

LANCASTER DOWNTOWN INVESTMENT DISTRICT AUTHORITY
February 24, 2016

Quorum

Meeting called to order at 12:00 noon by Chairman, James Wagner.

Members present: Randy Patterson, Scott Standish, Mark Stoner, Christine Suarez DiRienzo, and Crystal Weaver

Staff: Marshall Snively, Executive Director
Bill McCarty, Solicitor

Introduction of Public Guests

David Aichele from Lancaster City Alliance was present.

Mr. Snively introduced Andrea Daugherty, Lancaster City Alliance's new Interim Team Coordinator replacing Sharon Moore.

Minutes

Motion by **James Wagner**, second by **Randy Patterson** to approve the November 18, 2015 minutes. Motion approved.

Financial Reports – November 2015, December 2015, January 2016

Mr. Wagner requested Mr. Snively to report on financial statements from November 2015 to January 2016, provided in the board packet. Mr. Snively reported that the financial statements reflected that the DID was in a very good financial position, noting that we ended the last quarter almost \$30,000 over in revenue. Currently the statements reflect that the assessments collected so far are ahead of budget. The budget goal has also been reached in terms of donations within the DID boundaries. Expenses are on par with the exception of an overage in the Bike Ambassador/Clean Team items which is a result of invoicing prior to the month of service. Mr. Snively noted that there is significant financial contributions coming from the NPO community within the DID. Mr. Snively referenced line item 4200 specifically in sharing that it has been a banner quarter for the Downtown Dollars program following the redesign and reveal.

Motion by **James Wagner**, second by **Randy Patterson**, to approve of the financial statement from November 2015 through January 2016 and to approve checks numbered 4024 through 4075, which were written between November 2015 and January 2016. Motion approved.

Old Business

Mr. Snively then asked Mr. Aichele to update the Board on the trash receptacle purchase and the artist inspired bicycle racks. Mr. Aichele noted that we have ordered six additional trash receptacles that will be placed in strategic locations within the Downtown Investment District: Rachel's Café & Creperie on West Walnut Street, West Orange Street by BoBo Tea, by the MOOSE Lodge on North Water Street, Hotel Lancaster on East Chestnut Street, Fast Lane Grocery on South Prince Street, and Andromeda Grocery on South Queen Street. Mr. Aichele continued by explaining that he will be working with the City of Lancaster as they audit their recycling receptacles to determine how they are actually being used, noting that they may designate them as trash receptacles if there is significant cross contamination and they are ultimately not being used appropriately for recycling. In reference to the artist inspired bicycle racks, Mr. Aichele has met with Heidi Leitzke, new Public Art Manager for the City of Lancaster, to discuss partnering on these bicycle racks and she is willing to help with the project likely in the next fiscal year. Mr. Aichele also shared that there is a potential partnership with the Parking Authority to repurpose the remaining unused parking meter posts into utilitarian bicycle racks. Mr. Snively added that there is importance in trying to provide additional trash receptacles within the newer DID boundaries in order to add value for future property owners. This led Mr. Snively to address the recent board approval to look at the potential removal of bike ambassador services from areas not within the DID, though there are concerns due to non-profit organizations not within DID boundaries that strongly benefit from these services.

Mr. Snively shared that the Downtown Dollars Program is exceeding the budgeted amount with \$20,000 in sales already for the fiscal year. Following the relaunch, the Downtown Visitor's Center sold \$3000 of Downtown Dollars within two weeks. A few of the Board members commented that they would like to know why and Mr. Snively explained that the redesign encouraged stronger marketing efforts and increased merchant awareness and support, as well as the added option of purchasing them through the Lancaster Office of Promotion's website. Ms. Weaver indicated that there have been complaints

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of the staff in some local businesses not understanding what Downtown Dollars are and/or choosing not to honor Downtown Dollars as a form of payment – proving to be inconvenient to her staff at Prince Street Café, who had been given Downtown Dollars as birthday gifts. Some of the board members asked if something could be done to prevent this and Mr. Snively noted that it is likely an issue with lack of communications, because merchants that accept Downtown Dollars are given posters and detailed information on the program to share with their staff. Ms. Weaver offered to work personally with Mr. Snively to consider other options to educate merchants and staff through a more concerted effort.

New Business

Mr. Wagner asked **Mr. Snively** to present the budget. Mr. Snively referred to the Board Packet to review projections and draft budget and numbers for the Management Agreement. Mr. Snively then went through the budget, addressing the status of multiple line items. Contracted services saw a 3% increase due to cleaning contracts with the Red Rose Transit Authority and Fulton Bank at Penn Square, as well as the increase of eight additional hours for the cleaning team per week. Mr. Snively stated that Marketing expenses have been offset by revenue and took the opportunity to share that the merchant meetings are seeing consistent attendance of 50-60 participants each month, and Lancaster City Restaurant Week has over 40 participating local restaurants. Mr. Snively stated that administrative services saw an increase in 3%, while postage was lowered due to lack of use. Mr. Snively then shared that there is \$174,000 in a reserve fund, which would cover approximately five months of operating costs and continued by noting that the budget does not deviate much from the proposed budgets for the next few years.

Mr. Stoner questioned where the finances for the artist inspired bicycle racks will go now that they likely will not happen during this fiscal year and Mr. Snively explained that those finances would remain in the budget. Mr. Stoner then suggested that \$1500 be added to next year's budget, to be used specifically for the two artist inspired bicycle racks. **Mr. Wagner** motioned for approval to make this change to the budget and all were in favor.

Mr. Snively then shared that the Management Agreement underwent a few minor edits by Mr. McCarty, but was otherwise ready to be approved by the DID Board. Once it is approved, it will go to the LCA Board for approval. Motion for approval by **Mr. Wagner**, second by **Mr. Standish**.

Executive Director's Report

Mr. Snively informed the Board that three responses were received showing interest in the Queen/Vine sites. He continued to say that a Request for Proposal will be published within the next week, with a goal of releasing the multiple sites ideally as one project. Mr. Snively shared that the Keppel Building has been confirmed to be starting renovations into apartments and retail space, while the Bulova building is currently up for auction. Mr. Patterson shared with the group that the City of Lancaster has received multiple inquiries on the Bulova property: from a UHAUL operation in Arizona, a New York City real estate group, and a Pittsburgh developer. Mr. Wagner asked Mr. Patterson what potential options have been suggested and Mr. Patterson disclosed that there is one for a parking garage and one for a retail space. Mr. Patterson also noted that the complete redevelopment of the building will be long and complicated process, due to a large amount of asbestos that were found throughout the entire building. Mr. Standish inquired as to why the building could not have just been demolished and Mr. Patterson explained that the demolition would be complicated to complete also due to the current state of the building.

Moving forward, Mr. Snively continued with a brief update on the progress made on the **Building On Strength** Economic Development Strategic Plan. He noted the commitment to send quarterly reports out to the public and stated that the next quarterly report will be out next month. He also reviewed the work that the Lancaster City Alliance is doing to visit the commercial hubs identified in the plan, noting successful participation at the recent New Holland Corridor Meeting on Wednesday, February 10th and that there are plans to hold a meeting specifically for the downtown area in the future. Mr. Snively continued by sharing that he and Mr. Aichele will be holding a presentation for the Hager Condo Association on Sunday, February 28th.

Mr. Snively then reminded the group to fill out the Financial Interest Forms provided.

Adjourn

Motion by **James Wager**, second, **Randy Patterson** to adjourn. Motion approved and the meeting adjourned at 12:57 p.m.

Respectfully submitted,

Marshall W. Snively
Executive Director