

**Fishtown Area BID
Board Meeting Agenda
Thursday, June 27, 2024 at 10:00am
1509 North Front Street**

1. Welcome and Introductions (Call of the Roll)
Attendance: Kae, Marc, Janay, Kathy, Justin, Lee Jones, Paul, Roland, Bianca, Caroline, Jonathan Todd, Josh Olivo, Lee S, Matt Ross, Max Thal, Scott, Jeannine
2. Approval of May 23, 2024 Board Meeting Minutes
Paul motions, Janay seconds, motion carries, minutes approved
3. Budget and Financial Report

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

Chairperson Report - Janay:

New portion to the board meeting for Board members to bring up specific topics that might not be on the agenda. If any board members have topics or projects they would like to bring up and discuss as a board please send them to Janay and/or Marc and Kae.

Janay - July 4th event with The Saint and Meantime
Jeanine nominated for Entrepreneur of the year by RAD awards

4. Executive Director Updates
 - a). Five-Year Planning Update
 - 1). Ordinance introduction: June 20, 2024; Hearing will be in the fall, we need to send mailings 30 days before that hearing. Date has not been selected yet.
 - 2). Approval Procedure.
 - b). Future Development Projects
 - 1). FKABID Vision Plan, Part 2;
Possible activation areas were discussed, will be applying for the "Main Street Matters" Program, this is a 50% matching grant program for planning.
 - 2). Fishtown/Northern Liberties Connector Project;
proposal to plan a connector project for area between Wildey, Girard, Front and Germantown to better connect NL & Fishtown <- targeting statewide LSA for this app

Grant pending for power washing from Commerce for recent work on 2000 blk of Frankford

Grant pending with local LSA for frankford and Lehigh, statewide Isa pending for Front & girard phase two

Activities grant for first installment of string lighting project pending

Bianca: Timelines?

Front & Girard - construction to start in Oct, once septa is out

Frankford & Lehigh - should hear about funding around Oct

Proposals for the planning grants would be filed by the end of the summer or fall, target planning process would be 2025

Dept of Transportation is still finalizing I-95 work in Fishtown/NL so they are meeting internally then will come back to public meeting with proposals.

New Lighting Project: Rene from Pergoni Management, new cheap facade lighting program for replacing flood lights for \$150 per light, \$250 per light to install new. The owner would pay for the installation so we are not liable for any of the construction, install or upkeep. Will launch tomorrow

c). **Fishtown District Public Safety Study**

Beginning to keep in house data and statistics on trends and responses seen by our ambassador team with the idea to use this data to advocate for increased external resources and provide supporting documentation to the 26th district and our elected officials as needed.

1). **Procedure and Goals.**

We do have a sizable part of the budget going to security already, this is a city problem, can we get the city to assist in this financially? They have gun prevention grants offered by the city, but they almost always go to youth programming orgs.

We were told at one point that there would be some funding set aside for evening ambassadors, that has not yet happened. No grants exist. Can we have a business notification system in the case of issues we should be aware of?

e). **Fishtown District Food Truck Market Update---Pilot Program**

Mural complete, furniture is being fabricated, positive reactions to the announcement on IG, neighbors seem happy that we have followed through on their wishes. Start date is still TBD, but we should have it nailed down soon.

Other Half Brewing and the other neighbors are excited about the idea, this will require more ambassadors as well.

f). **Fishtown District IRA presentation with the Princeton Group**

For small biz offering 401K plans can be an expensive burden, and high liability for the biz. Pooled employer plan (PEP) allows multiple employers to pool resources together and create one employee plan. The more biz that join, the cheaper the plan would be. Each biz can control their own plan benefits, but it is all treated as one plan. These PEPs were made exactly for small biz communities.

Biz owners want to focus on their biz, not 401ks. Biz want protection against compliance concerns. Biz dont want to pay for the plan costs. PEP alleviates these high fees and fiduciary liability. Want BID to be able to be a part of this program as an org and offer retirement benefits, want to talk to board member biz and see if you are interested in joining as orgs, and finally if we are comfortable offering this to all of our area biz. Caroline and Matt will put together some more information for us to review as a board.

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

a). Feastivale-----9/28/2024; Secured \$34K in grants for Fishtown Co this year. Registration is open now.

6. Marketing/Office Update: (Randi Sherwood)

Social Media Statistics;

Retail Update: Redoing the Directories with a corridor survey collecting all biz information. Going back to the graphic designer to create a cover and combine all of them into a single brochure. Print 1000 to start

Welcome Packet (pocket folder): 5x7 postcards from retailers that will be distributed to new residences, goal to increase daytime traffic, print 500 of those, 14 different businesses we are working with to get in there, and fynd.

IG is on the cusp of 9K followers, looking to do a push to get over 9K and get to 10K

7. New Business

8. Adjournment

Janay motions, Bianca seconds, meeting adjourned.