

Lancaster Downtown Investment District Authority
Board Meeting Minutes
February 27, 2019 - 12 Noon
City Hall - Commission Room

Meeting called to order at 12:07 pm by Board Chair, Crystal Weaver.

Members present: Crystal Weaver, Randy Patterson, Alicia Byler, Bernard Truong, Jim Wagner, and Joe Donaldson.

Members not in attendance: Tim Mentzer, Nancy Neff, Scott Standish, and Mark Stoner.

Staff present: David Aichele, Executive Director; Lori Herr, Lancaster City Alliance; and Bill McCarty, Solicitor.

Guests: none

Quorum

A quorum was met.

Minutes

Chairperson Weaver asked for approval of the minutes from the November 28, 2018 Board meeting. Jim Wagner motioned, Alicia Byler seconded, and all were in favor. Minutes were approved.

Approval of Financial Reports - November & December 2018 & January 2019

Financial Statements for November 1, 2018 through January 31, 2019 were distributed prior to the meeting. Crystal Weaver asked for questions. There being no questions, Randy Patterson motioned approval as presented, Jim Wagner seconded, and all approved.

Joe Donaldson motioned, Alicia Byler seconded, and all were in favor of approving checks #4757 through #4814 for November 2018 through January 2019.

Old Business

A. DID Plan Renewal Task Force

Crystal Weaver explained that she and Tim Mentzer met with Dave Aichele and Marshall Snively to understand the timeline for the DID Strategic Planning process. A detailed timeline was distributed. Several board members expressed interest in serving on a task force to work on the plan renewal. Crystal also discussed the idea of hiring a consulting firm to assist with the plan renewal process that will lead into helping design a new logo to be unveiled with the new plan in May 2021.

Discussion on pursuing a consultant provided the following ideas:

1. Firms like Infantree and Fig were suggested.
2. Not all firms can provide both strategic planning and branding services.
3. Good idea to use a third party to communicate the new plan.

4. We need to narrow down the number of board members volunteering to serve on task force to five due to being an Authority and holding meetings without public awareness.
5. General consensus was that hiring consultant(s) was a good idea to assist in future planning.

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Attorney McCarty suggested keeping the cost in mind. Crystal explained the idea of allocating funds for hiring consultant(s) with \$15,000 this year and \$15,000 next year being added as a new line item - "Marketing Expense: 5030 - Strategic Planning/Brand" to our FY 19-20 and FY 20-21 budgets. Dave Aichele distributed copies of a draft budget that includes this new line item of \$15,000 for each year to cover expenses related to strategic planning. Randy Patterson mentioned researching foundations (Lancaster County Community Foundation, Steinman Foundation, High Foundation, etc.) to provide a grant versus taking money from reserves.

Crystal Weaver briefly reviewed the Strategic Planning timeline and mentioned that Mayor Sorace will be attending our next board meeting. Crystal met with her about our strategic planning and the Mayor would like the DID to become the "collection point" for the voices of the district to provide feedback to her and the City.

New Business

A. DID Year End Projections

Dave Aichele reported the following:

1. We budgeted \$350,000 in 18/19 assessment income - based on the assumption that \$365,723 would be billed (this was slightly lower than the previous year).
2. We currently have collected \$339,000 in 18/19 assessments. There is currently \$25,000 outstanding.
3. While we will likely be at approximately \$10,000 over in prior year's assessment income, and about \$18,000 over in DID Downtown Dollar sales, we are conservatively projecting a surplus in total revenue. This is in addition to the \$3,000 we budgeted in reserves.
4. In expenses, it looks like we will be \$2,500 over budget due to some beautification items as we are now providing the ice melt when shoveling curb cuts, as well as the tree mulch expense.
5. Net total income is projected to be approximately \$19,000 over budget.

B. DID FY 19-20 Budget Review and Approval

Dave Aichele reviewed the FY 19-20 Draft Budget. The largest change to the budget for next year is the wages for the Clean and Safe Team employees. The current starting wage is \$10.50 per hour with a 90 day increase to \$11.00 per hour. In an effort to provide a livable wage, it is proposed to raise the starting wage to \$11.50 per hour with a 90 day increase to \$12.00 per hour. The existing employees would also be increased to \$12.00 per hour.

Attorney McCarty mentioned that the Clean and Safe Team are not employees of the DID so we need to be sure the contract with Block By Block will reflect the wage increases. Dave confirmed that if the budget is approved, the contract language will insure the wages are increased.

Dave Aichele reported that assessments will be increasing due to Lancaster Press Building units selling and 29 East King Street is back on the tax rolls. This will help offset the increase in wages that we are proposing. Randy Patterson mentioned the Excelsior property will be coming back on to tax rolls. They are still getting caught up from 2017 when new projects came on line.

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Dave Aichele pointed out that under “Administrative Expenses” - “Miscellaneous Expense 6077” is a new line item for conferences with a budgeted amount of \$1,500.

Crystal Weaver asked for any additional questions or comments on the proposed budget. Dave mentioned that the Lancaster City Alliance board needs to approve the increased wage proposal for the Lancaster City Alliance Ambassadors as well. This will be addressed at the April meeting.

Joe Donaldson motioned, Jim Wagner seconded and all were in favor of approving the FY 19-20 budget as presented.

C. LCA-DID FY 19-20 Management Agreement Review and Approval

Dave Aichele reported a copy of the proposed Management Agreement was distributed prior to meeting. The FY 19-20 agreement proposes a 4% increase in the management fee. The Lancaster City Alliance Board will review in April. Alicia Byler motioned, Bernard Truong seconded, and all were in favor of approving the new Management Agreement as presented.

D. 2019 Board Member Update

The resume of Jami Rhynes was provided for everyone’s review. Jami lives within the city and is very interested in serving on the board. Jim Wagner motioned, Alicia Byler seconded, and all were in favor of approving Jami Rhynes for board nomination. The next step is for the Mayor to approve her for election and then the nomination goes to City Council. If approved, Jami will be invited to the May meeting.

Executive Director’s Report

Dave Aichele attended a special Merchant Meeting this morning with UGI to review the Prince Street gas main and lateral replacement project. Another meeting will be held at the UGI building for residents. The work is projected to start mid-late March and last 14 months.

Joe asked about directional signs for traffic and educating the population. Dave said they will use sign boards to advise traffic. Traffic will continue to flow using flaggers.

Dave distributed the State Ethics Commission Statement of Financial Interests Forms for 2018 which is required by the Commonwealth of PA. This form is used to determine any possible conflict of interest. Please complete and return to Dave by March 31, 2019.

With there being no further discussion, the meeting was adjourned at 1:04 pm.

Next Meeting: May 22, 2019 at 12 Noon at City Hall.

Respectfully submitted,

David Aichele
Executive Director