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
  o District boundary
  o Programs and services
  o Budget
  o Assessments (formula and sample amounts)
  o Oversight (management and board of directors)
• Next steps
• For more information: 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?
  o 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.
  o 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?
  o There are issues with loitering
  o Enforcement is important
  o Night safety needs to be enhanced

• Has there been any feedback on business attraction?
  o 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 21st, and that they are invited to attend.

The meeting adjourned around 7:15 pm.