

**Fishtown Area BID
Board Meeting Agenda
Thursday, February 22, 2024 at 10:00am
1509 North Front Street**

1. Welcome and Introductions (Call of the Roll)

Attendance: Kae, Marc, Randi, Scott, Lisa, Kathy, Bianca, Skip, Jonathan Todd, Greg Root, Jeannine, Justin Gibbon, Josh O, Caroline, Bianca, Lee Jones

2. Approval of January 25, 2024 Board Meeting Minutes

Lisa motions to approve, Kathy 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

Huge thank you to Denise Mayer and Josh O for their service on the Board!

a). Board Election Results

1). Paul Kimport (Johnny Brenda's and The International);

2). Jeannine Cook (Harriet's Bookshop);

3). Bianca DePietro (Toile); and

4). Lisa Mazzola (Mazzola & Company, Inc.).

We are so excited to work with these dedicated members, and look forward to utilizing their skills, acumen and talent to continue to grow our thriving commercial; corridor. In addition, we welcome Roland Kassis (Kassis Ventures) and Matthew Ross (Mar Partners, LLC.), to our Board of Advisors, who are non-voting BID members who advise the Board and Staff with respect to how we can further the mission of the Fishtown District. Finally, the Fishtown District thanks outgoing Board members, Denise Mayer (Kassis Ventures) and Josh Olivo (Elk Street Management) for their outstanding service and commitment to the Fishtown/Kensington communities.

Board must now elect new officers:

1) . **Chairman;**

2). **Secretary; and**

3). **Treasurer.**

Can the board have this discussion prior to March 14th?

Skip mentioned that his building is up for sale so he does not feel comfortable running for these positions.

Secretary <- Bianca will volunteer if no one else wants to do it.

Treasurer <- Lisa willing to stay on if no one else is interested

b). **Fishtown District Food Truck Market---Pilot Program**

Creation of a Food Truck Pod, Locations identified are down by the Casino and Fillmore, particularly Canal St. We need more details for how much money the city would be providing to get this up and going. Would work with ISA & TinyWPA to design infrastructure for the space. Live Nation and/or Fishtown District would manage.

How would the number of trucks be controlled? Is there any buy-in from the trucks? Only approved trucks would be allowed, they would be able to come at 8PM then leave when done serving. The trucks would need to pay money in.

Board concern regarding us spending resources specifically around food trucks. Can this be leveraged towards a greater cause too? Smorgasbord in BK, London - Dinerama look into the market installations here. Discussing April to Oct. Explore some daytime hours as well.

Raheem and Rivers also in conversation regarding 24/7 city, more new initiatives around this coming. Marc: We can invite Raheem to our next Board Meeting to speak with us more about all initiatives. Comment: Could also in theory move the Food trucks to the Garden area if we get that space.

c). **Fishtown District Lighting Initiative**

1). **Pilot Program on 2400 block of Frankford Avenue**

Working with Archive Development, they would foot the cost. The concept is a string lighting concept for the 2400 blk of Frankford Ave, lights would string from side of the street to the other. Talking to streets to get approval. Waiting for cost estimate. Looking like 5k-6k

Lisa: looks great!

Bianca: This has been a hot topic with the retail committee as well. They have a lot of ideas around this as well. Need continuity.

Kathy: telephone pole lighting wrap as well. Crosswalk painting as well.

Jonathan: We are interested in something similar for Beach St as well.

What about under the EI? Activation from Front & Girard grant (starting in April), will include lighting all corners of the intersection. Once we have a firm plan of what SEPTA will allow, we will present it to everyone and this is something that can be adapted from this intersection and spread to others. Another Front & Girard grant is pending for the remaining portion of funding needed

Entered executive session to discuss property specific information that is not public.

Scott: guys are getting a lot of great feedback.

d). Reauthorization Update (with Kae)

Map of starting proposed new bid area includes additions on Front St, Norris, & Delaware Ave. Next steps are outreach with all of the relevant parties for these areas. Additionally we are looking to remove the 700 & 800 blks of Girard as well as the few properties on Trenton Ave. A letter to the removal areas has been drafted to let people know what this would mean for their property and encourage feedback.

Next steps are outreach and bylaw changes.

Concern regarding Norris St addition, Kae agrees this area may have too much owner-occupancy to make sense. BID Steering committee would be helpful for more detailed conversations.

BID Steering Committee Members: Lisa, Jon G,

Additionally run the outward messaging by the communication committee.

Engaged with Renee to provide a proposal regarding Outreach and Planning Consulting.

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

a). Valentine's Day Event for Retailers (Recap); Retailers seemed pleased over all, next retail committee is Feb 29th to discuss Valentine's recap, lighting project updates, and First Friday's coming back

b). Kensington Derby; moving to Frankford, planning is full steam ahead, community partnerships are a focus here.

6. Marketing/Office Update: (Randi Sherwood)

Working with retailers to provide more marketing support and increase the number of retailer focused posts. And supporting Kae on the Derby

7. New Business

Fishtown Connect Bowling Event : Wednesday Feb 28th at Brooklyn Bowl.

Question:: How can we increase our marketing budget? Can we discuss this at a separate meeting? Can we also talk about business retention and acquisition?

Response: Let's invite you to the finance committee!

Question: Indigo Bikes: What about scooters?

8. Adjournment

Skip motions to adjourn, Bianca seconds motion to adjourn!

