



**York Business Improvement District Authority
Board of Directors Meeting Minutes
August 12, 2020**

The meeting was held Wednesday, August 12, 2020 for the York Business Improvement District Authority (“YBIDA”), commencing at 7:30 a.m. The meeting was conducted remotely on Zoom and access for the public to hear the meeting was also available by telephone. Notice of the Zoom link and telephone number were provided to the public in advance by notice required by law.

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

Mandy Arnold
John Klinedinst
Eric Menzer
Aneury Perez

Grace Quartey
Cindy Steele
Brian Strong
Julian Tolbert
Joanne Wilmore

York County Economic Alliance staff members were present: Katie Mahoney, Vice President Marketing & Communications; Elaine Bonneau, Director of Downtown Inc.; Hannah Beard, Communications Coordinator; and Kim Hogeman, Manager of Strategic Development.

CALL TO ORDER / WELCOME

Chair Mandy Arnold called the meeting to order at 7:33 a.m., verified each Board member could hear and be heard by all others and noted that a quorum was present.

COMMENTS FROM THE PUBLIC

No comments.

APPROVAL OF MEETING MINUTES

Chair Mandy Arnold presented the presented June meeting minutes, which were shared prior to the meeting, in the absence of Ms. Kate Hynes. On a motion by Mr. John Klinedinst, properly seconded by Mr. Brian Strong, a vote was conducted by roll call, the Board approved unanimously as presented.

FINANCIAL REPORT

Mr. Tolbert reported on the May and June 2020 financial for Downtown Inc. All documents were shared prior to the meeting. Mr. Aneury Perez will share the financial reports for future board meetings. It was discussed that event revenue was down due to COVID-19 in-person event restrictions and cancellations. The Friends Campaign performed better than anticipated given the current climate, virtual events are the goal to honor sponsorship dollars, and overall, as an organization Downtown Inc is stable.

COMMITTEE REPORT: DOWNTOWN ENVIRONMENT

Mr. Eric Menzer reported on focusing on quality of place and life in Downtown York through Mason Ave improvements and the completion of the Rail Trail in 2021, which is on schedule. Chair Mandy Arnold and Mr. Eric Menzer discussed early signage needed for rail trail path to connect users with Downtown York. Mr. Julian Tolbert noted as part of Downtown Inc’s mission to connect visitors to Downtown York, in this case Rail Trail users to Downtown York’s businesses.

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



ECONOMIC DEVELOPMENT

A project update on the Yorktowne Hotel was given via power point presentation by Ms. Kim Hogeman, Manager of Strategic Development. The third phase is about to start and should conclude in 18 months with a soft and grand opening in late 2021. Downtown Inc will be connecting third phase construction workers with Downtown York lunch options through a Lunch Spot flyer.

Ms. Elaine Bonneau reported on The YoCo Strong Restart Fund CARES Act by giving an overview power point presentation. Downtown Inc will be conducting direct outreach to Downtown York businesses through canvassing, emails, and phone calls to decrease barriers to the grant application. The application has a goal to open the week of August 24.

Chair Mandy Arnold reported on businesses opening and closings. Downtown York restaurants and bars of the White Rose group have closed temporarily during COVID-19. Ms. Bonneau noted Gallery B closed its doors. New business openings include Pineapple Home Gallery, House of York, NaCl Room, and some others opening in Central Market. Downtown Inc is making concerted effort to promote these openings through Facebook lives, social media, and e-newsletter announcements. Ms. Cindy Steele gave a report on Central Market that twelve vendors have stayed closed during COVID-19, ten vendors have left permanently and six will be opening over the following weeks. Ms. Bonneau, per the request of Ms. Joanne Wilmore, will look into comparative numbers of new and closed businesses for 2019 and 2020.

DOWNTOWN INC DASHBOARD UPDATE

Ms. Katie Mahoney gave a presentation on the YCEA 2020 Dashboard. Some items are on pause due to COVID-19. Downtown Inc's Business Series Workshop, held virtually since COVID-19, is at peak engagement. The organizational brand has been realigned. Chair Arnold asked if Fourth Economy will give presentation to BID Board on recommendations, Mr. Julian Tolbert noted the recommendations should be available for the next BID Board meeting in October.

DIVERSITY, EQUITY, AND INCLUSION

Ms. Elaine Bonneau informed that she and Mr. Kevin Schreiber met with a group of ten community business leaders about the role of Downtown Inc, economic equity, and closing the wealth gap. There is another meeting scheduled for August 13. Ms. Joanne Wilmore, who was present for the meeting, noted on Downtown Inc being intentional with reflecting and representing diversity in Downtown York through metrics and measurables.

Chair Mandy Arnold discussed the evaluation of the Downtown Inc bi-laws to reflect DEI. It was found the bi-laws are provided and controlled by the City of York. There is a plan to put forth recommendations to the City of the new bi-laws based off of the Roz Group findings. Mr. Eric Menzer suggested being proactive with BID renewal by including DEI objectives in the ordinance.

NEW BUSINESS

n/a

OLD BUSINESS

Chair Arnold stated there is a board seat vacancy. DEI efforts should be used to appoint new member. There is also a YCEA board vacancy but time is not sensitive on filling that role. Both seats should be discussed at next meeting. Mr. Julian Tolbert stated they can discuss via email after board meeting and Chair Arnold noted to put on next agenda.



ADJOURNMENT

There being no further business Chair Arnold adjourned the meeting at 9:06am.

Respectfully submitted,

Kate Hynes
Secretary

Prepared by: Hannah Beard
Communications Coordinator



Downtown Inc

DowntownYorkPa.com

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