

**Fishtown Area BID  
Board Meeting Agenda  
Thursday, January 16, 2025 at 10:00am  
1509 North Front Street**

1. Welcome and Introductions (Call of the Roll)

ATTENDANCE: MARC, KAE, RANDI, SCOTT,( ISA - SASHA, BRIAN, JONATHAN, JASON) KATHY, LISA, FYND - MAX, BIANCA, SKIP, LEE S, JANAY, JOSH O, GREG ROOT, JEANNINE,

2. Approval of November 21, 2024, Board Meeting Minutes

DEC BOARD MEETING WAS A HOLIDAY CELEBRATION, NO MINUTES NEEDED,  
NOV BOARD MEETING MINUTES  
KATHY MOTIONS, LISA SECONDS, MINUTES APPROVED.

3. Budget and Financial Report

WILL HAVE SEPARATE BUDGET MEETING ONCE FINALIZATIONS MADE.  
ASSESSMENT RATE FOR 2025 IS 0.00136

JEANNINE: IS THERE ANY CONTINGENCY FOR HARDSHIP BUSINESS?  
A: WE PROVIDE PAYMENT PLANS TO ASSIST.

LISA MOTIONS, JANAY SECONDS, MOTION CARRIES, FINANCIAL REPORT APPROVED.

Opening Statement from Board Chairperson, Janay Green

WELCOME TO THE NEXT FIVE YEARS, HOPE TO WORK MORE ON MARKETING, DO MORE SMALL COMMUNITY EVENTS, QUARTERLY STAKEHOLDER MEETINGS, CHANGING NEWSLETTER LAYOUT, WORK ON GETTING BANNERS, SEPTA "WELCOME TO FISHTOWN" MESSAGE, HOPING FOR A MORE INVOLVED BOARD, WORKING MORE CLOSELY WITH OUR STAKEHOLDERS, STAYING ON TOP OF CLEANING, AND HOLD EACH OTHER ACCOUNTABLE. 2026 IS A BIG YEAR, LET'S TAKE ADVANTAGE.

4. Executive Director Updates

a). Vision Plan, Part II Presentation from ISA Architects

Who would maintain this?

A: Power would come from the businesses if they agree, but BID would need to pay for the maintenance of this. We will have an understanding of what maintenance costs will be so we can budget for the same.

Lee St: Choice of lighting color will be key here so it doesn't look "cheesy"

Are there on/off timing recommendations for the lighting?

LEDs might be easier to maintain over neon.

We would fund these place by place, then installation would follow, so these would not all happen at the same time.

Metal installations seem to be a connector, can that be explored further.

Roundabout: repurposing the F/A signs, can we incorporate the intersection maps on these? Can these be wayfinding oriented? Can we do seasonal decorations?

Is the roundabout area worth the investment as it doesn't have a ton of businesses?

The seating of marble looks a bit like memorials, let's see some other options for material here.

Martha St:

Conversations regarding the modern design vs something that looks more traditional with the historic site. Can we make the structure a little softer with some curvature?

How will it be lit? Is this still functional with trucks? Don't want to take away parking.

What does the gate actually say, if anything? only 4-6 spaces right in front of Martha.

Looks climbable right now...

Girard:

These look like they might be climbable as well or encourage pull-ups. Will explore turning radius questions, Getting the streets painted properly should be a priority.

These feel large and may interrupt sight lines, concerns about providing seating.

Massing can calm the traffic and signify the crosswalks. What can septa do vs us?

FEB 11th 6:30 PM annual meeting: Kathy, Ravi, and Steeve Tonuchi are all up for reelection if they choose. Skip has mentioned he will move to advisory. Caroline and Henry Seibert are both interested in running for seats. Any members in good standing can run. Would also be great to get a new FNA seat on the advisory board.

Congrats to all on our reauthorization

Executive Committee to discuss reauthorization.

b). Fishtown Ambassadors/Community Corps 2024 Statistics

| Column 1             | TOTALS      |
|----------------------|-------------|
| CONSTRUCTION CONCERN | 285         |
| GRAFFITI             | 167         |
| SHORT DUMPING        | 654         |
| WELLNESS CHECK       | 923         |
| ALTERCATION          | 86          |
| UNRULY PATRON        | 49          |
| UTILITY ISSUE        | 32          |
| STREETS ISSUE        | 40          |
| SANITATION ISSUE     | 41          |
| TRAFFIC ACCIDENT     | 41          |
| NARCAN               | 12          |
| DISORDERLY CONDUCT   | 299         |
| <b>TOTALS</b>        | <b>2629</b> |
| <b>SAFETY</b>        | <b>1410</b> |
| <b>QOL</b>           | <b>1219</b> |

Note: this covers 6/13/24- 12/31/24 period

c). Budget Discussion (with Kae)----TENTATIVE

5. Marketing/Office Update: (Randi Sherwood)

New Directory: Updating the directory on the website, long process but is underway.

Social media statistics.

6. New Business

St Patrick's Day weekend conversation with bars/restaurants to make it a better experience. Get a head of potential bar crawls etc. Paul will pick date and host

Fishtown Connect Update

7. Adjournment

Skip motions, Lisa seconds, meeting adjourned!

