

LANCASTER DOWNTOWN INVESTMENT DISTRICT AUTHORITY

August 27, 2014

Quorum

Meeting called to order at 12:01 by Chairperson, James Wagner.

Members present: Patti Connell, Nancy Neff, Mort Nierenberg, Randy Patterson, Bob Ramsay and Mark Stoner

Staff: Marshall Snively, Executive Director
Bill McCarty, Solicitor

Introduction of Public Guests

David Aichele and Colleen Wagner from Lancaster City Alliance (LCA) were present. Carol Roland, Trout Ebersole & Groff was present.

Minutes

Motion by **Nancy Neff**, seconded by **Randy Patterson** to approve the May 28, 2014 minutes as presented. Motion approved.

FY 2013-2014 Audit Presentation

Carol Roland reviewed the DID's 2013-2014 fiscal year which ended on April 30, 2014. Carol representing Trout Ebersole met with the DID Executive Committee to approve the year end financials and the necessary filing of State DCED paperwork completed by July 30, 2014. Carol asked the Board to review the narrative report by Executive Director, Marshall Snively. The 2014 year-end resulted in a net income of \$33,000. The DID is operating with approximately four months of operating reserves.

Highlights of the audit review were as follows: The comparative income statement was reviewed highlighting the increase of (PILOT) payment in lieu of taxes payment of \$10,000 in 2014. Additional savings were absorbed with the closing of the Queen Street DID office. The Board reviewed a series of charts, showcasing the increase and decrease in revenues mainly due to grant funding. Trout's management advice is to encourage the Board to remain engaged in overseeing controls, policies and procedures due to the size of the organization.

Mort Nierenberg referenced the management letter and the language used within it, asking if Trout Ebersole could provide further counseling. An example of savings of scale was given. Carol Roland, offered Trout's support and willingness to offer insight as well as their relationship working with Carol and Marshall during the year. Randy Patterson referred to the language in question and suggested most is required and standard language and is given from Trout in their role as auditor versus consultant. A motion was made to accept the presentation as reviewed. Motion passed.

Approval of Financial Reports – May, June and July 2014

Marshall Snively revenue has exceeded budget and 2013 assessments are coming in faster than expected. Special attention was made to donations which are down \$1,250. Funding from the County

of Lancaster was received last week. Next week the submission for the 2015 PILOT payment request will be made. The request will formally be \$77,000. The 2015 DID budget has \$45,000 in the budget. Expenses are higher than expected due to the public meeting mailing sent in July as well as the August cleaning contract being expensed in July. Downtown Dollar Gift Certificate sales are higher than expected year to date. Nancy Neff asked if the exploration of switching from a paper certificate to a gift card was being pursued. Marshall Snively reported the DID is working with LOOP (City of Lancaster Office of Promotions) to explore the possibility of selling the downtown dollars in the visitor center of their new location at Penn Square as well as looking at it's design. A motion was made by **Nancy Neff** and seconded by **Bob Ramsay** to approve the May, June, July financials and May through July checks. Motion moved.

Old Business

Marshall Snively reviewed the DID renewal timeline, highlighting the information public meeting held in July. Approximately thirty people attended the meeting. Invitations were mailed to all property owners in the District as well as the expanded areas. The next meeting will be October and will be held in the newly renovated City Hall with anticipated approval in January, 2015. Jim Wagner thanked everyone for their efforts in drafting the plan. Nancy Neff suggested a letter of thanks be written to Denny Cox and the team he lead through drafting the renewal process.

Marshall Snively distributed Velocity cards promoting the event scheduled for September 18th at Tellus 360 from 6-10 pm. The evening event has two sets of tickets \$75 for rooftop VIP as well as \$30 for general tickets. The event will feature 50 local businesses representing the local art, food and culture of Lancaster. The event was born from the DID merchant committee with the goal of bringing awareness downtown as well as raising funds for LCA.

New Business

Marshall Snively reviewed the LCA's engagement in the economic development plan for the City. Information gathered by the consultants in July and August was shared with the Board. A public meeting with 160 people was held on August 14th. The process currently is gathering information to find emerging trends. Marshall shared an emerging trends document with the Board. The working group consisting of 75-100 people will be meeting four more times between now and May, 2015 when the plan will be complete. SACA and LCA are working closely together to promote the event to residents as well as patrons via radio and promotional cards in Spanish, asking people to provide feedback online.

Mark Stoner asked about the boundaries of the plan as it relates to the corridors (Neighborhood Centers). The definition of defining boundaries was discussed explaining the need to define the scope of the plan and how they correspond with the CRIZ borders. Randy Patterson reviewed the purpose of the plan is really promote and assist in the development of the Core of the City as well as the gateways that lead to it. The ED Steering Committee has requested the final report be a living document, allowing for changes to be made as the plans morph over the next 15-20 years. An open discussion on education, studies and other plans currently underway and how they will all connect was held. Mark Stoner

suggested a listing of all current plans and studies be listed somewhere for the general public so people can keep engaged and put their focus to their specific interests.

Executive Director's Report

Marshall Snively reviewed the transition of MOOSE (the Mayor's Office of Special Events) to LOOP (The City of Lancaster Office of Promotions). LOOP has moved to the old City Hall, at Penn Square and over the course of the next year begin to manage and revise the visitor center to be more user friendly and city centric. Lancaster Cupcake is opening on Friday, September 5th on Orange Street. Lululemon has opened a fitness clothing store on Queen Street. The City of Lancaster will be installing pedestrian lighting in the 200 and 300 blocks of North Queen in the fall.

Randy Patterson reported 25 of the 26 Pennsylvania College of Art and Design student housing units on King Street are being utilized. Nancy Neff encouraged everyone to visit the new location of Festoon. Lancaster Cigar has also opened at the Hagar Arcade. The City employees who once occupied the Southern Market Center are now located at the newly renovated City Hall. Randy Patterson gave details on the square footage and sale price of the SMC. The Chamber, EDC, Leadership Lancaster and Assets remain in the building on a month to month lease.

Adjournment

There being no further business, a motion was made by **Nancy Neff** and seconded by **Patti Connell** to adjourn the meeting. Motion approved and the meeting adjourned at 1:11 p.m.

Respectfully submitted,

Marshall W. Snively
Executive Director