

BID Renewal Adhoc
January 21, 2020

Attendees:

Silas, Mandy, Dylan, Jules, Joanne, Elaine

- Discussion on communications
 - Presented information on confusion of no BID presence online
 - Confusion on messaging, which needs clarification on board roles and who is board of what
- Board Effects – Elaine to get set up
- Millage Considerations proposed for discussion today:
 - Private – 1.25
 - Nonprofit .5
 - Commercial – 2
 - Government .5
- Messaging
 - BID vs DI is very confusing and requires attention for create separation. Committee agreed that we must strategically plan our external message and posturing of the BID, which may include:
 - Separation from BID to affirm position of investment dollars specific to Clean and Safe
 - Position BID Board and DI as strategic partnership to better leverage investments by property owners
 - Establish an online presence for the BID (see Lancaster’s BID page
 - Establish a BID renewal page
 - Should YCEA be listed as DI board?
 - Core focus of BID investments
 - Clean and Safe (includes beautification)
 - Supportive messaging
 - Important to have stats on impact of clean and safe on crime and economic impact, etc.
 - What the plan includes
 - Dedicated BID messaging and microsite?
- Supporting the plan (costs/partners)
 - Block by Block team and clean-up crew
 - Bike patrol
 - Cleaning crew
 - Snow removal
 - Beautification
- Positioning for Support
 - Could City reallocate the 10K they pay now to assessment payment to take position of support?

- Need to secure support among influencers to place pressure on County/nonprofit property owners
- Community Engagement
 - Must craft a plan for ongoing efforts, including an integrated communications plan
- Roles and next steps/next meeting
 - **Mandy** – Messaging, reaching out to some contact
 - **Jules** - Bid allocation of funds breakdown
 - **Silas** –Sample budget from block by block, will look into if we need to secure a proposal from Block by Block, beautification
 - **Elaine** – Board Effects set up
 - **Dylan** to talk to Josh H. and Trish Yohn to gain insights
- **Next meeting agenda**
 - **Next meeting: Feb 4 @ 4pm, YCEA**
 - Budget allocation review and discussion
 - Messaging review and discussion
 - Board meeting update planning for upcoming BID meeting