



**York Business Improvement District Authority
Board of Directors Meeting Minutes
Wednesday, October 13, 2021**

The meeting was held Wednesday, October 13, 2021 for the York Business Improvement District Authority (“YBIDA”), commencing at 7:30 a.m. The meeting was conducted in a hybrid manner via Zoom and in-person at Stock & Leader, with access for the public to attend. The meeting was also available by telephone. Notice of the hybrid meeting, Zoom link, and telephone number were provided to the public in advance by notice required by law.

The following Board members were in attendance in person and via Zoom, not representing a quorum:

John Klinedinst*	Julian Tolbert
Carlos Garcia	Cindy Steele*
Eric Menzer	Joanne Wilmore*
Aneury Perez*	Allison Witherow

*=via Zoom

York County Economic Alliance staff members were present in person: Katie Mahoney, Vice President Marketing & Communications; Sully Pinos, Director of Business Solutions, and Hannah Beard, Community Engagement Manager.

CALL TO ORDER / WELCOME

Chair Julian Tolbert called the meeting to order 7:30am

COMMENTS FROM THE PUBLIC

No members of the public were in attendance.

APPROVAL OF MEETING MINUTES

Chair Julian Tolbert presented the August YBIDA minutes in Secretary Wilmore’s absence. An in-person quorum was not present, so the minutes were unable to be voted upon.

FINANCIAL REPORT

Treasurer Aneury Perez reported on the financials. For the period ending on August 31, there has been about \$114,000 collected which is on track for this time of year, resulting in 93% overall in collection. Ms. Katie Mahoney provided an update on other fundraising initiatives for the fourth quarter of 2021 and the budget for 2022. A final Friends Campaign mailer will go out in November and fresh and new ideas for fundraising in 2022 will be explored by the York County Economic Alliance and Downtown Inc team. The goal is to keep programming and staffing the same for 2022.



COMMITTEE REPORTS-Downtown Environment Committee

Mr. Eric Menzer reported on the Downtown Environment Committee. There has been modest incremental success with cross walks, wayfinding signage and the Crispus Attucks Clean Up Crew. There has been a focus on wayfinding signage surrounding the re-opening of the Yorktowne Hotel, ultimately prior to September 2022's grand opening. Mr. Menzer provided a potential grant opportunity through Explore York. Downtown Inc's Project Manager, Matthew Sechrist, conducted a lighting audit of Downtown York which was then passed onto Met-Ed and the City of York for attention. York City Police officers attend the Downtown Environment meetings which has helped open up dialog about homelessness in Cherry Lane.

DIVERSITY, EQUITY, INCUSION INITIATIVES

Ms. Katie Mahoney updated that a Minority Mixer will be happening in December 2021 to celebrate individuals of color in the county and city. Sixty nominations were submitted for the YoCo Connect/Downtown joint magazine Change Maker edition. A steering committee will decide on six featured individuals for the publication, with a mix of backgrounds and demographics. Mr. Eric Menzer suggested making the Minority Mixer a Changemaker Mixer with the York Revolution as a sponsor. Secretary Joanne Wilmore requested the invitation of the business community outside of the targeted focus group for the Change Maker event, as well as all diversity events that have opportunities for networking for underserved businesses.

Ms. Sully Pinos presented on the Bloom Empowerment Center which is launching softly in quarter four of 2021, and then in January 2022. The Bloom Empowerment Center will provide technical support, trainings, classes, attainable capital, and access to opportunity to entrepreneurs in York County. Secretary Joanne Wilmore requested property ownership for Black/Latino business owners be part of the Bloom Empowerment Center. Ms. Pinos explained that 'next steps' for business owners, suggestions for next training topics, site selection, and accounting classes will be provided.

NEW BUSINESS

Chair Julian Tolbert mentioned that Elaine Bonneau has departed from Downtown Inc as of the end of September, 2021. Ms. Katie Mahoney provided an update that the application period for a new director will close Friday, October 15. Preliminary interviews will begin soon with a YBIDA review as well.

There are three upcoming YBIDA vacancies: Mr. Eric Menzer, Mr. Brian Strong, and Ms. Mandy Arnold. Mr. Eric Menzer will be staying on the board, and Mr. Brian Strong and Ms. Mandy Arnold will be leaving at the end of the calendar year, resulting in two total vacancies. Chair Julian Tolbert will be conducting outreach to Ms. Delia Pabon of the Parliament Arts Organization, and Ms. Lauren Days of Sara Ellen Event Venue to propose a position on the board.



Chair Julian Tolbert commended the efforts and successes of the Downtown Environment and Fund Development Committees. Downtown Inc plans to apply for APRA funding. Secretary Wilmore expressed the need for beautification and clean-up efforts in the WeCo District. Mr. Eric Menzer did note that conversations with the Crispus Attucks Clean Up Crew to address missed areas have been underway. Secretary Wilmore recommended a survey of traffic patterns and the increase of trucks driving on Market Street as well s an engineering survey regarding weight capacity for roads and buildings.

OLD BUSINESS

There was no old business to present.

AJOURNEMNT

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