

**Fishtown Area BID
Board Meeting Agenda
Thursday, January 25, 2024 at 10:00am
1509 North Front Street**

1. Welcome and Introductions (Call of the Roll)

Attendance: Lisa, Josh, Caroline, Lee, Skip, Kathy, Greg Root, Lee Jones, Paul, Roland, Matt R, Lee S, Janay, Denise, Marc, Kae, Randi

2. Approval of December 21, 2024 Board Meeting Minutes

Lisa motions to approve, Skip seconds, motion carries. Minutes approved.

3. Budget and Financial Report

Lisa motions to approve, Kathy seconds, motion carries, financial report approved.

4. Executive Director Updates

a). Fishtown Letter-Seat Plaza Review

Have been seeking a location for this project, board consensus is this is a great location
Next step is to present to nearby neighbors
Set up a small committee to further discuss design.

b). Front and Girard "Vision Plan" Activation Update

Met with ISA to finalize electric connection, then will finalize permits. Constructed offsite then installed. Expecting april/may grand opening, first one will be on the East side. That will be the Ambassadors/community corp program will reside.

Front & Cecil B: handicap ramp has been installed, it has been hit quite a few times. Waiting for the construction across the street dies down and good weather before we reinstall damaged pieces. 1700 N front - open in september is the plan

d). Grant Filings (including Business Security Camera Program)

Awarded grants since 2020 - \$1,296,743.50 ← our 990s and audits are on our website. But for not even being around for a full 4 years, this is a very impressive number.

Newly Filed Grants:

RACP - 1.7 mil ← Phase two of connector program, through PIDC

Philadelphia LSA - for Frankford & Lehigh Ave ← resubmission from last year with some improvements (\$150,000)

Statewide LSA - finish Front & Girard -\$175,000

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

- a). Valentine's Day Event for Retailers; Next retail committee meeting Feb 1st 10AM
Sip & Shop 2/10 12-6PM, with accompanying raffle.
- b). Kensington Derby; moving to Frankford Ave, North of Roundabout, May 11th
 - already met with EKNA to discuss the same, they are excited about the change. Meeting with PBC next thursday to move forward then will file permits and announce.
- c). Reauthorization.

6. Marketing/Office Update: (Randi Sherwood)

- a). Annual Report Review
Sent to everyone with their bills, also is on our website as well as our previous years.
- b). End of Year Social Media Engagement Numbers
8K on IG , 4500 on Facebook. Focus for 2024 is on more business marketing on IG instead of just information. Retail committee would like our IG presence to be more upscale. We created a folder for our businesses to upload images for us to share. Also have asked for more reels and business takeovers where our retailers would be a guest ambassador for our brand IG.

7. New Business

Welcome to Fishtown event at Temple Basketball, stopped by practice yesterday to present their coach with a fishtown district basketball jersey.

8. Adjournment

Fishtown Connect next month Feb 14th 8AM at Fishtown Diner. First quarter mixer at Bk Bowl Feb 28th 6-8PM

Skip motions to adjourn, Lisa seconds, meeting adjourned!