

**Fishtown Area BID
Board Meeting Agenda
Thursday, April 18, 2024 at 10:00am
1509 North Front Street**

1. Welcome and Introductions (Call of the Roll)

Attendance: Kae, Marc, Randi, Paul, Skip, Caroline, Kathy, Janay, Bianca, Josh, Jeannine, Jonathan Todd, Lee, Councilman Young's office

2. Approval of March 21, 2024 Board Meeting Minutes

Board will vote on minutes via email so they have more time to review.

3. Budget and Financial Report

Skip motions, Janay seconds, motion carries, financial report approved.

4. Executive Director Updates

a). Board Officer Ratification

1). Janay Green, Chair-Person;

2). Bianca DiPietro, Secretary; and

3). Lisa Mazzola, Treasurer.

Paul motions, Kathy seconds, motion carries, officers are elected.

b). Five-Year Planning Update

5-year plan Meetings were successful. Received about 35 e-surveys to date. postcards went to every property owner. Nice to recap what we do as an org and what a bid is. Survey highlights cleaning, safety, programming & public space improvements, and the biggest concerns center around construction on the corridor. We plan to have a third public meeting in late May once we have finalized our plan. We will be altering our boundaries. DRWC conversations have been going very well, and it seems like a very promising collaboration.

Shadfest at Penn Treaty Park - Could be nice to bring this back.

Bianca: We do need to expand our marketing budget, so this DRWC collaboration sounds promising.

c). Fishtown District Food Truck Market---Pilot Program

1). Tentative Start Date: June 5, 2024

2). Corridor Enhancement Grant filing for \$40,000.00.

On Canal St. Thurs-Sun 9PM-4AM hours. We will be the first, city was issued 65K to get two markets off the ground. We were promised the bigger half of that. Canal St will be closed and programmable. Insurance requirements for both trucks and us, also all trucks will need to sign indemnification form.

d). **Fishtown Community Corps---Expansion of Services**

We have expanded to Saturdays and purchased a leaf blower to better address the curb line. Sidewalk Pressure washer also something we are eyeing to purchase this spring.

We have been having a lot of conversations regarding construction, street closures, sidewalk closures etc. some areas have been hit very hard this year due to construction issues. There is not a sufficient system in the city to notify us of work happening in our neighborhood. Private developers do not always notify us of work. Thanks to Steve Lorenz and John from Water Dept. We have reached out to dept chairs and our elected to start to work on a better notification/permitting system.

We have a tentative convo scheduled for Tuesday with the city folks. We have spoken to the BID alliance to get them involved towards this goal as well.

e). **Lighting Project Update**

1). **Pilot Project at 2400 block of Frankford Avenue**

Working with PECO and private contractor to adjust power lines to allow for the lighting install. Lighting needs to be 10 ft from power lines. Martha St could be a good place, Lee St is another one we are looking at, our first spots will be ones where we don't need to move peco lines. This has stretched our timeline and cost.

2). **New Locations**

Mamajuana press event is this evening, latin japanese fusion where the Fin used to be. Kae, Marc, and Lee were on a call with Beyond the Streets yesterday (big art exhibition group focused on street art), looking for 70,000-100,000 sq ft space to make it happen. it is possible to split into a couple neighboring locations. Group has big brand partnerships to bring exposure to the area. Kae will send the deck with the minutes. looking to find a space for a 90 day commitment.

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

a). **Spring Sidewalk Sale Recap; March 24th, folks seemed very pleased with how the event went and it is something that we will want to repeat in the future.**

b). **Kensington Derby;**

May 11th, Planning is coming together. 140 ish vendors at this time. Fishtown Taps is coming back, starting after Memorial Day with Fynd.

6. Marketing/Office Update: (Randi Sherwood)

Supporting Kae for derby social media. Continuing to do social media spotlights. Newsletter open rate is very good in comparison to other orgs of our type. over 50% for us every week, average rate is 15%-25%

7. New Business

repairing plaza on 25th & 26th.

Fishtown Connect has two upcoming meetings this month. Jeannine - State of the City at WHY? data just released regarding Philly economic status. Still looking for a permanent space, sale issues with the last location. Tavern tour this Saturday along Girard.

8. Adjournment

Janay Motions to adjourn, skip seconds. Motion carries meeting adjourned.