

LANCASTER DOWNTOWN INVESTMENT DISTRICT AUTHORITY
May 25, 2016

Quorum

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

Members present: Randy Patterson, Timothy Mentzer, Mark Stoner, Crystal Weaver, and Patti Connell

Staff: Marshall Snively, Executive Director
Bill McCarty, Solicitor

Introduction of Public Guests

David Aichele and Andrea Daugherty from Lancaster City Alliance were present.

Minutes

Motion by **James Wagner**, second by **Patti Connell** to approve the February 24, 2016 minutes. Motion approved.

Financial Reports – February, March, and April 2016

Mr. Wagner requested Mr. Snively to report on financial statements from February to April 2016, provided in the Board packet. Mr. Snively explained that the packet is larger during this quarter, due to reporting on the assessments charged and liens for this fiscal year.

Mr. Snively continued with the Profit and Loss statement for May 2016 and the updated year-end summary, acknowledging that they are consistent with what has been reported all year. In terms of income, it has been a great year for the DID with the last quarter exceeding expectations after the DID received an additional \$14,000.00 in assessments. While the DID budgeted approximately 90% of assessments coming in, the DID actually received a 93% collection rate for this past fiscal year. In all, the DID expects a net income of \$58,000.00 as opposed to the originally budgeted \$5,300.00. Overall, it was a successful year with respect to the redesign and relaunch of the Downtown Dollars, as well as payment-in-lieu-of and prior year's assessments and penalties.

Motion by **James Wagner**, second by **Patti Connell**, to approve the financial statements from February 2016 to April 2016 and to approve checks numbered 4076 through 4132. Motion approved.

Mr. Snively asked the Board to refer to the DID-LCA FY15-16 reconciliation of the Management Agreement. For those who are new to the group, he explained that there is an annual report provided to the DID by Lancaster City Alliance (LCA), which compares actual expenses to the Management Agreement. He noted that there is also a spreadsheet of expenses charged to the DID that accompanies this form and that chart is mostly consistent with prior years. The DID makes about \$10,000 per year based on the current Management Agreement.

Old Business

A DID Management Agreement was approved by the board at February 2016 meeting and we currently under the new agreement, effective May 1 of this year.

Mr. Snively moved on to the discussion of removing Bike Ambassador Services directly adjacent to the DID, because those property don't pay for those services. He reiterated that the LCA Board was open to exploring the idea, but there were concerns about removing these services in zones where several non-profit LCA partners, especially schools and children-focused organizations, are located. LCA staff recommendation is to NOT pull back services at this time and continue to build the brand of the DID as noted in the current DID plan. The DID Board agreed.

David Aichele provided an update on contracting DID services on Private Properties throughout the District. He noted that there was a memo sent to the Executive Committee in April, regarding a request for contacted services specifically from LNP for the surface parking lot located on the corner of Queen and Chestnut. The proposal would provide for the DID Clean Team to maintain the lot on a daily basis. Mr. Aichele mentioned that no additional man power would be needed and the clean

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team would be able to go through during their normal routes. He noted that in May, there were additional clean team hours so it would be very manageable to do this. There would be an \$350 initial charge and then a fee of \$408.42 each month for daily clean team services.

Mr. Wagner then asked for clarification on the location of the lot and Mr. Aichele described that it is the corner lot on North Queen Street and Chestnut, showing a map of the surface lot to the group. He is hoping to have the hedge row done to improve the appearance, and mentioned that it may be a good idea to consider removing the hedges altogether. **Mr. Snively** acknowledged that there is a precedent for this and it is an opportunity for the DID to have additional income, as we already have a contract with Fulton Bank to provide cleaning services on their private property, as well as a contract with RRTA in maintaining the cleanliness of their bus stop areas. Moving forward, there should be a protocol in place to respond to these requests as they come in, to ensure we are not jeopardizing services in the areas where we are committed to be managing and cleaning.

Mr. Aichele then shared that he has been in conversation with the Market Manager of the Lancaster Central Market, which now works with a private contracted cleaning service to maintain Central Market. He noted that there may be an opportunity for the DID to provide a proposal for services at Central Market. It would ultimately require about 40 hours per week, so it would entail hiring one specific person.

Bill McCarty inquired on the cost of one team member, to which Mr. Aichele replied that it is roughly \$35K-\$37K per year. The starting pay is 10.00 per hour, but we pay about \$17.07 with overhead. Mr. Patterson indicated that he takes issue with the DID taking on a job that could be done by a private business and suggested that we shouldn't be in competition with the private sector, rather, we should be supporting it. He suggested that we look at only maintaining the Market bathrooms on Sundays as an option, as it would be helpful to have those open for visitors. **Patti Connell** agreed with his sentiments, as the only real option for available bathrooms is the Marriott and the Visitor Center, which is only open occasionally on Sundays. Mr. Snively noted the validity of these points and Mr. Aichele agreed that it would be ideal to have the bathrooms available on Sundays. Mr. Aichele told the group that he will reach out to the Market Manager to address the option of opening the bathrooms for guests on Sundays.

All of the Board members agreed to the maintenance of the LNP parking lot located on North Queen and Chestnut. Tim Mentzer asked if we would have to extend hours in order to accomplish this, to which Mr. Aichele said that we would be able to work it into the existing hours and no additional hours would be needed. He noted that the majority of the work would be done on Saturday/Sunday because the lot is empty on weekends. **Mr. Stoner** mentioned that he would suggest that the hedges be trimmed, as opposed to removing them altogether and revealing an empty lot. Mr. Patterson agreed. Mr. Snively reiterated the importance of implementing protocol and specific criteria for these decisions as additional requests continue to come in.

James Wager requested a motion for the contracted services. **Tim Mentzer** first, **Patti Connell** second. All agreed. Mr. Snively noted that the contract was reviewed and rewritten by our solicitor, **William McCarty**.

Mr. Aichele then reported on the six additional trash receptacles, which are ready to be installed once the press release is out. The locations were already established and shared at the February Board Meeting. He also shared that he will be meeting with Heidi Leitzke, Public Art Director for the City of Lancaster, to determine what will be done with the single submission received from last year's request for proposals. Mr. Snively mentioned that it is worth discussing if another RFP should be posted, since Ms. Leitzke was not in her current role when the original RFP was released. With only one response, it is unlikely the initial RFP did not make its way into the local art community.

Mr. Snively then addressed that there are currently only ten of eleven spots filled for the DID Board and we are trying to fill the last vacancy. He noted that the importance of being thoughtful about who is approached to join the Board, dependent on

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the current makeup and needs of the existing Board. He also shared that a recent meeting with Steinman Communications, it was mentioned that LNP may be interested in filling a position on the DID Board again.

Ms. Connell said it would be a good idea to have representation from LNP, since they are one of the largest property owners in the DID. Mr. Wagner requested that Marshall confirm the individual who would be joining the Board and the subject will be addressed at the next Board meeting.

New Business

Mr. Snively then moved on to the Liens list, which could be found in the packet. This is a comprehensive list of those who did not pay the DID assessment in the last fiscal year. Typically, everyone on this list would already have been liened, but it was decided that before the lien process, each property would be contacted to let them know that they are headed towards a lien. He noted that because of this outreach, already \$10,000 of the past due payments have been received. There are approximately 15 on this list who regularly do not pay, while about 8 on the list are folks in the new DID boundaries. After these individuals have been contacted, liens will be issued for those who do not respond in June.

Mr. Patterson asked if we have a record of the amount of liens placed on these properties and whether it is a substantial amount for the repeat offenders. Mr. Snively said that it is substantial, noting that as of last year it was \$41,000. Mr. Wagner then asked for any other questions. There were none.

Mr. Snively shared that there is a chart included in the packet with tax bill list comparisons, noting that there are 635 properties this year in comparison to 622 for last year while the amount of tax-exempt properties remains the same. The total amount of taxable property is \$393,000.

Mr. Snively then asked Mr. Aichele to discuss the 25th Anniversary of the DID in May of 2017. He shared that there was discussion about the logo and he passed around other logos for "Downtown" areas in the country. Mr. Wagner then asked what exactly our logo is and/or represents currently, to which Mr. Snively said that it is quilt with Central Market in the middle. Mr. Snively said that he believes there is great opportunity to revisit the logo as part of building the DID brand, which prompted a discussion about all of the places this logo currently is and the implications of replacing it with a new one.

Mr. Wagner suggested a potential design contest with a prize, perhaps including the Pennsylvania College of Art & Design. All agreed that this is a good opportunity to engage with the community.

This prompted a discussion on how large of a celebration this should be, and whether or not a committee should be established. Mr. Snively said it would be a good time to celebrate and promote the DID right before the renewal process, and that the topic will be covered in the next Merchant Meeting with hopes of a committee being formed by some of the merchants.

Executive Director's Report

Mr. Snively gave a big thank you to LEADS, as the planters are now up downtown. He followed by sharing that an RFP for the properties on Queen and Vine was released and those proposals are due June 10th, 2016. In addition, RRTA released an RFP for the air rights above the parking garage on Chestnut and Queen. It was mentioned that Celebrate Lancaster will be coming up on June 24th and he thanked Fulton Bank for sponsoring the event.

Mr. Stoner shared that Lancaster Pride will be in Binns Park on Sunday, June 19th and said that he has fliers and handouts for those that would like them.

There were questions about the status of the Bulova Building, to which Mr. Patterson said the settlement is planned for some time in mid-June.

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Mr. Snively pointed out that we are well aware of the trials and tribulations of the recent street closures due to construction and utility work. Mr. Patterson acknowledged that it has been difficult to communicate this kind of information and that the City is now working more closely with utility companies to come up with a way to streamline those communications and work with Flaggers.

Mr. Aichele finished the meeting by handing out refreshed Panhandling Campaign materials, noting that the LCA Marketing ELT and Community Safety ELT has worked together to redesign the poster and materials for the campaign. Once a month or so, he gets emails asking about our campaign and he shared that we will be rolling this out shortly. Ms. Weaver indicated that she has seen an increase in panhandling specifically at Prince Street Café, and her customers are constantly buying them food. Mr. Patterson indicated that most are not homeless and most are not veterans.

Adjourn

Motion by **James Wager**, second, **Randy Patterson** to adjourn. Motion approved and the meeting adjourned at 12:59 p.m.

Respectfully submitted,

Marshall W. Snively
Executive Director