



**York Business Improvement District Authority  
Board of Directors Meeting Minutes  
Wednesday, October 12, 2022**

The meeting was held on Wednesday, October 12, 2022 for the York Business Improvement District Authority (“YBIDA”), commencing at 7:30am. The meeting was conducted in person and via Zoom at Stock and Leader, 221 W Philadelphia St, Suite 600, York, PA 17401. Notice of the meeting was provided to the public in advance by notice required by law.

The following Board members were in attendance in person, representing an in-person quorum:

Lauren Days (Zoom)	Aneury Perez
John Klinedinst	Allison Witherow
Kate Hynes	Cindy Steele (Zoom)
Eric Menzer	
Delia Pabon	

The following Downtown Inc and York County Economic Alliance staff members were present in person: Katie Mahoney, Vice President Marketing & Communications; Jonathan Desmarais, Director, Corey Wolfe, Urban Revitalization Manager, and Hannah Beard, Marketing and Merchant Engagement Manager.

Guest presenters from York College of Pennsylvania’s Center for Community Engagement were in attendance, Ms. Jada Richardson and Mr. Dominic DelliCarpini.

**CALL TO ORDER / WELCOME**

Vice Chair, Ms. Kate Hynes, called the meeting to order 7:31am. An in-person quorum was applicable for this meeting.

**COMMENTS FROM THE PUBLIC**

No members of the public were in attendance.

**APPROVAL OF AUGUST 2022 MEETING MINUTES**

Vice Chair Kate Hynes presented the August 2022 meeting minutes for approval. An in-person quorum was present for voting, and the August 2022 minutes were approved.

**FINANCIAL REPORT**

Mr. Aneury Perez presented the July and August 2022 Financials. The July financials reflect \$81,030.52 in total liabilities and equity, and the August financials reflect \$63,787.78 in total liabilities and equity.



### **DIVERSITY, EQUITY, AND INCLUSION-York College's Urban Collaborative**

Ms. Jada Richardson, Director of Urban Collaborative, presented on the initiative. The Urban Collaborative is a division of the Center for Community Engagement and it has a mission to produce research on removing systemic barriers that impede access to safe, stable, vibrant homes and neighborhoods to increase the number of homeowners in York through strategic action. The YBIDA is able to support this work through qualitative research on resident priorities, needs, and concerns, quantitative research on neighborhood trends, speaking the language of the residents, and diversity and inclusion metrics.

### **MERCHANT ENGAGEMENT REPORT:**

Ms. Hannah Beard gave a presentation on Downtown Inc's Merchant Engagement by providing an update on the Merchant Retention Plan, Merchant 1:1 Meeting Overview, Merchant Engagement Survey results and themes, Merchant Engagement as a function of economic development, methods of Downtown Inc's Merchant Engagement, and goals and measurables for 2023. Goals and measurables include:

- Merchants will alert Downtown Inc of their special events, First Friday promotions, and other related information for extended marketing support by emailing Downtown Inc, sending a Facebook co-host request, or utilizing existing website forms.
- Downtown Inc will share applicable, desired, and valuable business support to existing businesses within Downtown York through regular communications and relevant business-related events to increase merchant retention.
- Downtown Inc will retain and support new businesses through 1:1 business touch point meetings, distribute welcome packets to all new businesses, and conduct ribbon cuttings OR 'welcome' marketing efforts.

### **DOWNTOWN ENVIRONMENT COMMITTEE REPORT**

Mr. Eric Menzer presented on ABM and the potential to prioritize fundraising to elevate downtown's clean-up and public safety measures. The current situation is that the downtown cleanliness and litter control situation is minimally acceptable in addition to other environmental conditions, tree wells and curb weeds are unacceptable, there's an increase in homelessness and antisocial behaviors, and "real" crimes remain a concern. The current Cleanup Crew cannot adequately mitigate the current conditions.

The Downtown Environment committee recommends expanding the scope of the Downtown Cleanup Crew, with Crispus Attucks as the first-choice entity providing the work, with increased management by the new Urban Revitalization Manager through the summer of 2023. Exploring other possible local partnerships to meet the necessary scope of work is part of this recommendation. The recommended resolution for the YBIDA is to pursue the development of an enhanced multi-year Quality of Life campaign in Downtown York, including the evaluation of partner service providers and a fundraising

strategy. Vice Chair motion to adopt the was moved by Mr. Eric by John Klinedinst collectively approved



Hynes called for a recommendation which Menzer and seconded before being by the group.

### **NEW BUSINESS**

Vice Chair Kate Hynes reported that Mr. Aneury Perez has confirmed his appointment to the Chair position in January 2023. Mr. Julian Tolbert will remain on the Executive Committee and become Vice Chair. Ms. Allison Witherow will be joining the Executive Committee as well. There are two vacancies coming up on the YBIDA. Proposed candidates are Chris Harris, Stock & Leader, and Melissa Beaverson, Explore York. These items will be provided to the board prior to the December 2023 meeting, and then voted upon.

### **OLD BUSINESS**

There was no old business to report on.

### **ADJOURNMENT**

There being no further business, Vice Chair Ms. Kate Hynes adjourned the meeting at 8:47am.