

**Fishtown Area BID
Board Meeting Agenda
Thursday, May 26, 2022 at 10:00am
1509 Front Street**

1. Welcome and Introductions (Call of the Roll)

Attendance: Marc, Kae, Randi, Denise, Paul, Josh, Matt, Janay, Lee, John, Skip, Emily, Roland, Dominique

2. Approval of April 18, 2022 Board Meeting Minutes

Emily motions, Paul seconds, motion carries, minutes approved.

3. Budget and Financial Report

Lee motions to approve, Janay seconds, motion carries financial report approved.

4. Executive Director Updates

Thank you to Emily for all your hard work and support over the years, we are going to miss working with you on our Board. Dominique Welcome!

Our cleaning contract for \$75,000 is being renewed for a third year. This will probably open up again for applications next year.

a). Event Review:

1). Kensington Derby and Arts Festival, with Kae (5/14);

No cops showed up the morning for towing which was rough, but we made it through, load in was still seamless and rain did not keep folks away! We got emails about how much people loved it, and we discussed as a team how we can build on this through year-round programming

2). Arts on the Avenue (5/20); and

This was in partnership with Maggie and Karen from FNA, created childrens window murals (6 local schools) and celebration at the Fishtown Rec center. Well attended and for the community, will be able to expand on this as well. Cost Neutral for us.

3). Fishtown District Shredding Event (5/21)

16 trashcans filled to shred.

Thanks to Matt for letting us use the parking lot, and thanks to our Board members who came out!

b). NKCDC Event Space Award to Fishtown District and Mural City Cellars

- 1). 2211-17 Frankford Avenue; - old Tired Hands Beirgarten. we will be moving the trolley car there OFFICIALLY!!
- 2). Programming to begin in June, 2022 through October of 2022; We foresee this eventually becoming profitable. 3-5 days a week of programming. Wine garden 3 days a week, art classes for the kids, yoga, music & food & vendors, movie nights, Fishtown After Dark movies.
- 3). Name: Mural City Garden at Kensington Station;
- 4). Mt. Airy Trolley to be moved there. Will be used as concessions stand and wine vending space. Eventually to be the home of a food business that pays rent to the Fishtown Kensington Area BID; and
- 5). Status of logistical discussions with NKCDC. Looking to move the car in next Saturday.

c). Security Camera Installation Update

- 1). Installation begins on or about June 13^h with launch on or about July 4th;
- 2). Description of the Initiative:

On March 17, 2022, the City of Philadelphia granted our Business Security Camera Program application This coincides with our February 4, 2022 filings under the City of Philadelphia's Business Security Camera Grant Program to purchase, and install surveillance cameras at the following intersections: Front Street and Girard Avenue; Frankford and Girard Avenue; and Frankford Avenue and Shackamaxon/Thompson Streets, as they represent a wonderful mixture of residential and commercial properties in a highly trafficked area within our commercial corridor. In addition, on May 6, 2022, the Department of Commerce awarded the Fishtown Kensington Area Business Improvement District Corridor Enhancement Grant of \$15,000.00 to add an additional three (3) intersections for coverage on Frankford Avenue in Fishtown, Philadelphia, PA, as they represent a the busiest parts of our commercial corridor. They are as follows: Frankford Avenue and Lehigh Avenue; Frankford Avenue and Columbia Street; and Frankford Avenue and Richmond and Allen Streets.

6 intersections total, formal launch will be planned for right before July 4th. We will probably get some news coverage for this. Stakeholders have been calling asking for these.

d). Finalize BID Policy of Release of Financial Information

Do only what your bylaws say and no more. We have no problem explaining the audit or our assessment process. All of Board agreed.

e). Board approval to formally announce BID "Compliance Team" with Grayman Protective Services for Memorial Day weekend.

Sent language to the Board. We have been seeing good results from this team and with the holiday weekend coming, we would like to formally announce. Paul motions to approve announcement, Janay seconds, motion carries.

f). Fishtown District Canned Cocktail Update.

Bid gets a dollar for every can. No one is obligated to buy, but we will also be trying to sell at the Trolley Car area as well. Antoine helped put this together. Formal District wide launch will be coming soon and then a series of rolling events.

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

Mural artist was selected for Rose Garden, Casey, Board is excited about the design. Also two murals were installed at KCFC and Lloyds in April.

6. Marketing/Office Update: (Randi Sherwood)

1). "Fynd" App Update: Registered businesses to date:

Garage Fishtown
Amalgam Comics & Coffeehouse
Brooklyn Bowl
Evil Genius Beer Company
Fishtown District
J.J. Mallon's
Philadelphia Distilling
Punch Line Philly
Riverwards Produce
The Fillmore
The Igloo
Vince's Pizzeria of Fishtown
Middle Child Clubhouse
Front Street Cafe

Frankford Hall.

2). Visit Philly Cover Story on the Fishtown District.

3). Possible video ideas (including drone footage).

Social media for events and Fishtown continuing to grow. Time to update our brochures for each service.

Some videos focused on beautification, some on hospitality, some on retail.

Parking: Curtis said two days ago and he assured us that a letter will be sent before the end of June. When we see the letter to the PPA, we will hold an instructive community meeting before the implementation of parking changes.

Trash: Our goal would be to have an inhouse cleaning team, but right now our system is working pretty well, the big issues are dumping which Impact has been responsive to. I think there are certain things we would like to see more of (ie. more curb line cleaning), Long term how do we bring this in-house. Problem is also finding someone to fill the job. We will also be increasing our education around property owner responsibilities. We need more eyes on different blocks. Maybe a Deep Clean team is the first thing we bring in house?

7. New Business

8. Adjournment

Paul motions, Janay seconds, meeting adjourned!