



**York Business Improvement District Authority
Board of Directors Meeting Minutes
Wednesday, August 10, 2022**

The meeting was held Wednesday, August 10, 2022 for the York Business Improvement District Authority (“YBIDA”), commencing at 7:30am. The meeting was conducted in person 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	Aneury Perez
John Klinedinst	Julian Tolbert
Kate Hynes	Joanne Wilmore (via phone)
Eric Menzer	Allison Witherow
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, and Hannah Beard, Marketing and Merchant Engagement Manager.

CALL TO ORDER / WELCOME

Chair Julian Tolbert called the meeting to order 7:36am. An in-person quorum was applicable for this meeting.

COMMENTS FROM THE PUBLIC

No members of the public were in attendance.

APPROVAL OF JUNE 2022 MEETING MINUTES

Chair Julian Tolbert presented the June 2022 meeting minutes for approval. An in-person quorum was present, so the minutes were able to be voted upon. The minutes were motioned for approval by Chair Tolbert and seconded by Mr. Eric Menzer before being approved with no opposition.

FINANCIAL REPORT

Mr. Aneury Perez presented the May and June 2022 Financials. The year-to-date assessment dollars currently stand at \$104,000. That figure is about what should be expected at this time. Ms. Katie Mahoney reported that the Main Street York budget is trending well. A fund development report will be given at the October meeting, as well as a discussion about the 2022 and 2023 dashboards and budget review. The possibility of raising the BID assessment will be explored if appropriate as we are at the halfway point of the 5-year BID budget plan.



DOWNTOWN ENVIRONMENT COMMITTEE REPORT

Trench Drain Cover Replacement: The trench drain covers continue to be improved and replaced throughout Downtown York. Downtown Inc will educate business owners and property owners about what is their responsibility. Trench drain covers and tree wells are the responsibility of the property owners/business owners.

Downtown Inc is serving on a committee within the City of York that will be working to replace the Bradford Pear Trees. This project is in the planning stages and funding sources need to be identified.

George Street Repairs & Bike Lanes: The George Street project will wrap up by the end of October. This project is managed by C.S. Davidson and Jeff Shue, who has been communicative with Downtown Inc. The city's bike lane is awaiting PennDOT approval before opening for use. Downtown Inc will continue to advocate for other bike lane improvements in Downtown York.

ABM and Funding Sources: ABM would be an alternative to Block by Block but more budget-friendly. A tiered proposal was given to Downtown Inc. ABM would be staffed by local crew members and current Clean Up Crew members. ABM would require a sustainable funding source. The Powder Mill Foundation has already committed to \$100,000/3 years. Chair Tolbert suggested applying for ARPA funding for this program.

Wayfinding: More pedestrian-friendly wayfinding signage is currently being considered. Downtown Inc is working with Derck & Edson on this project. The current wayfinding signs are a detraction from downtown, as they are outdated and faded. New wayfinding design options are being considered. The York County Community Foundation has been aiding in funding so far, and there is an opportunity to co-brand with Explore York to utilize marketing dollars.

Mr. Jon Desmarais provided an update on the Distrx app, a pedestrian-friendly wayfinding app. Downtown York is on the app and is in the process of encouraging and aiding merchants to establish their presence on the app. The app will then be marketed to the public on social media and potentially in the Yorktowne Hotel for guests.

Chair Tolbert gave an update on the Complete Communities Initiative (CCI) through the City of York. This initiative will aim to have a positive impact on York City neighborhoods. This effort kicked off earlier this month. Downtown Inc/YCEA has been an active part of the meetings.

DIVERSITY, EQUITY, AND INCLUSION

Downtown BLOOM Grants: Mr. Jon Desmarais gave an update to the group on the 2022 Downtown BLOOM grants. Individual communications, emails, in-person, and social media outreach were conducted to merchants. The BLOOM grants will be announced collectively in lieu of a pitch competition where all applicants will be granted BLOOM dollars.



National Night Out: Mr. Jon Desmarais provided an update on the York County Economic Alliance and Downtown Inc's team participation in National Night Out across the county. Ms. Britney Walker leads the charge on our organization having a presence at community events. A brief update was also provided on First Friday Youth Engagement events. Ms. Delia Pabon noted the next First Friday Youth Engagement event is in partnership with The Parliament in the Royal Square District on October First Friday.

NEW BUSINESS

Urban Revitalization Manager Hiring: An update on the hiring process for the Urban Revitalization Manager position was given by Mr. Jon Desmarais. The first round of interviews has begun and the second round will start in a week and a half. The job responsibilities and salary have increased for this position.

2023 Board Member Needs: Ms. Kate Hynes and Mr. Carlos Garcia will be rotating off of the YBIDA board at the end of 2022. Chair Julian Tolbert will be meeting with YBIDA members individually to discuss executive committee interests and discuss potential new board members.

OLD BUSINESS

Destination Marketing: Ms. Katie Mahoney provided an update on Destination Marketing. There are \$100,000 waiting for approval from Explore York to approve, then to be released in September. In addition to those funds, \$200,000 in October could also be released. Vendors and consultants who will be utilized in the destination marketing efforts are lined up and ready to move forward. These dollars will be used to target audiences that are in surrounding areas of York through digital marketing ads.

ADJOURNMENT

There being no further business, Chair Tolbert adjourned the meeting at 8:45am.