

Lancaster Downtown Investment District Authority

Board Meeting Minutes

May 25, 2022 – 12 Noon

115 East King Street (Room 2F) and Virtually via Zoom

Members present: Crystal Weaver, Nancy Neff, Joe Donaldson, Jami Rhynes, and Bernard Truong.

Member in attendance via Zoom: Patrick Hopkins and Mark Stoner.

Members not in attendance: Tim Mentzer, Jim Wagner, Alicia Byler and Laura DeMatteo.

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

Guests: Kenneth Martin.

Quorum

A quorum was met.

Legal Notice

Crystal Weaver announced that due to the location change to provide for a hybrid meeting, the 2022 Board of Directors meeting dates, times and location were properly advertised in the LNP Newspaper on Friday, February 4, 2022 and properly posted on the Lancaster City Alliance/DID website and the City of Lancaster's website with instructions as to how the public could join this virtual meeting. No one requested the link for this meeting.

Act 65

In accordance with the new guidelines of Act 65, today's meeting agenda was posted on the City of Lancaster's website, along with the Lancaster DID's website on Monday, May 23, 2022.

Call to Order

Meeting called to order at 12:04 pm by Board Chair, Crystal Weaver. Crystal welcomed Kenneth Martin to the meeting. Kenneth is serving as Co-Chair of the DID Plan Task Force and will be sharing a report later in the meeting.

Minutes

Crystal Weaver asked for approval of the minutes from the February 23, 2022 meeting. Nancy Neff motioned, Joe Donaldson seconded, and all were in favor. Minutes were approved.

Approval of Financial Reports – February 2022 through April 2022

Financial Statements for February through April 2022 were distributed prior to the meeting. Nancy Neff inquired about the check that was paid to Checkers Restaurant since the business has closed. Dave Aichele explained that the first check to the business was returned as undeliverable. The business contacted him and a new address was provided. This check was for Downtown Dollars reimbursement. Jami Rhynes motioned approval as presented, Bernard Truong seconded and all approved.

Nancy Neff motioned, Jami Rhynes seconded, and all were in favor of approving checks #5349 through #5409 drawn on the Fulton Bank checking account for February 1, 2022 through April 30, 2022.

Old Business

A. Approval of FY 2022-2023 LCA-DID Management Agreement

Crystal Weaver reported that the Management Agreement between the DID and Lancaster City Alliance that the DID Board approved at the February 2022 meeting was approved by the LCA Board at their March 25, 2022 board meeting.

B. 2021-2022 Delinquent List

Dave Aichele reported on the fiscal year-end delinquent properties. At the beginning of May, there were 33 properties. Since then, two properties have paid so there are 31 properties remaining (representing 18 owners). Letters were sent yesterday to delinquent property owners explaining that they have until the end of June to pay their assessments. There is a total of \$10,500 in assessments outstanding.

New Business

A. DID Board Slate of Officers for FY 2022-2023

Crystal Weaver reviewed the slate of officers currently serving:

Crystal Weaver	Chair
Tim Mentzer	Vice Chair
Nancy Neff	Treasurer
Jim Wagner	Secretary
Alicia Byler	Assistant Secretary

Crystal noted that the current officers have served in their positions for several years and ask for other board members to consider stepping into an officer position for the next term year. The current officers have agreed to remain this year as we are in a critical year with a new Plan being developed to be effective May 1, 2023.

Joe Donaldson motioned, Patrick Hopkins seconded to appoint the above officers to another term (FY 2022-2023). The motion was unanimously approved.

Discussion continued on the goal of adding new members.

Dave Aichele thanked Patrick Hopkins for his service and dedication on the Board since 2019. Patrick will be leaving the board. Chris Delfs will be joining the board representing City Hall.

B. Downtown Dollars Program

Dave Aichele shared an overview of how Downtown Dollars are sold through the Lancaster City Welcome Center. Currently, when the Welcome Center's supply of Downtown Dollars gets low, they request additional certificates to sell. The certificates are provided along with an invoice (to the City of Lancaster LOOP) for the amount of Downtown Dollars. He reviewed the proposal from the City of Lancaster's Welcome Center which was included in the board packet. In 2021, the Welcome Center sold close to \$20,000 in Downtown Dollars. The Welcome Center has shared that the funds for the Downtown Dollar purchases comes out of their budget and limits the funds available for the Welcome Center to do other things.

The Welcome Center is suggesting the DID set-up a Square account, purchase terminal hardware and allow the Welcome Center to sell Downtown Dollars through a shared Square account. Another suggestion was to provide the Welcome Center with an allotment of Downtown Dollars to sell and the City reimburses the DID when they are sold.

Dave reported that the Square hardware costs approximately \$300. The processing fee based on the purchase cost is 2.6% and there is a 10 cents transaction fee. During a discussion, it was felt that these costs are too expensive.

It was suggested that we invoice the City for the amount of Downtown Dollars they receive and allow them to pay the DID as the certificates are sold. The payment could be monthly or quarterly. Patrick Hopkins thought this was a good solution and will discuss internally with their Finance Department to develop guidelines. He will also discuss with Cheila Huettner, Manager of Welcome Center.

C. DID Plan Task Force Report

Crystal Weaver asked Dave Aichele and Kenneth Martin to share a report on the work of the DID Plan Task Force. Dave introduced Kenneth to the board. Kenneth reported the Task Force work is on schedule. The Task Force members took a tour of the areas being considered for the expansion which was very beneficial. The Task Force believes a 5-Year Plan with an increase in millage makes sense. They are creating two surveys (draft copies were provided for the Board). Some questions are for awareness and some questions are to get opinions and feedback.

Attorney McCarty cautioned on the wording of some of the questions to not misrepresent the services we are providing. We don't want to suggest we are doing things that we are not.

Nancy Neff questioned who will receive the surveys. Anyone who is a property owner in the DID will receive one, along with the general survey that will go to businesses who do not own and lease their property. The surveys can be distributed via social media and at Merchant Meetings.

Dave Aichele reported he is working on 5-Year projections to include expenses which will help determine the millage rate increase with the goal of being revenue neutral. Nancy Neff inquired if new projects like Willow Valley's Mosaic and Landis Place on King are included in these projections. Dave Aichele confirmed the new projects are included in the projections.

Dave Aichele shared they are looking at the possibility of adding pedestrian walk lights in areas where there are none in conjunction with the City as part of the new Plan.

Kenneth Martin shared that the general survey will be completed this week and will be presented to the Task Force on June 7th. After the approval, the survey will be ready to be distributed via Survey Monkey. If anyone has any suggestions, please provide them to Dave.

Crystal Weaver recommended that after the Task Force meets and finishes the survey, that the Executive Committee receive it for final review and approval before it is distributed. A motion was made by Nancy Neff, seconded by Joe Donaldson and approved unanimously to have the Executive Committee review and provide final approval of the survey prior to being distributed.

Everyone thanked Kenneth for his time and work on the Task Force.

Executive Director's Report

Dave Aichele reported that during the FY 2021-2022 Downtown Dollar sales reached \$66,000. The Ambassador/Clean Team expenses are under budget by \$22,000 due to adjusted work hours and not being able to fill positions. There are fifteen properties that have cleared their liens totaling \$34,000.

Copies of the new DID Dispatch newsletter were shared. Compliments were shared for the work Anne Williams did on creating the newsletter.

The auditors are scheduled to be in the office May 31 and June 1 to work on this year's audit.

There being no further discussion, the meeting was adjourned at 1:09 pm.

Next Board Meeting: August 24, 2022

Respectfully submitted,

David Aichele
Executive Director