



**York Business Improvement District Authority
Board Meeting Agenda
Wednesday, April 14, 2021**

The meeting was held Wednesday, April 14, 2021 for the York Business Improvement District Authority ("YBIDA"), commencing at 7:30 a.m. The meeting was conducted remotely on Zoom with access for the public to hear. The meeting was also available by telephone. Notice of the Zoom link and telephone number were provided to the public in advance by notice required by law.

The following Board members were in attendance, representing a quorum:

Kate Hynes	Julian Tolbert
John Klinedinst	Joanne Wilmore
Eric Menzer	Allison Witherow
Aneury Perez	
Cindy Steele	
Brian Strong	

York County Economic Alliance staff members were present: Katie Mahoney, Vice President Marketing & Communications; Elaine Bonneau, Director of Downtown Inc.; Marketing and Communications Manager, Jonathan Desmarais; Manager of Advocacy, David Gonzalez; and Hannah Beard, Community Engagement Manager.

CALL TO ORDER / WELCOME

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

COMMENTS FROM THE PUBLIC

No comments. No members of the public present.

APPROVAL OF MEETING MINUTES

Secretary Joanne Wilmore presented the February YBIDA minutes, which were shared prior to the meeting, before a motion was put forth for approval. Mr. Brian strong motioned to approve the minutes and all approved.

FINANCIAL REPORT

Mr. Aneury Perez presented the financial report and noted that the current assessments were just issued on April 1, therefore they are not reflected on this month's financials. A normal trend is represented compared to other years.

COVID RECOVERY

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Ms. Elaine Bonneau reported on CHIRP and the direct outreach efforts to businesses in hospitality and restaurant industry made by the team. There is a little over \$4 million in funding for York County and applications are now being assessed.

EVENTS / PARTNERSHIPS

Ms. Elaine Bonneau provided a collective update on events and partnerships. Go Green in the City is returning with over 40 vendors, a new presenting sponsor, UPMC and Kids' Zone sponsor, the York County Solid Waste Authority. With a larger team of staff and volunteers this year, there is more capacity to manage the event.

Ribbon cuttings are being held once again in person. To increase communications with the merchant community, Downtown Inc now has a Facebook group specifically for merchant communications. Downtown Inc's 'Summer in the City' webpage will act as a hub for Downtown York's events, retail specials, and dining specials this summer. Merchant of the Month continues to highlight outstanding merchants in Downtown York. Business Series Workshop are still being held virtually. First Friday activities hosted by Downtown Inc will be coming back in June, and Downtown Inc will be working with merchants for improvements and collaboration.

DIVERSITY, EQUITY, INCUSION INITIATIVES

Ms. Elaine Bonneau reported that the Welcoming Communities Grant is back for the second year and will be funded at the same level: \$15,000. Downtown Inc will be administrating the grant on behalf of Better York. Funders include Better York, Powder Mill Foundation, and Cultural Alliance. The grant portal opens May 3 and will eligible grants will host welcoming, diverse, and accessible activities in York City.

COMMITTEE REPORTS

Mr. John Klindedinst provided update on the Fund Development committee which met on March 11, 2021. The minutes were sent out prior to this meeting. The Downtown Inc Ambassadors program is tabled until late summer/fall when it is safer to resume in person. Fundraising efforts are at 32% of the goal at this time.

COLUMBIA GAS METER – DI POSITION STATEMENT

Mr. David Gonzalez gave comprehensive overview on the Columbia Gas Meter Placement. The DI Position Statement on Columbia Gas Meter Placement was sent prior to the meeting. Mr. Eric Menzer suggested adding to the position that there has been a proven solution implemented in other communities that doesn't compromise public safety. DI will move forward with the position statement, acknowledging there will be some modifications to enhance the safety position and to continue to engage other communities and offices of local representatives in moving forward as a collective group, with a priority to engage legislatures first. Next steps will be to have conversations with local legislatures and other city entities for productive advocacy.

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Eric Menzer made motion, seconded by Secretary Joanne Wilmore. Vice President Kate Hynes and Mr. John Klinedinst abstain from voting.

GIVE LOCAL YORK CAMPAIGN PRESENTATION

Mr. Jon Desmarais gave a comprehensive overview of Downtown Inc's 2021 Give Local York plan to raise \$25,000 support Downtown Inc businesses through the Bloom Grant fund. This will be through newsletters to past donors, media interviews, live and pre-recorded social media videos, music performances, and continued social media posts with the narrative that Downtown York is reopening and renewing. Past Downtown York Bloom Grant recipients with a focus on diversity and inclusion will be highlighted in these communications.

OLD BUSINESS

No old business was reported.

NEW BUSINESS

Chair Tolbert announced on behalf of Ms. Mandy Arnold, who was not in attendance, that traffic impeding devices are being sought out. A note was made by Mr. Eric Menzer to include in the next Better York meeting. Chair Tolbert praised YCEA efforts on assisting with making CARES Act Funding accessible to Downtown York businesses, women-owned businesses, and BIPOC owned businesses. The YBIDA will have rightful say in how proceeds from the sale of the Wastewater Treatment Plant are utilized.

ADJOURNMENT

There being no further business, Chair Tolbert adjourned the meeting at 9:16.



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