



**York Business Improvement District Authority
Board of Directors Meeting Minutes
Wednesday, December 8, 2021**

The meeting was held Wednesday, December 8, 2021 for the York Business Improvement District Authority (“YBIDA”), commencing at 7:30 a.m. The meeting was conducted in a hybrid manner via Zoom and in-person at Stock & Leader, 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:

Mandy Arnold	Aneury Perez*
John Klinedinst*	Julian Tolbert
Carlos Garcia	Joanne Wilmore*
Kate Hynes	Allison Witherow
Eric Menzer	

*=via Zoom/phone

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

CALL TO ORDER / WELCOME

Chair Julian Tolbert called the meeting to order 7:30am

COMMENTS FROM THE PUBLIC

No members of the public were in attendance.

APPROVAL OF AUGUST AND OCTOBER MEETING MINUTES

Chair Julian Tolbert presented the August and October YBIDA minutes in Secretary Wilmore’s absence at the beginning of the meeting. An in-person quorum was present, so the minutes were able to be voted upon. The minutes were motioned for approval by Mr. Eric Menzer and seconded by Ms. Mandy Arnold before being approved with no opposition.

FINANCIAL REPORT

Treasurer Aneury Perez reported on the September and October financials. Collections at this time are on track and very comparable to past years, with \$114,490 in collections thus far. The Main Street 2021 Budget First Draft was included in the Board Packet and made available on BoardEffect prior to the meeting. Mr. Eric Menzer asked if there was a reserve policy on the \$60,000.00 cash that is reflected in the budget. Ms. Mandy Arnold requested clarity on who has the authority to tap into the reserve, and what is the minimum balance required to keep.



Ms. Katie Mahoney does not believe there is a current reserve policy, but will follow up for clarity with the York County Economic Alliance CFO, Ms. Nancy Barry.

COMMITTEE REPORTS-Downtown Development

Chair Julian Tolbert updated the board on the Downtown Development Committee. The committee works to support downtown businesses, further efforts with large tech infrastructure projects, promote residential living in downtown, and move large infrastructure projects to completion. Current large infrastructure includes Penn Market and the Northwest Triangle.

DIVERSITY, EQUITY, INCUSION INITIATIVES

Ms. Katie Mahoney discussed the upcoming Changemaker event, to be hosted at PeoplesBank Park on Thursday, December 9 at 5pm. Two different groups will be honored during the event: recent graduates of the Small Business Development courses and the seven Changemaker individuals/groups. The event aims to also encourage networking among investors and business owners. The Changemaker edition of the magazine will be available in print and online in a week.

NEW BUSINESS

Ms. Katie Mahoney presented the 2022 Main Street Budget. The 2022 Event Budget has decreased by 7.4% to reflect the impact of COVID-19 on future events. The 2021 Friends Campaign was not as successful due to mindfulness of requesting funds during an unprecedented year, but an attainable goal has been set for 2022. Grant Expenses will increase in 2022 due to Downtown Inc acting as a conduit for other grant programs. Mr. Eric Menzer requested clarity on the large increase in grant expenses budgeted for 2022. Ms. Katie Mahoney explained that destination and tourism marketing dollars are not reflected on the budget, but are at front of mind for 2022.

Ms. Katie Mahoney presented the 2021 Successes and 2022 Dashboard. The full York County Economic Alliance Dashboard was also made available on BoardEffect and in the Board Packet. Successes include destination marketing, Changemaker Edition of the magazine, business growth and expansion, social media engagement, and merchant engagement. The 2022 Downtown Inc Dashboard goals include, but are not limited to, connecting 50 businesses through the Bloom Empowerment Center, achieve \$25,000 Give Local York goal, implement Min Street advocacy platform, implement merchant retention plan, initiate Block by Block, launch TikTok, lead Downtown Ambassador Program, and host Downtown Career Fair. Securing funding for destination marketing is a priority, but plans to initiate efforts will take place with minimal or abundant funding.

Chair Julian Tolbert generated a motion to approve the Business Improvement District 2022 budget. Mr. Eric Menzer initiated the motion, and Ms. Mandy Arnold seconded. No oppositions were raised and the budget was approved.



OLD BUSINESS

Ms. Delia Pabon and Ms. Lauren Days have been approved by Mayor Helfrich and will be presented at the December 21, 2021 Council Meeting for final approval to join the YBIDA Board. An orientation for the new board members will occur in early 2021. The final round of interviews for the Downtown Inc director will take place next week.

AJOURNMENT

There being no further business, Chair Tolbert adjourned the meeting at 8:36 am.