



**York Business Improvement District Authority  
Board of Directors Meeting Minutes  
Wednesday, December 14, 2022**

The meeting was held on Wednesday, December 14, 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:

Kate Hynes	Aneury Perez
John Klinedinst	Cindy Steele (Zoom)
Eric Menzer	Julian Tolbert
Delia Pabon (Zoom)	Joanne Wilmore (Zoom)
	Allison Witherow

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

**CALL TO ORDER / WELCOME**

Chair Julian Tolbert called the meeting to order at 7:34am. An in-person quorum was applicable for this meeting.

**COMMENTS FROM THE PUBLIC**

No members of the public were in attendance.

**APPROVAL OF OCTOBER 2022 MEETING MINUTES**

Chair Julian Tolbert presented the October 2022 meeting minutes for approval. Mr. Eric Menzer made a motion to move the minutes for approval which was seconded by Mr. John Klinedinst. An in-person quorum was present for voting, and the October 12, 2022 minutes were approved.

**FINANCIAL REPORT**

Mr. Aneury Perez presented the September and October 2022 Financials. The September financials reflect \$23,852.19 in total liabilities and equity, and the October financials reflect \$43,965.59 in total liabilities and equity. The City of York’s Treasurers’ office will send out assessment reminders in December for payment collection.



## **2022 ORGANIZATIONAL SUCCESSES**

Mr. Jonathan Desmarais presented on Downtown Inc's 2022 organizational successes. Topics included BLOOM Business Empowerment Center support, business development, increased fundraising to diversify and grow revenue, the continued alignment and deployment of Downtown Inc and York County Economic Alliance resources, marketing and promoting Downtown Inc, promoting and positioning Downtown quality of place, driving destination marketing, and the support of DEI initiatives through programs like Welcoming Communities Grant and the Changemaker event.

## **2023 LOOK AHEAD**

Ms. Katie Mahoney provided an update on the 2023 Downtown Inc Dashboard, YCEA Five Year Strategic Plan (2022-2027) and Strategic Goals, and the 2023 Downtown Inc Budget. Board members were given a copy of the YCEA Strategic Plan, the Downtown Inc Dashboard, and the Downtown Inc Budget prior to the meeting in the board packet.

- **2022-2027 YCEA Strategic Goal Plans Overview:** Facilitate and advance the countywide Economic Action Plan, leverage the expertise to be recognized as the nucleus for development and redevelopment, drive and support business growth, strategically market the YCEA and York County, expand and diversify earned revenue, align and deploy YCEA resources, and develop and implement DEI initiatives.
- **Downtown Inc Strategic Goals Overview:** Facilitate and advance the Downtown York Action Plan, leverage the expertise to be recognized as the nucleus for public and private development and redevelopment, drive business support and growth, market and promote Downtown York and York County, and expand earned revenue.
- **2023 Downtown Inc Budget Overview:** The City of York does not have Downtown Inc in its budget, though they are paying their invoices from Downtown Inc, therefore it is not reflected in the budget. Go Green income has increased due to the popularity of sponsorship opportunities. The YBIDA doesn't approve the budget but does review and endorse it. Mr. Eric Menzer made a motion to endorse the budget for approval at the YCEA meeting and approve the payment of BID funds, which was seconded with no opposition.

## **NEW BUSINESS**

There was no new business to review.



### **OLD BUSINESS**

**2023 Board Composition:** Chris Harris and Melissa Beaverson are on the City Council December meeting for approval. A Board Orientation with these two new members will be set up at the beginning of 2023.

Ms. Katie Mahoney provided a brief overview of the current status of Destination Marketing and some highlights. A review of Facebook ads and Google Discovery ads was given. Downtown Inc will also be tapping into influencer marketing to expand its reach on social media.

### **ADJOURNMENT**

There being no further business, Chair Julian Tolbert adjourned the meeting at 8:35am.