, 2022 Board Meeting Minutes

Paul makes a motion, Kathleen seconds, motion carries.

3. Budget and Financial Report

Lisa seconds, Kathleen makes motion, financial report approved.

4. Executive Director Updates

a). General Updates:

1). Parking

Darryl Clarke wants to increase the fines for parking in a residential permit zone illegally. He wants that change to happen with this parking implementation, that has to be done by statute. They will let us know when the letter is sent.

2). Grants (security cameras; 401-05 East Girard Avenue).

We received PTSSD sponsorship for the event portion of the community art project. Also received a PTSSD for a mural project for the side of Lloyds. Received security camera grant as well for Front & Girard, Shackamaxon & Frankford & Frankford & Girard.

Filed corridor safety enhancement grant for more camera locations, by palmer park, frankford and lehigh, and down by the barbary. (this one is not reimbursement) Should hear by May.

Filed LSA, wanted to do Front & Girard but Septa and ISA are working on better submission for Multimodal, LSA instead was for equity payment on conservatorship.

Omega will look at if people with existing wifi cameras can be added to our network.

b). Fishtown App Discussion and Vote:

1). Name of App changed from "Earnz" to "Fynd".

We brought the concerns back to Max re: names and UX. They have changed the name to Fynder. They also have brought on a new marketing person to do promotion for users. Also just accepted onto apple store. Cost is favorable to us. . Looking into API functionality. Paul: I would love to see analytics both for the Board and for business participants. That will make this super useful esp in real time.
All seem very happy with new name.

Janay: Motion to use fynd and cover cost for businesses. Paul seconds, motion carries unanimously. Emily and Lee voiced remove affirmative votes.

- c). Fishtown/Kensington Area BID Audit (2021) Review/Discussion;
 - 1). Accountants: Karen Anderson and Jack McGovern

Lisa motions to approve the audit as presented, Janay seconds, motion carries unanimously.

Lisa motions: Staff will provide monthly updates to the Board on liening and weekly updates to Josh and Lisa re: Lienen Proceed with process as discussed.
motion carries.

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

- 1) Fish Head Trash Can Update; 14 out, 6 more to go, scavenger hunt roll out plan with trash facts, artist info, PTSSD plug, and a fun riddle pointing to area history or fun facts that will start on April 2nd
- 2). Community Clean Up---4/2/2022; Canal St, Berks St station, Fishtown shredding event?
- 3). Fishtown Co. - Interstate Drafthouse and HodgePodge Studios, Philadelphia Federal Credit Union
- 4). Kensington Derby & Art Festival (Date: 5/14/2022).
Big push now is to firm up sponsorship, vendor sign up rates are looking really good. more marketing and press hits to come so that will help push everything forward. Kory from Aversa is onboard for PR.
- 5). RFP submitted to New Kensington CDC for vacant lot at 2211-17 Frankford Avenue.
Move Under the El Bazaars and play a program coordination lead. Longer term plan would be trolley car and a few other entrepreneur kiosks.

6. Marketing/Office Update: (Randi Sherwood)

- 1). Marketing Plan Presentation.
please see the budget attachment. This is conservative. Big buckets are website updates, events, tourism map, fynd, directories, social media, and video production services.
skip motions to approve, Lisa seconds, all in favor motion carries.

7. New Business

Food Trucks on Girard Ave, can we manage/curate this? Do we want it?

Food trucks should close at midnight, but they do not. Can we create a printed notice to disseminate to the trucks? We will also make Scott aware of this issue, Sgt Massi will be in our kick off meeting tomorrow as well to ensure good communication with the police. Greyman are creating shirts with both logos and cute messaging. Meeting is tomorrow at 1PM.

8. Adjournment

Lisa Motion to adjourn, Josh seconds. Meeting Adjourned.