

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

1. Welcome and Introductions (Call of the Roll)

Attendance: Kae, Marc, Scott, Randi, Caroline, Kathy, Janay, Lisa, Greg R, Matt Ross, Lee, Paul K, Jawad of Councilperson Young's Office, Lee Jones, Jonathan Todd, Bianca

2. Approval of July 25, 2024 Board Meeting Minutes

Lisa motions to approve, Kathy seconds, motion carries.

3. Budget and Financial Report

Audit draft should come by the September Board Meeting.

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

Jawad: No report today.

Opening Statement from Board Chair Person, Janay Green:

FNA Silent Auction is coming up, anyway we can support? Janay thanks to all my local wedding vendors (Kathy and Bianca esp!)

4. Executive Director Updates

Reauthorization Update: We are waiting on our hearing date, we will not get that date until they are back in session. Once we receive we do our big manilla envelope mailing to all stakeholders. We will ask our supporters to testify, then there is a 45-day objection period with two subsequent readings.

a). Fishtown Ambassadors Public Safety Survey Review and Update

1). August 29th Meeting with Council Member Squilla and Jawad Pullin from Council Member Young's office. Representatives from Northern Liberties BID and Old City District will also join;

Thanks to Kathy for purchasing scooters for our ambassadors.

2). Review of up to date statistics.

3). Update on enforcement actions.

Have been distributing notice of coming enforcement action that also explains trash regulations. The Office of Homeless Services is increasing patrols in our area.

Bike Officer on Frankford Ave more present now, thanks to Captain Gress. Executive session to discuss allocation of resources.

b). Future Development Projects' Status

Front & Girard: We are in process of submitting permits, looking for fall installation, fabrication will be happening shortly. Looking to add ambassador hours to staff this, this will be a big part of our budget conversations this fall. Septa will finish in mid-October.

1). FKABID Vision Plan, Part 2;

Looking at Roundabout (4 corners only not touching the middle), Martha St, Lee St, and Girard Ave. Spoke with ISA team regarding the issues on each of these areas that we are trying to address and limitations for each zone. Girard will mostlikely be the first we attempt to activate. Most interestingly the raised trolley platforms, looking to assist with crossings, and vehicular traffic concerns. Will be coming to you all with a rough design in September, then start our working sessions surrounding each activation to get feedback. Goal to finish this plan by 2025.

2). Fishtown/Northern Liberties Connector Project (see attached initial design guide); and

Presented the rough ideas and concepts of the plan, would look to start with funding applications around front and Wildey. Still fleshing out the plan before we do more focus and stakeholder groups.

3). Frankford Avenue Connector.

New bus stop concept, which is being worked into our Letter Seat plan, goal here is to ease approval process and potentially get additional funding. Working on getting pricing to submit then hopefully announce and begin fabrication in the fall.

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

New Location: Outdoor Stage Area of the Fillmore;

Tentative Start Date: September 12, 2024

Now on private property, Sept 12th or 19th start date. Moving into private lot is allowing us to cut costs both to us and to the trucks.

d). Idling Trucks and BID Responsive Initiative

1). Ambassador assistance to direct traffic;

2). Reminder of current law; and

3). Push for more loading zones.

Moved this to the section with safety

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

a). Feestivale-----9/28/2024;

Vendor registration is going well. Working on health dept things now. Almost at 100 art vendors.

6. Marketing/Office Update: (Randi Sherwood)

Social Media Statistics;

186% growth of followers on IG, getting closer to 10K, 104% growth month over month for facebook interactions.

Instagram:

Followers 9,413 up 186.4%

Reach 16,843 up 9.2% Followers 6665 and Non-Followers 10,178

Facebook:

Followers 5,200

Reach 98.7K up 47.3%

Content Interactions 2.6K up 134.3%

Link clicks up 106.3%

Retail Update (with Bianca)---Resident Retail Package and Updated Directory

Welcome Packets have been assembled and will be distributed to our property owners to give to their new and prospective tenants. Also be distributed to hospitality folks as well. The cards inside have special offers for new folks. We have 500 filled, then have another 500 folders that we can fill, so we can always expand the program if this iteration goes well.

Directory will have every district business, split into 4 categories but all in one book. This is in progress with our designer Kate Otte. We will be able to update it in house as well.

7. New Business

Fishtown Connect Update

8. Adjournment

Kathy motions, Paul seconds, meeting adjourned.