

**Fishtown Area BID
Board Meeting Agenda
Thursday, March 21, 2024 at 10:00am
1509 North Front Street**

1. Welcome and Introductions (Call of the Roll)

Attendance: Caroline, Bianca, Kathy, Janay, Marc, Greg, Skip, Jeannine, Lisa, Kae, Randi, Scott

2. Approval of February 22, 2024 Board Meeting Minutes

Kathy motions, Janay seconds, motion carries

3. Budget and Financial Report

DEBT FREE AS AN ORG!

Lisa motions, Kathy seconds, motion carries, financial report is approved.

4. Executive Director Updates

a). Fishtown Ambassadors/Safety Update

1). Response to motor vehicle accident (3/15/2024) on Frankford Avenue (between Master and Thompson Street);

2). Praise for Ambassadors by neighbor, Chris Horne:

Thank you very much for the information, Marc, and thank you for looking into it, Daniel!

Marc, as an aside, the Fishtown BID leader who was working at the time - Lamont, not sure if the spelling - was truly exemplary. He handled the situation with leadership, levelheadedness, urgency, and professionalism in a manner that is uncommon. Please convey my feedback to anyone whose work overlaps with his because he helped direct traffic, talked down angry drivers, and was extremely communicative to me and the other driver involved in the accident, and I'd like to make sure Lamont gets the shine he deserves.

3). BID cameras caught accident and footage provided.

b). BID Board Officer Update

Board must now elect new officers:

- 1). **Chairman;**
- 2). **Secretary; and**
- 3). **Treasurer.**

Not enough board members present to finalize elections. Executive session to discuss process. Bianca nominated as secretary, Lisa nominated as Treasurer, recommendation for Chairman, reach out to them directly to make sure they have interest before nominating others.

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

1). See attached design by ISA Architects

On canal st, starting to take shape. This will be the first in the city, set up until 2-3 AM. Furniture designs from ISA, Tiny WPA will do the fabrication. Truck rental costs will be used for trash collection and more ambassadors.

What about some signage to draw folks down from Frankford & Girard? City big media campaign coming as well.

Can there be a social benefit from these food trucks as well?

d). Fishtown District Lighting Initiative Update

1). Pilot Program on 2400 block of Frankford Avenue

Looking to apply for the Corridor Enhancement Grant to provide funding for supplemental installations, looking to target areas where we do not need to raise the PECO lines, as that adds thousands to the install costs.

e). Capital Improvement Project Update

Had a good meeting with PennDOT regarding Shackamaxon plaza. still working through the permitting process there.

SEPTA is starting work on Girard Station on Easter Monday, April 1st. Our install should only take 2 weeks. Waiting on final permit approval and confirmation of date we can install. Would like to start Front & Girard activations as soon as possible.

f). Reauthorization Update (with Kae)

Reauth committee has met twice now. Very in-depth productive meetings. We have been doing a super deep dive on the budget. We are looking for expansion onto Delaware Ave. We have a meeting tomorrow with DRWC to discuss the same. DRWC originally (5 years ago) mentioned they planned to do a BID, but that did not happen yet. This meeting should be illuminating regarding our ability to add Delaware during reauth. We have had some other meetings with developers and large owners on Delaware ave. Email invitation for next Tuesday at 10 AM via zoom, April 2nd at Lutheran Settlement House at 7 pM. These meetings are presenting what is a bid, what we provide, how we are funded, etc.

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

a). Spring Sidewalk Sale; moved to rain date
add to the events website, share the list of all participating businesses

b). Kensington Derby;
OVER 100 registered vendors, a lot of food this year, not a lot of alcohol. Deadline for the health dept is coming up shortly.

6. Marketing/Office Update: (Randi Sherwood)

Social Media Statistics: 8215 IG followers, reach is up 42% content interaction is up 4.2%

Facebook demo: Mostly 35-54 Women, IG 63% women 25-44 age, majority from Philly, also bucks, montgomery & new york. Net gain for followers up 103%

75% percentile for similar orgs.

No word either way on the award we have pushed for

Fishtown Moms group is a big demographic active on social media, Facebook group to look into.

7. New Business

Fishtown Connect: April 10th next meeting date

Tour with Urban Land Institute with Josh and Marc, on the 2400 blk of Frankford 8:30 AM to 10 AM March 26th

8. Adjournment

Skip motions, Lisa seconds, meeting adjourned