Exchange Place Alliance Board Meeting

Tuesday, December 10th, 1:00 PM
Initial Items

• Call to Order by Board President
• Open Public Meetings Act confirmation
• Roll Call
• Approval of the September 17, 2019 Board Meeting Minutes
Executive Director’s Report
Capital Improvements Update
Mobile Food Truck Update
Montgomery Street Food Truck Zones

Left: Newly marked out food truck parking spots on Montgomery Street between Hudson and Greene Streets.
Wayfinding Initiative

Resolution 19-5
New Marketing Materials
Public Art Proposals
Landscaping Additions

Resolution 19-3
Resolution 19-4
Commercial District Services
2020 Contract Renewal

Resolution 19-2
Appointing Martin Schmid as Assistant Secretary to the Board of Directors

Resolution 19-1
Events and Social Media
Metrics At A Glance

- Newsletter: 655 subscribers
- Twitter: 391 followers
- Instagram: 1,690 followers
- Facebook: 667 likes
Online and Social Media Statistics

Above: Facebook

Above: Website
Online and Social Media Statistics

Your Tweets earned 11.2K impressions over this 28 day period

Left: Twitter

Left: Newsletter
Online and Social Media Statistics

Left: Instagram

- Content
  - Accounts reached from Nov 27 - Dec 03: 1,026
  - Reach: 1,026
    - +100 vs. Nov 20 - Nov 26
  - Impressions: 7,352
    - +1991 vs. Nov 20 - Nov 26
  - Interactions: 73
    - Actions taken on your account from Nov 27 - Dec 03

Activity

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Operations and Maintenance Review
Clean Team Statistics 9/17/19 – 12/9/19

- 170 instances of poster and sticker removal
- 78 instances of graffiti removal
- 1,305 trash bags hauled out of the district, amounting to roughly 23 tons of debris and litter.
Clean Team in Action

Above: Hanging the banner for the Annual Halloween Pet Parade.

Above: Cleaning a particularly soiled tree pit.
Maintenance Before and After Pictures

Storm drain: corner of C. Columbus and Greene

Above: Drain grate needs replacing.

Above: Replaced.
Above: Bushes need to be trimmed along Essex Street adjacent to the Light Rail

Above: Discussed with appropriate owner to properly maintain.
Maintenance Before and After Pictures

Above: Fallen sign.

Above: Replaced.
Abandoned Bicycle Removal

Abandoned bicycles clog limited rack space in our community. We work in step with DPW and key community members to facilitate their removal.
Fire Hydrant Painting Initiative

Hydrants throughout the district received a fresh coat of paint, helping to beautify our community one block at a time.
Fall Cleanup and Bough Installation

We have closed out our landscaping season and buttoned up the area for winter. The spruce boughs help to protect the perennial bulbs that will appear in early spring.
“Gene’s Berm” was planted in the early fall with a hardy mix of perennial plant materials.
Holiday Decoration Installation

Left: A first for the Alliance, the installation of this 30-foot Sequoia tree illuminates the waterfront with 20,000 LED lights.
Holiday Decoration Installation

Left: The tree also creates a wonderful photo opportunity.
Holiday Decoration Installation

Left: The tree is located on J. Owen Grundy Pier.
Holiday Decoration Installation

Left: The decorated garland and bows are being installed on 35 light poles along the waterfront.
Holiday Decoration Installation

Left: This installation has created great opportunities for selfies and photos.