



**York Business Improvement District Authority
Board of Directors Meeting Minutes
Wednesday, June 8, 2022**

The meeting was held Wednesday, June 8, 2022 for the York Business Improvement District Authority ("YBIDA"), commencing at 7:30 a.m. The meeting was conducted in a hybrid manner in person at Stock and Leader (221 W. Philadelphia St., Suite 600) and via Zoom, 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, representing an in-person quorum:

Lauren Days	Aneury Perez
John Klinedinst	Cindy Steel*
Kate Hynes	Julian Tolbert
Eric Menzer	Joanne Wilmore*
Delia Pabon*	Allison Witherow

*=attended via Zoom

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

CALL TO ORDER / WELCOME

Chair Julian Tolbert called the meeting to order 7:30am. An in-person quorum was applicable for this meeting.

COMMENTS FROM THE PUBLIC

No members of the public were in attendance in person or via Zoom.

APPROVAL OF DECMEBR 2021 AND APRIL 2022 MEETING MINUTES

Chair Julian Tolbert presented the December 2021 and April 2022 meeting minutes for approval. Mr. John Klinedinst seconded this motion before both meeting minutes were approved by the group.

FINANCIAL REPORT

Mr. Aneury Perez presented the March and April 2022 Financials. 2022 BID Assessment dollars continue to come in. Annual assessments bring in around \$120,000 yearly. Ms. Katie Mahoney reported that Downtown Inc raised around \$21,000 during Give Local York between day-of donations and stretch pool funds. Sponsorship dollars and philanthropic giving continue to be a main source of revenue as well, and something that the Fund Development Committee continues to work on.



DOWNTOWN DEVELOPMENT COMMITTEE REPORT

Chair Julian Tolbert reported on several important development projects currently happening or projected to happen in Downtown York.

Northern Gateway Project: This is an IDA project located next to PeoplesBank Park which includes seven to ten rowhomes along the east side of North George Street. The IDA owns the buildings and has been given approval by City Council to demolish. Once completed, the project will include a mix of hospitality and office spaces to be incorporated into the PeoplesBank Park complex. This project has received RACP funding.

1 North George Street: An agreement has been signed by a developer from North Carolina. This building will be the Northeast headquarters for the developer's company, Ocean 10, and will also include an entertainment and hospitality space. A contract with the Redevelopment Authority is expected in late Summer 2022.

Other Development Updates:

- The King Street Bike Way from the Codorus Creek to the East end of city limits is completed and will improve bike safety and traffic.
- Heritage Rail Trail completion of the Golden Spike, soon to be completed. This completes the rail trail from MD line to Rudy Park.
- The Mason Alley activation project will make improvements to create a more pedestrian-friendly path on Mason Alley from the Rabbit Transit station to the Yorktowne Hotel.
- Funding has been granted for the first phase of the Codorus Greenway Project with construction projected to begin in late 2022.
- In February 2020 a market feasibility and housing study was published that showed a need for 200 residential units in Downtown York with that number projected to double in two years. Residential housing units have opened and continue to be developed to meet this need.
- A new developer, Statewide, has been selected for the Northwest Triangle project. Statewide is anticipated to submit for the next phase of the development project in July for a mixed-use entertainment, office, and commercial space.
- Paving on North George street began four weeks ago, starting on Rathton Rd, and will continue to progress north. This project includes improving sidewalks and paving the streets.
- The City of York put in a letter of intent to purchase the old Dentsply building with a goal to transfer ownership to the Redevelopment Authority of York to then parcel out for bids. A purchase agreement has not yet been signed.
- The Yorktowne Hotel is on track to open in the Fall of 2022
- Construction on the old Gloria's building on North George Street will soon come to fruition with partial demolition approved. This will be a Mexitaly.
- Construction has begun on the new location of the York County History Center



- The Rudy Art Glass Building has been recently sold but the new tenant has not been announced.
- There is an interest in looking at the potential of using current buildings on North George Street for retail spaces to create a more walkable environment and meet the need of more retail locations in Downtown York.

Secretary Joanne Wilmore advised that Downtown Inc be an active advocate for affordable and fair housing initiatives. Mr. Eric Menzer recommended a Ms. Joyce Santiago of the Affordable Housing Advocates of York as the key organization to work with. There is a funding shortage for affordable housing nationally which continues to be a barrier, and York is often hurt by absentee landlords and uncompliant codes. Chair Julian Tolbert suggested also having a conversation with Ms. Robin Rohrbaugh of the Community Progress Council and Nona Watson, Director of Economic and Community Development. Ms. Katie Mahoney noted that the York County Economic Alliance's Economic Action Plan (EAP) has a working group lead by Ms. Joyce Santiago, including Ms. Robin Rohrbaugh, that focuses on affordable housing largely in Downtown York and as a county.

DIVERSITY, EQUITY, AND INCLUSION

Ms. Britney Brooks presented on the First Friday Youth Engagement Initiatives and Community Engagement activities. Youth Engagement events provide a positive outlet to the city's youth and provides skill-building and networking opportunities. First Friday Youth Engagement events are held bi-monthly by Downtown Inc businesses in the Business Improvement District with other community organizations and partners to create a safe, welcoming, and hands-on event for youth. First Friday Youth Engagement events are slated for the end of the year. Ms. Britney Brooks has also been attending Neighborhood Association Meetings, public speaking engagements, and tabling at community events.

NEW BUSINESS

Mr. Jonathan Desmarais reported on his attendance at the National Main Street Now Conference. Some important conference takeaways include the implementation of the Distrix App to add to Downtown Inc's wayfinding efforts, the African American Cultural Heritage Fund, and hosting a conference in Downtown York at Yorktowne Hotel. The Downtown Inc team will be attending the Pennsylvania Main Street conference at the end of June 2022.

OLD BUSINESS

Give Local York: Ms. Katie Mahoney reported on Give Local York 2022. Ms. Casey Nixon of the York County Economic Alliance was instrumental in coordinating larger gifts from donors prior to the event. Moving forward, the Downtown Inc team will consider hosting one or two high impact events during Give Local York versus multiple smaller events. Different this year, the dollars raised didn't have a specific call to action.



Destination Marketing: Ms. Katie Mahoney provided an update on Destination Marketing. The last two pots of funding from Explore York have been utilized. These campaigns included targeted surrounding areas with billboards, geotargeting, and geofencing. An additional \$100,000 from Explore York is to be released in the next week for digital marketing efforts focused on tourism. Conversations for continued collaboration with Explore York are ongoing.

ADJOURNMENT

There being no further business, Chair Tolbert adjourned the meeting at 9:05 am.