



## Business Improvement District Formation Study

### Steering Committee Meeting #3

August 15, 2019

5:30 pm

The Met

### Meeting Notes

#### In Attendance

- Chris Cordaro - EBRM
- Mable Welborn - L.H.S.C. Trust
- Tim Roseboro - Mosaic Development Partners
- Lawrence Williams - People for People
- Liz Gabor - Goldenberg Group
- Kenny Ashe - Progress Plaza
- Shalimar Thomas - North Broad Renaissance
- Eugenie George - North Broad Renaissance
- Denis Murphy - Philadelphia Department of Commerce
- Jim Baker - Baker & Company
- Chris Lankenau - Urban Partners

#### PowerPoint Presentation

The meeting began with a PowerPoint presentation introducing the project and approach. The presentation covered the following items:

- Introductions
- What is a BID?
- Why create a BID?
- How are BID services paid for?
- What is a BID's legal authority in Philadelphia?
- Why create a BID for North Broad Street? But even though NBR exists, longer term stability and service demands require the creation of a BID.
- Other BIDs in Philadelphia
- BID study area

- Needs assessment survey description
- Outreach update
- Draft NBBID Plan: key components of the plan
  - District boundary
  - Programs and services
  - Budget
  - Assessments (formula and sample amounts)
  - Oversight (management and board of directors)
- Next steps
- For more information: [northbroad.org/north-broad-BID](http://northbroad.org/north-broad-BID)

### Discussion

During the presentation on the proposed BID, various comments/questions were raised:

- One of the items in the budget for the proposed BID is “Personnel and Administration”. Is that the salary for a staff person?
  - That portion of the budget would cover the salary for the BID manager position as well as supporting staff, but also various office-related expenses.
  - A point was made that sometimes salaries are an unpopular budget item because it is not a tangible item, but staff for managing a BID is key to its success and therefore very important.
- There needs to be more staff for cleaning and safety.
- What have comments been on the Needs Assessment Survey so far about safety?
  - There are issues with loitering
  - Enforcement is important
  - Night safety needs to be enhanced
- Has there been any feedback on business attraction?
  - Yes - business attraction (minus attracting more restaurants) and business retention scored relatively low compared to other perceived needs such as cleaning, safety, and greening
- A common theme that has emerged is the preservation of North Broad’s building stock.
- The group was reminded that the community meeting to present the BID Plan is Wednesday, August 21<sup>st</sup>, and that they are invited to attend.

The meeting adjourned around 7:15 pm.