



**York Business Improvement District Authority
August Meeting Minutes
Wednesday, August 11, 2021**

The meeting was held Wednesday, August 11, 2021 for the York Business Improvement District Authority (“YBIDA”), commencing at 7:30 a.m. The meeting was conducted remotely on Zoom with 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	Aneury Perez
Kate Hynes	Julian Tolbert
John Klinedinst	Joanne Wilmore
Eric Menzer	Allison Witherow

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

CALL TO ORDER / WELCOME

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

COMMENTS FROM THE PUBLIC

Chris Gazzio, Summer Associate with Stock and Leader, joined Vice Chair, Kate Hynes.

APPROVAL OF MEETING MINUTES

Chair Julian Tolbert presented the June YBIDA minutes in Secretary Wilmore’s absence. The minutes were shared prior to the meeting. Chair Tolbert put forth a motion for approval. Mr. John Klinedinst made a motion to second and the minutes were approved.

FINANCIAL REPORT

Chair Julian Tolbert presented the financial report in Treasurer Aneury Perez’s absence during the beginning of the meeting. Due to the timing of the tax bills that are sent out from the City of York and the balance sheet reflecting end of each month, a large amount of our assessment dollars come in in June, reflecting the bulk of annual assessments this time of year.



COMMITTEE REPORTS-Fund Development

Mr. John Klinedinst reported on the progress of the Fund Development Committee. The committee is focusing on three objectives: the Friend's Campaign, Donor Engagement, and the Ambassadors Program. Board support was requested for Donor Engagement. Outreach to merchants, YCEA Ambassadors, and diverse organizations in York, and past Downtown Inc Board members will be contacted directly for diverse cultivation for possible Ambassadors. The Ambassador job description for the Connector and Mentor level was shared with the Board during the meeting.

EVENTS AND PARTNERSHIPS

Ms. Elaine Bonneau provided an update on events and partnerships. The Downtown First Awards is returning in person on August 19 at PeoplesBank Park with proper COVID precautions in place. Each of the eight Downtown First Award categories are fully sponsored. Yorkfest is returning August 27-29 in partnership with Cigar Box Guitar Festival and Gusa World Music Festival. Downtown Inc and the York County Economic Alliance are partnering with Parliament Arts Organization and the City of York to provide marketing and communications support. Sweetest Pint will be returning on October 24 with sponsorship by Harley-Davidson. Ms. Katie Mahoney noted that other sponsorship dollars are pending at various levels.

First Friday continues with Downtown Inc providing activities in Continental Square to represent diverse, welcoming, inclusive, and accessible family-friendly events while continuing to support other downtown merchants through Wellspan First Friday grants and marketing/communication efforts. Wellspan did renew their sponsorship for three years.

Ms. Mandy Arnold added that outdoor safety additions, such as speed bumps and/or rumble strips and painted crosswalks will be needed as outdoor dining and events continue over the next few years due to COVID restrictions. Mr. Eric Menzer was able to provide updates on these topics as his roles with Better York and the Downtown Environment Committee.

DIVERSITY, EQUITY, INCUSION INITIATIVES

Ms. Elaine Bonneau reported that 89 nominations were received for the 2021 Downtown First Awards. Each of the eight categories have five finalists. The representation among the finalist is as follows: 75% represents women, people of color, or organizations that serve persons of color. DEI efforts are occurring more organically when discussing and determining participants for Downtown Inc programs and marketing and communication efforts. Details for the Minority Business Mixer are not yet available. The fourth issue of the Downtown York magazine will be collaborative with YoCo Connect to focus on Leaders in Diversity.

NEW BUSINESS

Vice Chair, Ms. Kate Hynes, provided an update on the Sunshine Act. Being an Authority, the YBIDA was permitted to meet remotely under the Governor's Disaster Proclamation which has been terminated, therefore the YBIDA is now governed by the Municipal Authorities Act. The



following are now required: a quorum must be present to do business, a majority of YBIDA members must be physically present for action to be taken and decisions to be valid. Vice Chair Hynes will determine that if a majority is physically present, others can participate remotely as long as they can be heard. The upcoming YBIDA meetings will need to be advertised ahead of time, as detailed in the Sunshine Act. Tentatively the new location for the next meeting in October will be in-person at Stock & Leader.

Chair Julian Tolbert noted that three current Board members' terms will be expiring: Ms. Mandy Arnold, Mr. Brian Strong, and Mr. Eric Menzer; and an extension for renewal will be given where appropriate.

OLD BUSINESS

There was no old business to present.

AJOURNMENT

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