



**York Business Improvement District Authority  
Board of Directors Meeting Minutes  
March 11, 2020**

A meeting of the York Business Improvement District Authority (“YBIDA”) Board of Directors was held on Wednesday, March 11, 2020, at Prince Street Cafe, York, PA.

The following Board members were in attendance, representing a quorum:

Mandy Arnold  
Dylan Bauer  
Kate Hynes

John Klinedinst  
Eric Menzer  
Aneury Perez

Cindy Steele  
Brian Strong  
Julian Tolbert

York County Economic Alliance staff members were present: Kevin Schreiber, President & CEO; Silas Chamberlin, Vice President Community and Economic Development; Katie Mahoney, Vice President Marketing & Communications; Elaine Bonneau, Director of Downtown Inc.; Beth Wolfe, Executive Assistant; Hannah Beard, Communications Coordinator; Jon Desmarais, Manager, Marketing & Communications.

**Call to Order / Welcome:**

Chair Mandy Arnold called the meeting to order at 7:31 a.m., noting a quorum was present. Ms. Elaine Bonneau welcomed Downtown Inc. staff members, Hannah Beard, Communications Coordinator and Jon Desmarais, Manager, Marketing & Communications.

**Public Comments:**

No comments.

**Approval of Meeting Minutes:**

On a motion by Mr. Dylan Bauer, properly seconded by Mr. John Klinedinst, the Board approved the minutes as presented.

**Chair Comments:**

Chair Arnold opened discussion with regards to the coronavirus having a profound effect on downtown store fronts. The business impact is real and we need to start advocating for these businesses to have some level of federal and state financial protection. Think of the organizations you have connections with and think of how are we protecting the financial success of these businesses. Chair recommends lobbying for banks to have grace periods and making sure we are encouraging our employees to go out and support the local business. Perception is reality so how we manage is very important. Downtown Inc. has prepared a merchant public safety newsletter dedicated to helping to prevent the coronavirus. Counter message should be shop local, eat local, play local.

**Old Business:**

**BID Renewal:** Mr. Silas Chamberlin, representing the ad hoc BID renewal committee, provided a presentation with regards to the following recommendations:

- YBIDA should seek renewal of the existing BID business plan and assessment rate for 5 years.
- YBIDA should partner with YCEA to raise approximately \$350,000 from a mix of private and public partners to enter a 3-year pilot contact with Block by Block (“BBB”) with clean, green, safety, and hospitality services, beginning January 1, 2021.

*Improvement to economic development and public safety in the City of York.*



- Through the renewal process, and in subsequent years, we educate stakeholders about the BBB implementation strategy, laying groundwork for future needs and potential BID Assessment consideration.
- YBIDA should continuously evaluate the implementation of the BBB contract and its impact on Downtown York, communicating the calculation of services messages and impact of BBB.
- At the beginning of 2023 (start of year 3), YBIDA should consider whether to seek an increase to the BID assessment to support continuation of the BBB program in years 4 and 5.

Chair Arnold requested a motion to maintain the assessment at the current rate and to move forward and begin the bid renewal process. On a motion by Mr. Jules Tolbert seconded by Mr. Eric Menzer, the motion was approved.

### **New Business:**

- Meeting location update: Prince Street Café is the new meeting location. There is parking behind WellSpan in the project known as REVI Flats. Dylan will provide parking validation tickets at each meeting.
- Committee update: due to time restraints, this will be on the April agenda.
- Road construction and DI's role in public communication: Construction stops daily at 3:00pm, therefore, it does not affect First Friday. Video messaging is being done. Ms. Elaine Bonneau receives daily updates from the York Water Company ("YWC"). The information is shared in an optimistic, fact based and timely manner.

### **Adjournment:**

There being no further business Chair Arnold adjourned the meeting at 9:00am.

Respectfully submitted,

Kate Hynes  
Secretary

**As a reminder:** The DI update is scheduled for Tuesday, March 31 at the Capitol Theatre, Board Members are encouraged to attend. A link is provided below to RSVP and save your seat.

[Downtown Update — Downtown Inc](#)

Prepared by: Beth Wolfe  
Executive Assistant