

LANCASTER DOWNTOWN INVESTMENT DISTRICT AUTHORITY
March 23, 2011

Quorum

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

Members present: Mike Abel, Patti Connell, Harold Miller, Mort Nierenberg, Randy Patterson, Bob Ramsay, Scott Standish, Andrew Weikert.

Staff: Lisa Riggs, Executive Director
Solicitor, Bill McCarty
Cheryl Kieffer, Administrative Assistant

Introduction of Public Guests

Bernie Harris, Lancaster Intell/New Era
Clair McCormick, Lebzelter's Total Car Care

Approval of Minutes of the November 17, 2010 Meeting

Motion by Patti Connell, second, Bob Ramsay, to approve the November 17, 2010 minutes. Motion approved.

Financial Reports – November through February

Motion by Randy Patterson, second, Patti Connell, to approve the financial statements for November through February and checks #2699 through #2867 on the Fulton Bank account. Motion approved.

Welcome New Board Member – Mort Nierenberg

Mort Nierenberg of Nimble Thimble was welcomed as the DID's newest Board Member. Mort thanked the board for the opportunity to serve stating that Nimble Thimble has been a downtown business for forty years and he sees that good things are happening downtown.

Old Business – Delinquent Accounts

There are 40 delinquent accounts for 2010 amounting to \$21,328. Some of those accounts are on the list regularly. If you know any of the property owners, please ask them to contact Ms. Riggs or Ms. Kieffer regarding payment. Mr. Patterson added that the City has been in contact with Hotel Brunswick regarding payment of their 2010 assessment.

New Business

Draft Budget 2011-2012. While the public was invited to this meeting and some property owners acknowledged receipt of the budget, there were no comments made regarding it. After some discussion on the budget by board members, **motion was made by Harold Miller, second, Scott Standish, to approve the budget for fiscal year 2011/2010. Motion approved.**

JSID/DID Management Agreement. - Ms. Riggs detailed the Management Agreement beginning with page 2 under Compensation, the administrative fee of \$25,000 is included in the total amount of \$172,500 to be paid to JSID in monthly installments of \$14,375. This amount does not include the cost of the administrative assistant that will be reimbursed to JSID. The cost of the ambassadors has been reduced to \$140,000 from \$160,000. Ms. Riggs is in regular contact with the Bureau of Police and can provide the board with statistics and monthly activity at their request. The Board will be provided with marketing updates. **Motion by Mike Abel, second, Harold Miller, to approve the 2011/2010 JSID/DID Management Agreement. Motion approved.**

SGI Sweeping Contract—SGI has been the contractor since 2008, following a competitive bid process. We are pleased with their services and staffing. As noted in the budget discussion, SGI voluntarily reduced their overhead to meet our budget needs. Ms. Riggs noted that the initial contract structured with SGI was for a one year term, renewable for two additional years. Given our strong working relationship with the vendor, Ms. Riggs requested approval to extend the current contract, based on the revised reduced contract fee to run concurrent with

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the DID's authorization, i.e. through December 2012. **Motion by Bob Ramsay, second, Patti Connell to approve the extension of services provided by SGI through December 2010. Motion approved.**

315 N. Queen St. – The assessment for 2011 has not been paid on this property, which was owned by Elizabeth Hine, then transferred to Steve Murray in December of 2010. Due to the fire-damaged property and the serious injuries of the current owner, Ms. Riggs sought guidance on how to handle the current year's assessment, offering for the Board's consideration the option of waiving it. Discussion ensued as members expressed sympathy for Mr. Murray yet also balanced the precedent and the lack of clear criteria to take the action of waiving an assessment. The Board reached consensus not to place a municipal claim against the property for 2010 and deferring the assessment for collection to 2011. Mr. McCarty stated there are no restrictions on waiving an assessment. **Motion by Randy Patterson, second, Patti Connell, to defer the municipal claim on the property at 315 N. Queen Street for 2010 and defer invoicing for the assessment for 2011 until such time as the future of the use of the property is determined. Motion approved.**

Executive Director's Report

Ms. Riggs stated that this year we're tracking accurately on our budget in general. On the revenue side, despite not receiving the 2010 assessment from the Hotel Brunswick, which is close to \$10,000, we will still come close to meeting budget due to the unexpected payment in full on the property at 42 N. Prince Street.

The DID is in discussion with Fulton Bank regarding the automation of the gift certificate program and using credit cards for payments, making it more customer-friendly. Fees and equipment are an issue as the DID is not willing to take a 2% hit on fees incurred for credit card use and it also is aware of the sensitivity of merchants to any fees related to the program..

The April JSID/DID Merchants meeting will have a speaker for the group discussing social network marketing with Facebook. Discussion is ongoing regarding the www.downtownlanaster.com website and the potential to strengthen the web presence by consolidating/coordinating various sites such as Lancaster Arts, MOOSE and the PA Dutch Convention & Visitors Bureau. The PA Dutch Visitors Bureau is promoting Downtown as a destination, however, Mr. Standish stated that the Bureau doesn't do product development, which is an important component to Downtown's future growth..

Road construction schedules will be sent as they become available. It will be a challenging spring, especially around Penn Square. Penn DOT milling and paving will continue through September. There is a strong pipeline of business activity in the City. As an example, there was a recent article in the Intell regarding a new construction project led by Mr. Tom Ponessa at Prince and Lemon Streets.

Ms. Riggs asked the Board to give some thought to the DID Renewal, perhaps to approach it differently than before to include broader input from people. Mr. Patterson stated he will speak to the Board at the next meeting regarding the City's Strategic Plan, how it is not exclusive of Downtown and how it ties in to Public Safety, the police and JSID ambassadors.

Adjourn

Motion by Harold Miller, second, Scott Standish to adjourn. Motion approved and meeting adjourned at 1:10 p.m.

Respectfully submitted,

Cheryl A. Kieffer
Assistant Secretary