



**York Business Improvement District Authority
Board of Directors Meeting Minutes
Wednesday, June 14, 2023**

The meeting was held on Wednesday, June 14, 2023 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:

Delia Pabon	Aneury Perez
Eric Menzer	Cindy Steele (Zoom)
Lauren Days	Chris Harris
John Klinedinst	Joanne Wilmore (Zoom)
Melissa Beaverson (Zoom)	Allison Witherow

The following Downtown Inc and York County Economic Alliance staff members were present in person: Katie Mahoney, Chief Marketing & Business Development Officer, Jonathan Desmarais, Director, Bronley Martin, Urban Revitalization Manager, and Hannah Beard, Marketing and Merchant Engagement Manager.

CALL TO ORDER / WELCOME

Chair Aneury Perez called the meeting to order at 7:38am.

COMMENTS FROM THE PUBLIC

No members of the public were in attendance.

APPROVAL OF APRIL 2023 MEETING MINUTES

Chair Perez presented the April 2023 meeting minutes for approval. The minutes were put forward for approval by Mr. John Klinedinst and seconded by Mr. Eric Menzer.

FINANCIAL REPORT

Mr. Aneury Perez presented the March and April 2023 Financials. At this time, about \$7,000 has come in from assessments from the current year and \$3,700 from the prior year’s assessments.

DOWNTOWN ENVIRONMENT COMMITTEE REPORT- Mr. Jonathan Desmarais and Mr. Eric Menzer

Rail Trail Streetscape Project: A call for art has been put out for crosswalk art submissions. A committee will select designs from five artists and the murals will be placed on the crosswalks throughout Downtown York.



Clean-Up Crew and Graffiti Removal: The YMCA has donated space along Mason Ave to store the Clean-Up Crew cart. This will maximize the Clean Up crew's time in the WeCo District by decreasing arrival and set up time. Downtown Inc is working with Royal Square Construction & Development to establish a regular day of the week to remove graffiti tags throughout Downtown York. Merchants can assist with efforts to apprehend taggers by sending photos and any footage of vandalism to the police.

Downtown Wayfinding: Funding has been secured and the project overall is on track. The York County Trail Towns program is also working to update trail signage, and Downtown Inc is working with them to ensure a cohesive design. There is also potential to have cohesive signage as part of the Penn Street Vision Plan.

Mason Ave Activation: Mr. Jonathan Desmarais presented the concept of the Mason Ave Mural Walk that would connect The Yorktowne Hotel Arrival Plaza with the bus station and Rail Trail. America 250 PA has funding designated for infrastructure projects. Another way to make Mason Ave more aesthetically pleasing would be to create a combined refuse system for businesses and residents, similar to what the Royal Square District is implementing. Downtown Inc will look into contacting Rite Aid regarding the proposal of a smaller delivery truck to utilize the alley instead of the typical 18-wheeler delivery trucks.

MARKETING UPDATES-Ms. Katie Mahoney

Destination Marketing: The goal in Downtown Inc's Destination Marketing efforts is to increase foot traffic and visitorship to York County and overnight stays, as well as increase audiences through paid efforts, not only organic (micro and macro approach). These efforts started as a post COVID campaign to reinvigorate the tourism industry. Funds were first solicited in 2021, securing 65k first then 200k. Campaign 1 included Google Discovery ads, Google video (reaching more than 2x the goal), Facebook and Instagram ads, Tiktok advertising, Spotify digital advertising, Print Media support, and specific and location targeting. Other marketing efforts include an ad in Philadelphia Magazine and the hiring of a Tiktok and Instagram influencer for content.

BLOOM Marketing: Strategic marketing efforts are in place to increase the messaging about BLOOM's loan-making capabilities and increase awareness of BLOOM's suite of services. Messaging is produced in both English and Spanish. A 6-week paid digital marketing campaign was run on the website (bloomyork.org), Facebook, Instagram, Google Paid Search, and LinkedIn. There has been a slight uptick in inquiries, but too soon to tell if it is directly related. Some results include more engagements in men versus women, carousel ads versus static ads trend better, and ads are being shared to a wider audience such as New York and Philadelphia.

- Upcoming campaigns include the following: Downtown York campaign continues through 2023
- Downtown York Wayfinding Refresh
- York County Trail Towns Summer Campaign
- Welcoming Workplaces Fall Campaign
- Why York PA Public Launch
- BLOOM Secondary Campaign



An idea was proposed to create an easily digestible one-sheeter or conduct 1:1 how-to meetings with merchants to show marketing efforts that they can be applied to their business with little funding and prior knowledge or skillset in these specific marketing efforts.

NEW BUSINESS

Bronley Martin recently started with Downtown Inc as the new Urban Revitalization Manager and was introduced to the YBIDA members during the meeting.

OLD BUSINESS

There was no old business to report.

ADJOURNMENT

There being no further business, Chair Aneury Perez adjourned the meeting at 8:40am.